



Pharmacy Today Media Kit 2012



Pharmacy Today is New Zealand's leading pharmacy trade publication. We have been in pharmacy for more than 23 years.

The newspaper provides community and hospital pharmacists, pharmacy staff, the pharmaceutical industry and wider health sector with the latest news, features and analysis of the health sector, business, politics, and clinical pharmacy. **Pharmacy Today** is recognised as essential reading for pharmacists and those wanting to keep abreast of the rapidly changing health sector.

It has long supported the profession and pharmaceutical industry through its involvement in the annual Pharmacy Today/ProPharma Pharmacy Awards. In addition, **Pharmacy Today** publishes the annual **Healthcare Handbook** incorporating the OTC Products Guide.

The newspaper is available by subscription.

Best Single Issue – Top 25 Issues. 2011 Tabbies International Editorial & Design Awards.

New Zealand Magazine of the Year, Business/Special Interest Award 1998. Magazine Publishers Association.

Pharmacy Today and ProPharma proudly sponsor Pharmacy Awards 2012 (co-sponsor since 1997).

FREQUENCY

Eleven issues per year, published at the beginning of each month (combined December/January issue).

CIRCULATION – 2600

- 97% of community and hospital pharmacists and pharmacy staff
- IPA pharmacists, locums and pharmacy students
- The pharmaceutical industry, a range of allied health professionals, academics, health officials, DHB and PHO managers.

EDITORIAL ARCHIVES

Pharmacy Today's website: www.pharmacytoday.co.nz provides the latest edition's leading story headlines. Access to electronic story archives from year 2000 onward is available on a fee-for-service basis through our archive service providers Knowledge Basket (www.knowledge-basket.co.nz).

SUBSCRIPTIONS

The annual subscription fee for **Pharmacy Today** is \$82.80 (includes GST)

Special rates apply to overseas subscribers

For further subscription details contact Susan Tupp on +64-9-488 4293 or stupp@pharmacytoday.co.nz

Pharmacy Today

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F +64-9-489 6240

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Auckland 0622

Business manager:

Vivienne Fraser

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vfraser@pharmacytoday.co.nz

PharmacyToday



NEWS + BUSINESS

Written by staff journalists and correspondents:

- New Zealand pharmacy and health sector news
- Political and business news
- Pharmaceutical industry news.

FEATURES

Written by staff journalists and specialist contributors:

- Regular news features on the latest political and business trends and developments in the sector
- Regular features on topical health issues and treatments, pharmacy business, marketing and technology and personality profiles
- Corporate profiles highlighting companies' latest initiatives and new directions.

OPINION

- Editorial
- Letters to the editor
- Columns on the Australian pharmacy scene, OTC drugs and business, and comment from selected contributors.

SHOPTALK

Written by staff journalists and contributors:

- News, features, comment and practical advice, for pharmacy proprietors, retail managers, pharmacy assistants and other retail staff
- Topics cover the entire range of business and retail marketing issues, the latest in pharmaceutical and health and beauty products, natural health, and the companies and people behind retail pharmacy.

CLINICAL PHARMACY PRACTICE

Written by pharmacists and specialists:

- Latest news on clinical pharmacy
- A clinical feature on natural health
- Features discussing in detail a wide range of conditions and their treatments
- Practice Update looks at the latest information on clinical issues
- New Zealand registered pharmacists can earn New Zealand College of Pharmacists continuing education credits through *Pharmacy Today*.

PHARMACY SCHOOLS

News on academic trends, research and student issues.

CLASSIFIED ADVERTISING



Jodi Yeats
EDITOR

Jodi is an award-winning journalist with an extensive background in print and online journalism, broadcasting and publishing. She worked for four years as a senior journalist on *New Zealand Doctor*, covering pharmacy and health sector news, and winning the senior magazine feature writing category of the Qantas Media Awards and an award from the Royal College of Pathologists of Australasia. Prior to that Jodi was the online editor for Auckland City Council's weekly staff newsletter and intranet daily news service, where she won a communications award for Maori Language Week. Jodi has been a senior journalist and acting editor for the council's ratepayers' publication *City Scene*, and, in previous lives, has been a broadcast journalist for a national news service, a travel reporter, book reviewer and had magazine features published in New Zealand and the UK. She has had publishing roles in New Zealand and London.

Email: editor@pharmacytoday.co.nz Tel: +64 9-488 4269



Rhonwyn Newson
JOURNALIST

Rhonwyn was a travel writer for a magazine in South Africa for two years before moving to New Zealand. She also worked as a sales assistant in a pharmacy for six years, before and while obtaining her degree in journalism.

Email: rnewson@pharmacytoday.co.nz Tel: +64 9 488 4298



Michelle Norton
JOURNALIST

Michelle has a Bachelor of Arts, specialising in media studies and sociology. She also has experience in retail management after completing her postgraduate diploma in journalism.

Email: mnorton@pharmacytoday.co.nz Tel: +64 9 912 9258



Lisa Rapley
JOURNALIST

Lisa has a Bachelor of Arts majoring in history and political science. She also has a graduate diploma in journalism and has worked as a journalist in community papers and online.

Email: lrapley@pharmacytoday.co.nz Tel: +64 9 488 4294



Vivienne Fraser
BUSINESS MANAGER

Vivienne has been with *Pharmacy Today* for over 5 years and her experience in the sector includes almost a decade with Bayer HealthCare as a medical/specialist rep and senior product manager (ethical, OTC, direct-to-consumer and new product launches). Vivienne has also worked in a pharmacy and advertising agency and has a BSc double major degree (chemistry and psychology).

Email: vfraser@pharmacytoday.co.nz Tel: +64 9-488 4295



Joanne Zhou
DESIGNER

Joanne has a background in fine arts and journalism. A graduate in publishing and design, Joanne is instrumental in page layout, design of the magazine and advertising production.

Email: jzhou@pharmacytoday.co.nz Tel: +64 9-488 4288



Susan Tupp
PRODUCTION MANAGER

Susan has been with *Pharmacy Today* since its inception in June 1988. Her roles include co-ordinating advertising and page production as well as administration. Susan is also the business manager of the *Healthcare Handbook incorporating the OTC products Guide*.

Email: stupp@pharmacytoday.co.nz Tel: +64 9-488 4293



DISPLAY ADVERTISING

The rate card display rates are based on net rates and volume discount may apply given in consideration of the total spend in **Pharmacy Today** over a 12-month period. Our rate card includes a number of sizing alternatives but we would be happy to discuss any special requirements you may have. Specific page placements attract a x20% loading.

INSERTS & ONSETS

Inserts can go out with the full distribution or can be broken down by market segments. They can be inserted into the fold of the newspaper or placed into a specified page within the issue. They are a great way of getting additional information to pharmacy in a standard form with far better cut-through than direct mail alone.

Onsets can be anything from an information card to a fridge magnet and are attached to a certain page. With onsets there are two options:

1. Glued Leading Page Onset – A horizontal strip which is attached to either an A3 or A4 advertisement, and extends over the front cover. The advertisement will always be in a prime position on a right hand page and close to the beginning of the newspaper.
2. Glued Onsets – A non-liquid product sample or information slip attached to an advertisement in a specific position. The size of the onset is not to extend over the size of the ad. The onset is only available with an advertisement and minimum sizing applies.

CLASSIFIED ADVERTISING (Print & Online)

Classified advertising rates are non commission bearing unless arranged with booking. Deadline dates for booking and print material are two working weeks prior to publishing date. Display ads to be supplied as high resolution, print quality PDF files. Run-on ads will be placed from text supplied.

Online classifieds are accepted at any time.

For DISPLAY advertising, contact:

Vivienne Fraser

T +64-9-488 4295

F +64-9-489 6240

M 021-539 456

vfraser@pharmacytoday.co.nz

**For Healthcare Handbook and
CLASSIFIED advertising, contact:**

Susan Tupp

T +64-9-488 4293

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stupp@pharmacytoday.co.nz

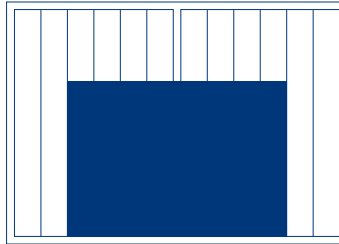


material specifications



A3 Double Page Spread

Trim: 595mm W x 420mm H
Copy: 570mm W x 395mm H
Bleed: 605mm W x 430mm H

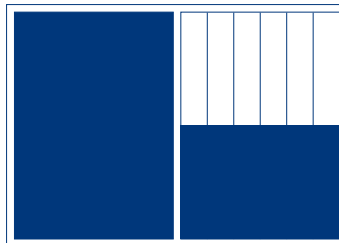


A4 Double Page Spread

Trim: 390mm W x 250mm H
Bleed: No bleed edge required

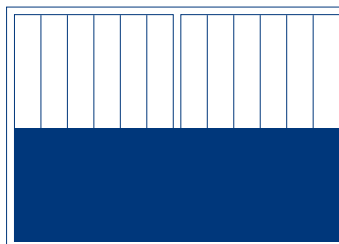
A3

Trim: 297mm W x 420mm H
Copy: 275mm W x 395mm H
Bleed: 307mm W x 430mm H



Half Page Tabloid (HPT)

Trim: 277mm W x 160mm H
Bleed: No bleed edge required

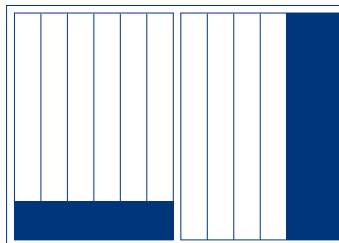


HPT Double Page Spread

Trim: 575mm W x 160mm H
Bleed: No bleed edge required

Strip (horizontal)

Trim: 275mm W x 60mm H
Bleed: No bleed edge required
(On application)

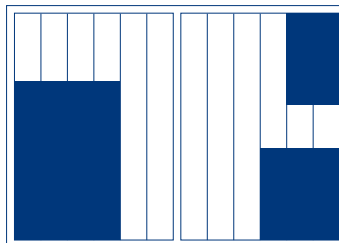


Strip (vertical)

Trim: 88mm W x 390mm H
Bleed: No bleed edge required

A4

Trim: 182mm W x 250mm H
Bleed: No bleed edge required



2 Column x 130mm

Trim: 88mm W x 130mm H
Bleed: No bleed edge required

3 Column x 130mm

Trim: 135mm W x 130mm H
Bleed: No bleed edge required



2012 advertising formats & rates

FORMAT	RATE
A3	\$4500
A3 Centre Spread	\$8600
A3 Double Page Spread	\$8350
A4	\$3150
A4 Centre Spread	\$6250
A4 Double Page Spread	\$6050
Half Page Tabloid (HPT)	\$3150
HPT Double Page Spread	\$6050
Strip (vertical) – 2 Column x 395mm	\$2890
Front Page – 6 consecutive issue contract only	\$3150
2 Column x 130mm	\$1300
3 Column x 130mm	\$1890
Shelf Talker (Product shot and 80 words of copy, includes production but excludes photography)	\$1250
<hr/>	
SPONSORED CORPORATE FEATURE – 1 page	\$4800
SPONSORED CORPORATE FEATURE – 2 pages	\$9400
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INSERTS	\$2400
Soft Glued ONSSERT	\$2600
Soft Glued Leading ONSSERT	\$3500

All rates are net of commission and exclude GST.

Classified advertising is available at the back of the publication & online

The classified section typically covers a single A3 page, but may run over.

The print rates are as follows:

- NZ\$17 per double column line plus NZ\$35 if you wish to include a logo
- NZ\$65 per double column centimetre if artwork is submitted.

For an additional 20%, your print ad can appear on the *Pharmacy Today* website for that month.

The online (monthly) rate for a professional classified is NZ\$495 (online only / not print).

All rates are net of agency commission, and exclude GST.



PRINTING

Pharmacy Today is printed sheet fed offset, saddle-stitched by:

McCollam's Print
30 Constellation Drive
Mairangi Bay
Auckland

ADVERTISING MATERIAL

CMYK PDFs only. Colour accuracy is to normal commercial printing standards, however UBM Medica (NZ) Ltd accepts no responsibility for colour accuracy unless a four-colour proof is supplied. Fifth colour available upon request – additional charges apply.

Please deliver all advertising material to:

Pharmacy Today
3 Shea Terrace
Takapuna
Auckland

Attention: Susan Tupp
stupp@pharmacytoday.co.nz

on or before the material deadline date.

Production costs are recharged for all advertising material either not supplied to our specifications or requiring duplication. All measurements in millimetres.

2012 publishing schedule:

PUBLISHING DATE	BOOKING DEADLINE	MATERIAL DEADLINE
FEBRUARY	7 December	18 January
MARCH	1 February	15 February
APRIL	29 February	14 March
MAY	28 March	11 April
JUNE	2 May	16 May
JULY	30 May	13 June
AUGUST	4 July	18 July
SEPTEMBER	1 August	15 August
OCTOBER	29 August	12 September
NOVEMBER	3 October	17 October
DECEMBER	31 October	14 November



Advertising online

Updated several times a week, now there is a reason for you to regularly log on and check out the latest in the world of pharmacy. There are news updates, business tips, an interactive blog, and the chance to have your say through online polls and feedback options.

Online professional classifieds

Professional classifieds running in the print publication will also be published online. (See professional classifieds rates in this media kit).

Online display advertising specification



Run of site banner (maximum 4 x rotation)

– 760 pixels (W) x 120 pixels (H)
Rate is \$250 per week

Run of site medium rectangle (maximum 4 x rotation)

– 300 pixels (W) x 300 pixels (H), OR
– 300 pixels (W) x 250 pixels (H)
Rate is \$250 per week

All rates net of agency commission and excluding GST.

The acceptable file formats are gif, jpeg, animated gif or swf.

Maximum file size is 50kb, preferably lower.

Advertising artwork must be accompanied by a URL, eg, www.yourname.co.nz

For swf files the click tag must be embedded into the file.

For all enquiries and bookings please contact Vivienne Fraser on 09-488 4295 or vfraser@pharmacytoday.co.nz



@PharmacyToday

@PharmacyToday is *Pharmacy Today's* e-newsletter, currently published weekly. Nearly 600 pharmacists have opted in, to have this e-newsletter delivered weekly direct to their inbox.



Right hand island ad (as per below)

Medium rectangle – 300 pixels (W) x 250 pixels (H)

\$250 per newsletter

All rates are net of agency commission and exclude GST.

The acceptable file formats are static jpg or gif. Maximum file size is 20kb.

Advertising artwork must be accompanied by a URL to link to, eg, www.yourname.co.nz

For all enquiries and bookings please contact Vivienne Fraser on 09-488 4295 or vfraser@pharmacytoday.co.nz