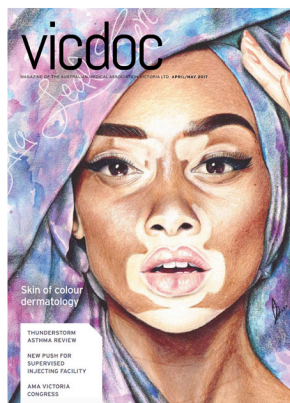


AUSTRALIAN MEDICAL ASSOCIATION (VICTORIA) LIMITED

MEDIA KIT 2019





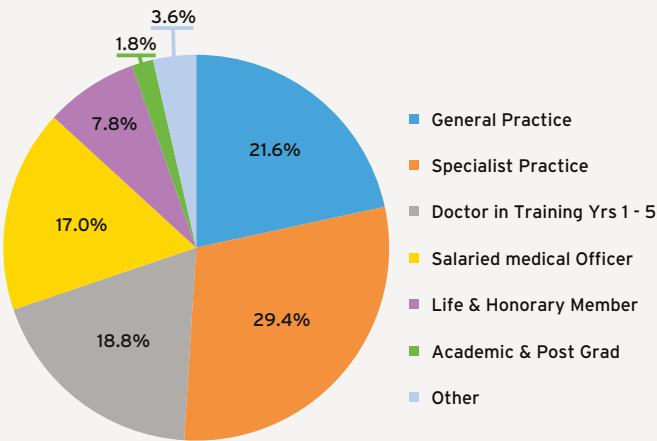
AMA VICTORIA

The Australian Medical Association Victoria exists to promote the health care needs of the community and protect the interests of doctors.

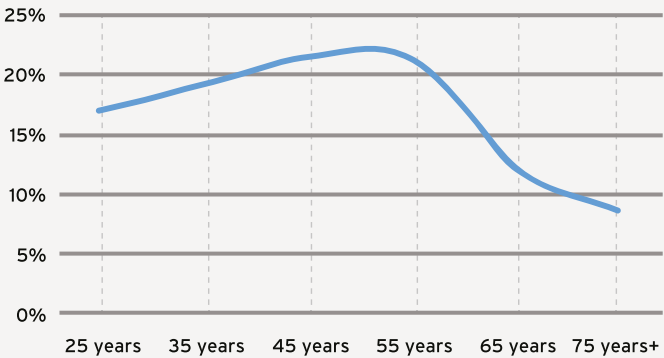
Our history dates back to the late nineteenth century when branches of the British Medical Association (BMA) were formed in Australia. Before Australia's specialists colleges were formed, branches of the BMA held regular meetings to discuss medical developments and unusual cases. The BMA branches formally merged to form the Australian Medical Association (AMA) in 1962.

Today, AMA Victoria not only advocates for and represents doctors, we also provide an extensive range of services and benefits that support doctors in their practices, medical careers and their lifestyle.

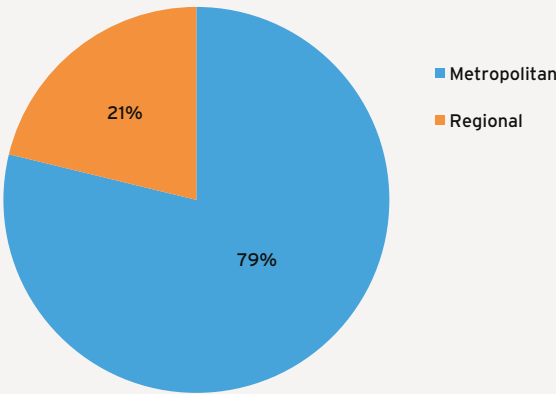
Category of Doctor



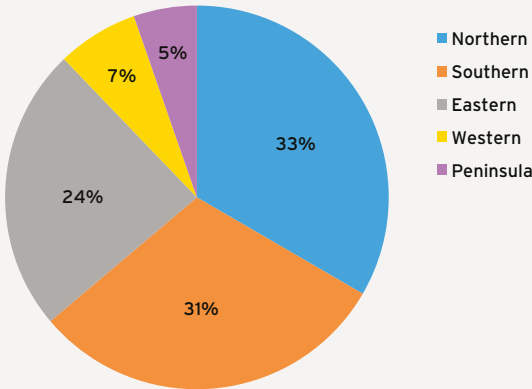
Age Demographic



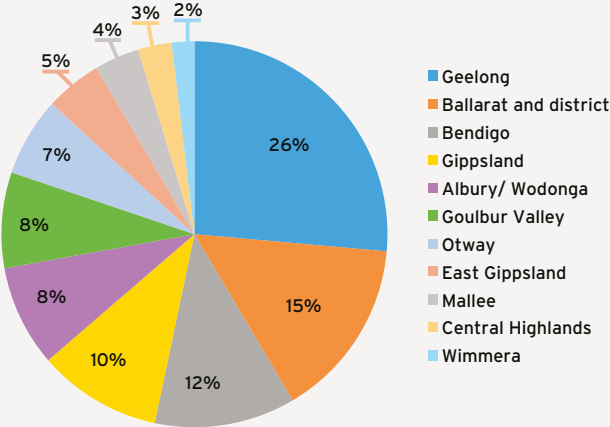
Location in Victoria



Melbourne Metropolitan Locations



Victorian Regional Locations



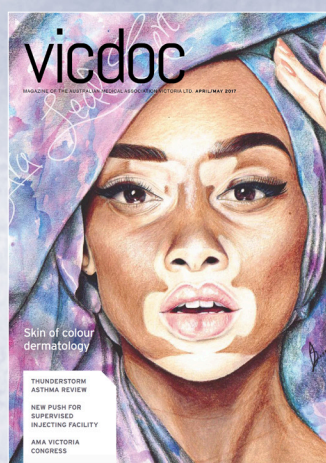
Full-time doctors
(non-managerial)
\$2,862 per week


Equivalent earning
across all occupations
\$1,348 per week

Be part of our magazine:

vicdoc

MAGAZINE OF THE AUSTRALIAN MEDICAL ASSOCIATION VICTORIA LTD.



A close-up portrait of a woman with dark hair pulled back, smiling warmly at the camera. She is wearing a white lab coat over a light blue button-down shirt. A blue stethoscope is draped around her neck. The background is a bright, out-of-focus indoor setting, likely a clinic or hospital.

"Advertising through AMA Victoria meant I could directly reach my niche market. The promotion of my business through a trusted network is extremely valuable, and I recommend it to anyone wishing to access medical professionals"

BELINDA HUDSON



WHY SHOULD I ADVERTISE IN VICDOC?

Vicdoc magazine is the official publication of AMA Victoria and is an independent journal dedicated solely to the Victorian medical profession.

The publication contains essential industrial, legal and health policy information for practising doctors. This ensures that your message will not be lost in the increasingly cluttered digital and print environments in the medical advertising space.

The publication is printed six times a year, and is mailed bi-monthly. The publication is viewed by over 12,000 doctors, across all disciplines of medicine.

WHO RECEIVES VICDOC?

Vicdoc is also delivered a wide range of stakeholders, including:

- Medical workplaces
- Practice managers & staff
- Hospitals
- Universities
- Government bodies
- Key decision makers in the health industry

ONLINE

www.amavic.com.au

With a strong online presence, *vicdoc* magazine provides even more exposure to key industry stakeholders. Maximise your reach and promote your brand through a mix of print, online and social media.

SOCIAL MEDIA

vicdoc is supported by social media through Facebook, Twitter and LinkedIn.

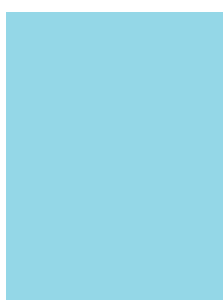
SPECIAL EDITIONS

The AMA has two special editions of *vicdoc*, which is viewed by over 20,000 medical professionals (including non-members).

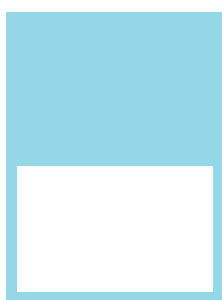
ADVERTISING OPTIONS 2019

Size	Casual advertiser \$	X2 editions (5% dis) \$	X4 editions (10% dis) \$	X6 editions (20% dis) \$	Special editions \$
Full Page	4,040	3,838	3,636	3,232	6,060
1/2 horizontal or vertical	1,960	1,862	1,764	1,568	2,945
1/3 horizontal or vertical	1,350	1,282	1,215	1,080	2,025
Classified display	460	437	414	368	690
Loose insert	4,150	3,942	3,735	3,320	6,220
Stitched insert 1 page	4,150	3,943	3,735	3,320	6,220
Stitched insert 2 page	5,800	5,510	5,220	4,640	8,700
Fly sheet	2,200	2,090	1,980	1,760	3,300
Gate fold	12,000	11,400	10,800	9,600	18,000
Cover wrap	4,150	3,943	3,735	3,320	6,220

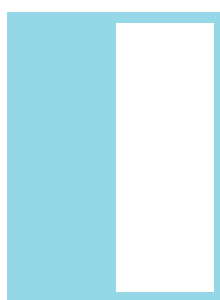
NOTE: there are no discounts available on the special editions of the publication.
Inside cover and back covers will incur a 25% loading.



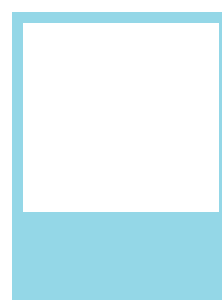
FULL PAGE
210mm(w)x297mm(h)
+3MMBLEEDALLSIDES



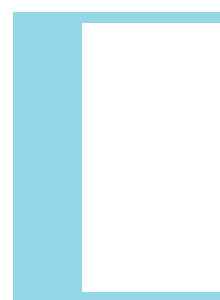
1/2 PAGE Horizontal
190mm(w)x134mm(h)



1/2 PAGE Vertical
90mm(w)x272mm(h)



1/3 PAGE Horizontal
190mm(w)x87.33mm(h)



1/3 PAGE Vertical
60mm(w)x272mm(h)

PRINT DEADLINES 2019

Publication dates	Booking Deadline	Artwork Deadline	Editorial Deadline
1 February*	3 January	10 January	3 January
1 April	1 March	10 March	1 March
1 June	1 May	10 May	1 May
1 August	1 July	10 July	3 July
1 October*	1 September	11 September	1 September
1 December	1 November	10 November	1 November

* SPECIAL EDITIONS REACH UP TO 20,000 DOCTORS IN VICTORIA

ARTWORK SPECIFICATIONS

- For full page advertisements, please provide PDF files in CMYK with 3mm bleed and trim marks. Resolution to be saved at no less than 300dpi.
- Microsoft Publisher, Word, Pagemaker, Excel and Powerpoint files will NOT be accepted. Film and bromide are NOT accepted.
- All fonts (screen and print) must be packaged, embedded or outlined. All images to be supplied as 300dpi CMYK, TIFF or JPEG files. Make sure all colours are CMYK and not RGB. Spot colours must be converted to CMYK. Metallic colours are not accepted.
- Minimum type size: 5 point. For full-colour reverse type – minimum type size: 6 point.
- Ads under 9 megabytes in size may be emailed to reception.
Email: reception@amavic.com.au
- Artwork over 9 megabytes to be supplied through an online file transfer site.
- Contact AMA Victoria if you have any questions about advert specifications on 03 9280 8722.

INSERTS & ONSETS

- Inserts and onsets are available for inclusion within vicdoc. For booking and material deadlines, please refer to magazine deadlines.
- Limited numbers of inserts and onsets will be accepted per edition. After the first insert/ onsert has been confirmed, any subsequent inserts/ onsets will be allocated to a weight bracket that accounts for all confirmed inserts/ onsets and charged accordingly.
- Prices subject to change according to variations in charges imposed by Australia Post. To confirm price, advertisers MUST provide weight of insert/ onsert at the time of booking.
- Contact AMA Victoria if you have any further questions regarding booking inserts or onsets on 03 9280 8722.

Be part of our e-newsletter:

Fortnightly check-up





WHAT IS FORTNIGHTLY CHECK-UP?

The eNewsletter “Fortnightly Check-Up” is an electronic communication medium (EDM) that reaches up to 12,000 doctors* each fortnight.

WHY SHOULD I ADVERTISE IN FORTNIGHTLY CHECK-UP?

Fortnightly checkup is AMA Victoria's flagship electronic direct mailout (EDM).

Sent to all AMA Victoria members including students, Fortnightly Checkup is highly regarded by our members due to its breadth and relevance. Containing engaging content including industry trend information, the latest updates on Medicare, FairWork wage information,

AMA policy submissions as well as AMA member news, AMA Victoria's

Fortnightly Checkup is the perfect way for doctors to 'check in' on the issues that matter to them.

* Approximate number applicable at time of publication

FORTNIGHTLY CHECK-UP ADVERTISING

Fortnightly Check-Up is a must-read for doctors. It covers news that directly impacts their professional lives, training and dates for the diary. A limited number of advertising places are offered in our fortnightly e-newsletter.

ARTWORK REQUIREMENTS

Advertisers should supply artwork in:

- 520 pixels (wide) x 80 pixels (high)
- 72 DPI
- gif or jpeg file, maximum file size of 20kb.

PUBLICATION DEADLINE

Deadline for artwork is 5pm Friday prior to the dates the advertisement is scheduled to appear.

AMA VICTORIA FORTNIGHTLY CHECK-UP ADVERTISING RATES 2019* (EXCLUDES GST)

Banner Advertisement	Cost per Ad
Casual	\$550
x 5	\$485
x 9	\$450
x 24	\$240

***Subject to change and availability.**

DISCOUNTS

AMA Victoria members and AMA Victoria Partners: 10% discount on advertising rate.



ADVERTISING BOOKINGS AND ENQUIRIES:

Daniel McLaughlin
Business Development Manager
t: (03) 9280 8722
e: danielm@amavic.com.au

AMA Victoria
293 Royal Parade
Parkville VIC 3052

We welcome editorial submissions in the form of industry white papers, case studies, company and product news, R&D outcomes etc., accompanied by high resolution colour digital images. Our editorial staff have the final say on all content and we cannot guarantee submissions will be included in our editorial pages.

FOR MORE INFORMATION:

Barry Levinson
Editor & Writer
t: (03) 9280 8741
e: barryl@amavic.com.au

