

PharmacyToday

Media kit 2018

Pharmacy Today is New Zealand's leading pharmacy trade publication and is recognised as essential reading for pharmacists and those wanting to keep abreast of the rapidly changing health sector.

The publication provides pharmacists, pharmacy staff, the pharmaceutical industry and wider health sector with comprehensive news, engaging features, analysis of the health sector and ENHANCED-accredited education. *Pharmacy Today* is the industry's platform for relevant conversations inspired by trusted content.

Pharmacy Today has long supported the profession and pharmaceutical industry through its involvement in:

- Annual *Pharmacy Today*/Guild Pharmacy Awards
- Annual Publication of the *Healthcare Handbook* incorporating the OTC Products Guide
- *Pharmacy Today* ELearning platform offering pharmacy staff bespoke product and condition training.

The publication is available by subscription.

FREQUENCY

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

CIRCULATION – 2200

- 90 per cent of community and hospital pharmacists and pharmacy staff
- Pharmacists, technicians, locums and pharmacy students, assistants and retail managers
- The pharmaceutical industry, a range of allied health professionals, academics, health officials, DHB and PHO managers.

CONTACT

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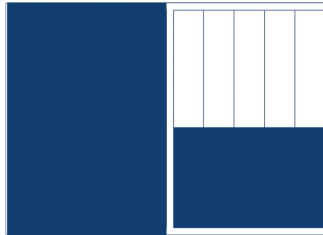
A3 DOUBLE PAGE SPREAD

Trim: 595mm W x 420mm H
 Copy: 570mm W x 395mm H
 Bleed: 605mm W x 430mm H
 Marks: Crop marks required



A3 PAGE

Trim: 297mm W x 420mm H
 Bleed: 3mm bleed on all edges
 Marks: Crop marks

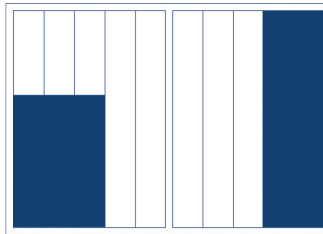


1/2 PAGE

Trim: 270mm W x 178mm H
 Bleed: No bleed edge
 Marks: No crop marks

A4 PONY

Trim: 160mm W x 239mm H
 Bleed: No bleed edge
 Marks: No crop marks

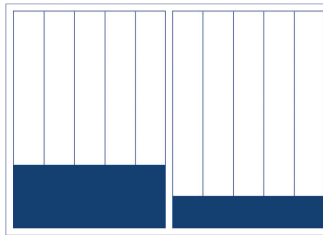


2-COL VERTICAL STRIP

Trim: 105mm W x 361mm H
 Bleed: No bleed edge
 Marks: No crop marks

WIDE HORIZONTAL STRIP

Trim: 270mm W x 117mm H
 Bleed: No bleed edge
 Marks: No crop marks

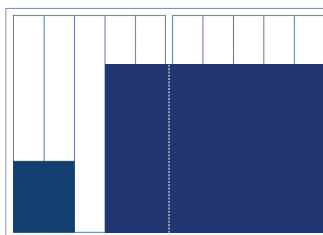


SLIM HORIZONTAL STRIP

Trim: 270mm W x 56mm H
 Bleed: No bleed edge
 Marks: No crop marks

2-COL CAMEO

Trim: 105mm W x 117mm H
 Bleed: No bleed edge
 Marks: No crop marks



2-PAGE FALSE COVER

Trim: 397mm W x 320mm H
 Bleed: 5mm on all edges
 Marks: Crop marks
 Fold: At 100mm

4-PAGE FALSE COVER

Front: 297mm W x 320mm H
 Back: 297mm W x 420mm H
 Bleed: 5mm on all edges
 Crop: Crop marks





Rate level is calculated on your total spend across all The Health Media Ltd titles over a 12-month period. Advertising rates are fully commission-bearing and exclusive of GST. Page placements attract a 20 per cent loading fee.

2018 RATES

	A3	A3 DPS	1/2 A3 or A4	2-COL VERT	WIDE STRIP	SLIM STRIP	2-COL CAM
Casual	\$4822	\$8679	\$3375	\$3028	\$2947	\$2250	\$2277
20k	\$4580	\$8246	\$3204	\$2947	\$2770	\$2138	\$1233
40k	\$4340	\$7714	\$3038	\$2786	\$2604	\$2031	\$1134
60k	\$4099	\$7378	\$2871	\$2701	\$2448	\$1929	\$1042
100k	\$3857	\$6943	\$2701	\$2604	\$2325	\$1832	\$960
200k	\$3670	\$6605	\$2529	\$2475	\$2186	\$1741	\$883
250k	\$3430	\$6170	\$2432	\$2400	\$2090	\$1655	\$804

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

ADVERTORIAL - 1 page.....	\$4950
ADVERTORIAL - 2 page.....	\$9682
FALSE COVER - 2 page.....	\$8900
FALSE COVER - 4 page.....	\$14,000
INSERTS.....	\$2400
ONSERT - soft glued.....	\$2600

2018 PUBLISHING DATES

Publishing date	Booking deadline	Material deadline
February	Wednesday, 29 November 2017	Wednesday, 13 December 2017
March	Wednesday, 24 January 2018	Wednesday, 7 February 2018
April	Wednesday, 21 February 2018	Wednesday, 7 March 2018
May	Wednesday, 21 March 2018	Wednesday, 11 April 2018
June	Friday, 27 April 2018	Wednesday, 9 May 2018
July	Wednesday, 23 May 2018	Wednesday, 6 June 2018
August	Wednesday, 27 June 2018	Wednesday, 11 July 2018
September	Wednesday, 25 July 2018	Wednesday, 8 August 2018
October	Wednesday, 29 August 2018	Wednesday, 12 September 2018
November	Wednesday, 26 September 2018	Wednesday, 10 October 2018
December	Wednesday, 24 October 2018	Wednesday, 7 November 2018
February	Wednesday, 21 November 2018	Wednesday, 5 December 2018

CLASSIFIED ADVERTISING

Pharmacy Today Classifieds is the ideal place to advertise a job vacancy, list a pharmacy or item for sale, deliver conference, seminar or course information and promote your business. A variety of classified advertising options are available and can be delivered online, in print and in the @PharmacyToday eNewsletter.

RATES:

NZ\$32 per column centimetre excluding GST



To place an advertisement go to **pharmacytoday.co.nz/professional-classifieds.co.nz** or contact **Ali Jacobs**

Ali Jacobs
T +64-9-488 4299
E ajacobs@thehealthmedia.co.nz

Classified advertising rates are non-commission bearing.

ADVERTISING MATERIAL

CMYK PDFs only. All materials must be greater than 300dpi and submitted as a flattened CMYK PDF. A **TAPS** approval number is required on all advertising material. An InDesign packaged file including all links and fonts is required if changes or design work is required from Pharmacy Today. Our designer's time will be charged at \$150.00 per hour excluding GST.

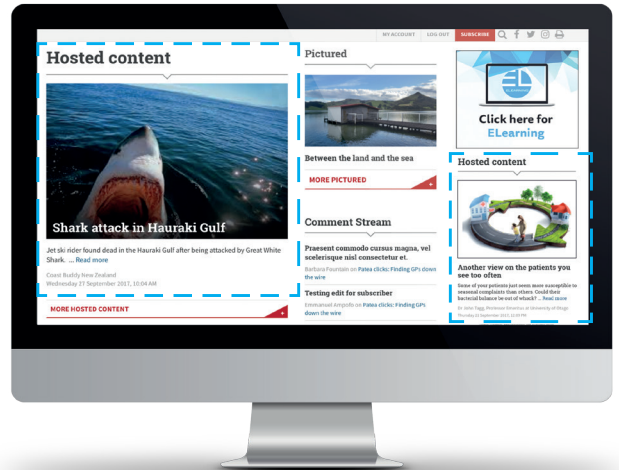
Colour accuracy is to normal commercial printing standards; however, The Health Media accepts no responsibility for colour accuracy unless a four-colour proof is supplied. Fifth colour available upon request – additional charges apply.

PLEASE SEND ALL ADVERTISING MATERIAL TO:

Attention: Ali Jacobs
 ajacobs@thehealthmedia.co.nz
 on or before the material deadline date.

Digital

Pharmacy Today reaches a varied pharmacy audience through their website, eNewsletters, ELearning and Facebook.



PHARMACY TODAY WEBSITE

Updated daily during the week, now you can connect with pharmacists who regularly log on and check out the latest in the world of pharmacy. There are news updates, business stories, blogs, videos and the chance to have your say through online polls and comments.

WEBSITE DISPLAY ADVERTISING SPECIFICATIONS

Run of site top banner \$250 per week
 Maximum 4 x rotations and must provide all three ad sizes

Desktop 970 pixels W x 250 pixels H
 Desktop scrolling 980 pixels W x 120 pixels H
 (the ad sits at the top of the article as it scrolls underneath)
 Mobile 300 pixels W x 250 pixels H

Medium rectangle tile ad \$250 per week
 Two small positions or one large position available
 (both spaces pictured)

Small 300 pixels W x 250 pixels H
 Large 300 pixels W x 600 pixels H

Up to four unique ad spaces available per location.
 Ads rotate with each click and refresh.

NEW HOSTED CONTENT

Integrated among *Pharmacy Today's* editorial content, our new hosted content is the space to develop a relevant and interesting conversation with our readers, launch new products, or remind customers your point of difference in the market.

Treated as an article rather than an advertisement space, the content is mobile and tablet-friendly, searchable and sharable through social media. This content also benefits from our related-links feature, click through, to an internal or external website and is saved in our archives. Finally, this is available to everyone as viewers don't need to log in to read your content.

The below spaces are the specs for the synopsis or preview on the *Pharmacy Today* homepage. This will click through to a full web-page containing your content.

Large \$1600 per month
 Measurements 627 pixels W x 595 pixels W

Small \$1000 per month
 Measurements 215 pixels W x 204 pixels W

Press releases \$100 per link per month

Packages available.

Acceptable file formats for all web content include gif, jpeg, animated gif, or swf (must be embedded with the click tag). For website advertisements, all artwork must be 50kb or less and accompanied by a URL. Hosted content's hero media (the image/video on the home page), must be less than 50mb.

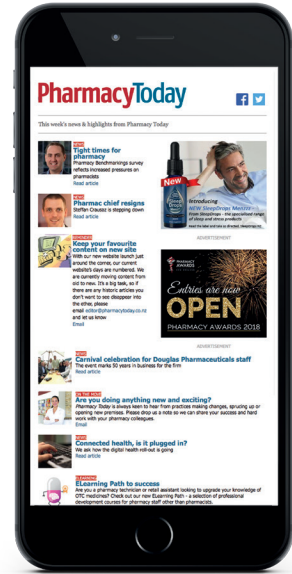
eNEWSLETTERS THROUGH @PHARMACYTODAY

Currently published each Wednesday. More than 1500 pharmacists and staff have opted to have this e-newsletter delivered weekly, direct to their inbox.

40 per cent open rate compared to industry standard of **20.87 per cent**

Medium rectangle\$250 per newsletter
 Measurements 300 pixels W x 250 pixels H

All rates are net of agency commission and exclude GST. The acceptable file formats are jpg and gif. Maximum file size is 20kb. Advertising artwork must be accompanied by a URL to link to, eg, www.yourname.co.nz



For information on developing training courses, contact Grayson Cobb on +64 27 545 8390.

ELEARNING

ELearning is a digital library containing all *Pharmacy Today's* ENHANCE-accredited articles, such as How to Manage and Clinical Practice, and a selection of product training courses. Courses are added monthly and all registered users are notified of new courses through monthly EDMs. Every pharmacy user must access the library through this screen.

Medium rectangle\$250 per week
 Measurements300 pixels W x 250 pixels H

Large rectangle\$500 per week
 Measurements300 pixels W x 550 pixels H

FACEBOOK

The Pharmacy Today Facebook page is our most popular social platform. It is used primarily to support promotional activity, such as boosting views of ELearning training courses, hosted content on the website, or an independent story printed in *Pharmacy Today*.

The boosted posts may be shared across our ELearning and New Zealand Doctor Facebook pages to connect your brand's message to all our readers.

Monthly impressions70,000
 Likes3500
 Boosted post \$250 per post



NEWS

Written by staff journalists

- New Zealand pharmacy and health sector news
- Individual pharmacy and pharmacist news – who is doing what?
- Sector governing body news – Pharmacy Guild, Pharmaceutical Society of New Zealand, Pharmacy Council

DISPENSARY

Written by staff journalists

- A more in-depth look at issues facing the pharmacy sector
- In-depth interview with a key person in the pharmacy sector

BUSINESS

Written by staff journalists and contributors

- Business news, company profiles, report analysis and wider trends in the sector
- Bimonthly column offering business advice for pharmacists

HOW TO MANAGE

Written by out-sourced healthcare professionals:

- Monthly section that educates pharmacists about a medical topic
- ENHANCE-accredited Group 2 learning for pharmacists
- All articles published on the ELearning library (including ads contained in the printed article)

CLINICAL PRACTICE

Written by out-sourced health care professionals:

- Clinical medication review by clinical advisory pharmacists
- ENHANCE-accredited Group 2 learning for pharmacists.
- All articles published on the ELearning library (including ads contained in the printed article)

FOCUS

Written by staff journalists

- Monthly in-depth look at a wider pharmacy topic
- Included expert opinion from both outside and inside pharmacy
- Wide-ranging list of topics covered

RETAIL

Written by staff journalists

- Retail tips and advice for pharmacists' including managing staff, running a retail business, etc
- Advice for other pharmacy staff – selling, customer service, etc
- Monthly retail therapy column giving advice to staff on how to deal with a particular patient
- New and popular products
- Beauty products and treatments
- General retail pharmacy topics

SPOTLIGHT

Written by staff journalists

- Monthly in-depth look at conditions pharmacists address
- More general and less medical than clinical practice
- Examines conditions, treatments and ongoing help

CONTINUING OTC EDUCATION

Written by Carmen Fookes

- Monthly article exploring one of the *Healthcare Handbook's* common disorders
- One of the required readings for the ELearning path, an incentivised course framework designed for non-professional staff

PHARMACY SCHOOLS

News on academic trends, research and student issues.

CLASSIFIED ADVERTISING