

2026

Media Kit

AMA VICTORIA

AUSTRALIAN
MEDICAL
ASSOCIATION
VICTORIA

AMAVIC

Who are we?

AMA Victoria (AMAVIC) is the principal voice advancing the Victorian medical profession and influencing policy makers. We proudly connect and support our members, providing a powerful voice to advocate for Victorian doctors and the health of all Victorians.

Membership with AMAVIC provides doctors with support and representation across the span of their careers.

Whether at the start of a medical career or an experienced doctor, AMAVIC provides members with exclusive professional support and representation along with access to relevant advisors, resources, information and networks.



Why join us?

We are independent.
Our media is targeted
to doctors and medical
students with select
advertisers only.

We have a loyal and
engaged audience
with influence and
spending power.

We can offer integrated
campaigns across
multiple platforms.

We have excellent
reach that is above
industry benchmarks.



Who are we talking to?

Career Stage Members %

Age Spread Members %



| | |
|-------------------------|--------|
| CMO + Public Specialist | 26.68% |
| DIT | 27.51% |
| GP | 7.19% |
| GP Reg | 0.84% |
| Private Specialist | 10.80% |
| Retired | 6.19% |
| Student | 19.70% |
| Transition/Gov | 1.09% |

| | |
|-------|--------|
| 18–29 | 28.25% |
| 30–39 | 23.40% |
| 40–49 | 16.77% |
| 50–59 | 12.22% |
| 60–69 | 9.61% |
| 70–79 | 5.41% |
| 80+ | 4.35% |

Who are we talking to?

Region Members %

Gender Members %



| | |
|-------------------------|--------|
| Eastern Melbourne | 30.93% |
| Gippsland | 2.53% |
| Murray | 6.28% |
| North Western Melbourne | 26.08% |
| *Other (outside Vic) | 3.13% |
| South Eastern Melbourne | 22.03% |
| Western Victoria | 9.01% |

| | |
|--------|--------|
| Female | 46.52% |
| Male | 53.13% |
| T | 0.02% |
| X | 0.21% |
| Z | 0.13% |

How to
connect quarterly

AMAVIC Flagship Digital publication



AMAVIC Digital Publication



VICDOC digital publication is a magazine dedicated solely to the Victorian medical profession. It is published four times a year.

VICDOC 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.

VICDOC is produced four times a year and distributed to up to 9,000 doctors,* across all disciplines of medicine.

VICDOC is sent to a wide range of stakeholders including: medical workplaces, practice managers and staff, hospitals, universities, government bodies, and key decision makers in the health industry.

With a strong online presence, VICDOC magazine provides even more exposure to key industry stakeholders. Maximise your reach and promote your brand online and through social media. VICDOC is supported by social media through Facebook, Instagram, X (Twitter) and LinkedIn.

* Approximate number at time of publication.

VICDOC Specifications

Hyperlinks:

Advertising within the VICDOC publication can have more than one hyperlink.

Hyperlinks are a great way to link to your content. The AMAVIC communications team will add all hyperlinks to the digital magazine in the production process.

Please supply hyperlinks separately and not embedded into supplied artwork.

Embedded videos:

Videos are overlaid over the ad artwork as part of the digital magazine production process.

Links are to be supplied as a YouTube or Vimeo link. The links should be supplied separately and not embedded

Supplied artwork:

No bleed or crop marks.

Schedule / Pricing

(per edition)


| Advertisement | Size (mm) | Price* |
|-------------------------|---------------------|------------|
| Full page | 210mm (w) 297mm (h) | \$1,400.00 |
| Half page horizontal | 190mm (w) 134mm (h) | \$780.00 |
| Inside front cover | 210mm (w) 297mm (h) | \$2,250.00 |
| Advertorial (500 words) | 210mm (w) 297mm (h) | \$1,550.00 |

| Publication Dates | Advertorial | Ad material | Publish* |
|-------------------|-------------|-------------|------------|
| Autumn (IWD) | 26/1/2026 | 2/2/2026 | 8/3/2026 |
| Winter | 4/5/2026 | 11/5/2026 | 12/6/2026 |
| Spring | 3/8/2026 | 10/8/2026 | 11/9/2026 |
| Summer | 12/10/2026 | 19/10/2026 | 20/11/2026 |

* Dates subject to change


How to connect weekly

AMAVIC Check-up EDM



AUSTRALIAN
MEDICAL
ASSOCIATION
VICTORIA


Check Up /



23/10/25


Policy and advocacy update

Here's an update on a few of the issues AMA Victoria is working on for members, including:



AUSTRALIAN
MEDICAL
ASSOCIATION
VICTORIA

Check Up /



23/10/25

Policy and advocacy update

Here's an update on a few of the issues AMA Victoria is working on for members, including:

- Burglaries targeting Melbourne medical practices
- Review of Victoria's energy life support customer framework.

READ MORE >

The Victorian Virtual Specialist Consults

The Victorian Virtual Specialist Consults (VWSC) is a statewide publicly funded service connecting patients, general practitioners, allied health practitioners and hospital specialists to facilitate collaborative decision making. Community based specialists, of which general practitioners are included, can also access VWSC for second opinions or multi-morbidity management. VWSC aims to support the management of complex patients in the community, strengthen continuity of care, and ease pressure on outpatient departments across Victoria.

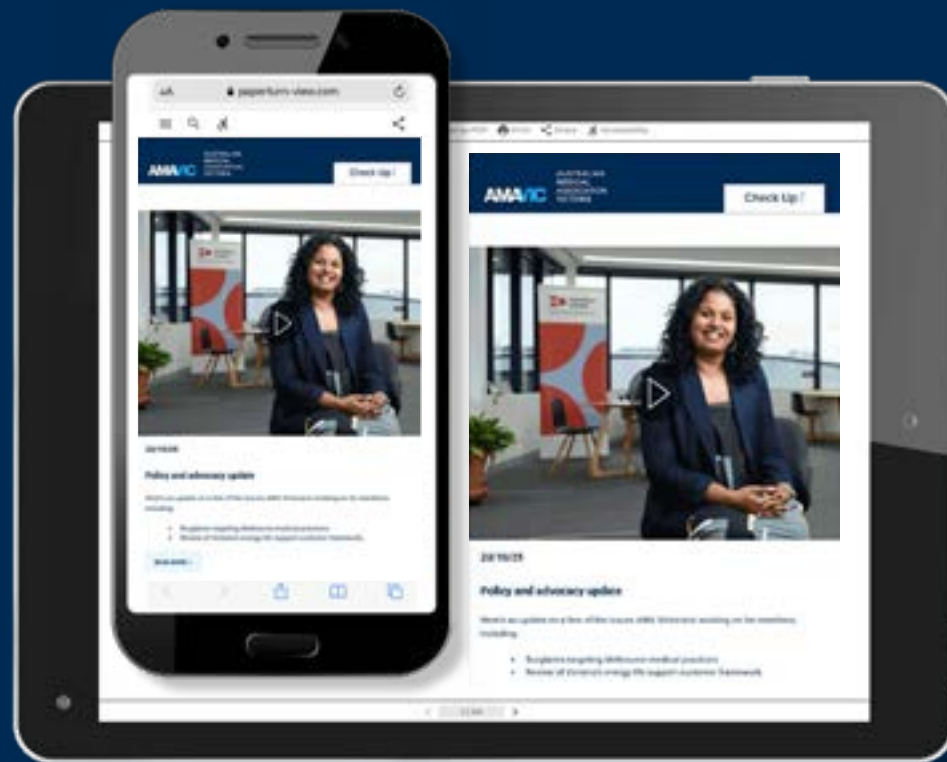
The current clinic wait times are from 1-week to 8-weeks in length. Most disciplines are available including psychiatry, adult medicine, paediatrics, palliative care and women's health. For a full list and to see availability, visit <https://vwsc.org.au/>

VWSC consults can be claimed as CPD under the "Reviewing Performance" category with RACGP. The service also develops connections between clinicians, fragments care through synchronous sharing of results and notes, improves access to care and is an excellent learning opportunity for doctors in training who use the service.

For more information, visit <https://vwsc.org.au/> and click on the "More Information" tab.

Release:
1 <https://www.ama.vic.org.au/press-releases/2025/10/23/vwsc-launch>

Check-Up Weekly EDM



Check-Up is AMAVIC's flagship eNewsletter sent every Thursday by Electronic Direct Mail (EDM). It reaches up to 9,000 doctors* each week.

Check-Up is sent to all AMAVIC members including medical students. It is highly regarded by our members due to its breadth and relevance. It contains engaging content including industry trends, Medicare updates, FairWork wage information, AMA policy submissions and AMA Victoria member news.

AMAVIC's Check-Up is the perfect way for doctors to 'check in' on the issues that matter to them.

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 weekly e-newsletter.

* Approximate number applicable at time of publication.

Check-Up Specifications

Artwork Requirements

Size (mm)

Jpeg or gif file*

1000x200px

* static or animated, maximum file size 500kb

Quantity**

Price (per Ad)

Casual

\$750.00

x 5

\$685.00

x 12

\$600.00

Publication Deadline

Artwork is due a week prior to the date(s) your advertisement(s) is scheduled to appear.

Discounts

10% discount on advertising rate for AMAVIC members and AMAVIC Partners.

Publication Schedule

The Check-Up will be published weekly from Thursday 22 January 2026 to Thursday 17 December 2026.

Success stories



We have had the pleasure of working together with AMA Victoria for several years now. Through various online & offline communication channels we have been able to reach and engage with the Victorian medical community.

By leveraging the trusted reputation of AMA Victoria, we have had great success with building the equity of our own brand amongst their captive membership.

The AMA Victoria team encourage active collaboration, and through constant innovation are leading the way in an ever-changing media environment.

Doctors' Health Fund

At the Bongiorno Group, we have been regularly promoting our services through the VICDOC and CheckUp for the last year with tremendous success. Both publications provide a terrific vehicle to springboard our key messages directly to doctors throughout Victoria in a timely manner.

AMAVIC's 'on the pulse' publications have been instrumental in allowing us to connect with our target audience of medical professionals and the response to our tax related articles has resulted in direct calls and meeting requests from doctors across the state.

Bongiorno Group

Success stories



NobleOak has been in partnership with AMA Victoria for the past couple of years. Our program of online and offline marketing activity has helped drive acquisition targets and brand recognition for our business. We look forward to continuing to work with AMA Victoria and in doing so providing quality, fully underwritten cover to medical professionals at competitive rates. It's been a pleasure dealing with the team and we hope for many more years of adding value.

NobleOak

VICDOC has undergone several format changes in recent times. With each transformation, it is looking more sleek whilst never losing sight of the high quality content expected of a professional publication. The biggest difference from a media agency's perspective remains with the Team. Their quest for continuous improvement to the publication and ability to harness great relationships have definitely lifted VICDOC's profile within the medical media industry.

Impetus Media

Building Relationships



Contact

Ms Frances Morell

AMAVIC Strategic Partnerships & Events

Email: francesm@amavic.com.au

Telephone: 03 9280 8754

AMAVIC

AUSTRALIAN
MEDICAL
ASSOCIATION
VICTORIA

Please fill in your details

Organisation information / invoice details

Advertiser:

Contact name:

Street (1):

Street (2):

Suburb:State:P/code:

Phone:

Email:

Confirmation of booking

Please place my booking.

I/We acknowledge that I/we have read and understood the full set of terms and conditions for advertising.

Signature:Date: / /

Choose your advertising

| | | | | |
|--------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| VICDOC PUBLICATION | Full page | Half page | Inside F/Cover | Advertorial |
| Autumn | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Winter | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Spring | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Summer | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| | | | |
|--------------|---------------------------------|------------------------------|-------------------------------|
| CHECK-UP EDM | Casual <input type="checkbox"/> | X 5 <input type="checkbox"/> | X 12 <input type="checkbox"/> |
|--------------|---------------------------------|------------------------------|-------------------------------|

Date(s) of booking(s):

Terms and conditions

☐ I/We have submitted/will submit artwork for publication by AMA Victoria and acknowledge that I/we take full responsibility for the content provided. I/We have ensured that the artwork adheres to the specifications outlined in AMA Victoria’s Media Kit and understand that AMA Victoria reserves the right to refuse to publish the artwork/advertorial and takes no responsibility for any errors within the artwork/advertorial supplied.

Prices are GST exclusive. Prices outlined do not include any agency commissions or rebates. Advertising restrictions do apply as exclusivity contracts with suppliers are in agreement. All advertising is subject to the discretion of the editor and publications committee. Advertising options outside the opportunities mentioned in this document are POA and may have unique deadlines and terms. Cancellation policy of 100% applies to all bookings confirmed in writing. PLEASE COMPLETE FORM AND PDF TO: amavic@amavic.com.au