



about PharmacyToday Kaitiaki Rongōā o Te Wā

# PharmacyToday

KAITIAKI RONGŌĀ O TE WĀ

## Media kit 2022

Pharmacy Today Kaitiaki Rongōā o Te Wā 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 publication of the *Healthcare Handbook* incorporating the OTC Products Guide
- Annual awards event: New Zealand Primary Healthcare Awards | He Tohu Mauri Ora
- Pharmacy Today supports pharmacists with completing their recertification through the use of CLASS and CAPTURE and 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 – 2400

- 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.

### EDITORIAL ARCHIVES

Pharmacy Today's website [pharmacytoday.co.nz](http://pharmacytoday.co.nz) provides the latest edition's leading story headlines. Access to electronic story archives from year 2000 onward is available to subscribers through our archive service providers Knowledge Basket ([knowledge-basket.co.nz](http://knowledge-basket.co.nz)).

### SUBSCRIPTIONS

The annual subscription fee for Pharmacy Today is **\$119.00** (including GST). Special rates apply to overseas subscribers. For further subscription details phone +64-9-488-4286 or visit our website: [pharmacytoday.co.nz](http://pharmacytoday.co.nz)

### CONTACT

Pharmacy Today Kaitiaki Rongōā o Te Wā | T +64-9-488-4286  
PO Box 31905, Milford, Auckland 0741 | 11 Omana Road, Milford, Auckland 0620

#### ADVERTISING & BUSINESS MANAGER

**Juliet Cavanagh-Eyre**

M +64-29-0203 8938

E [jcavanagheyre@pharmacytoday.co.nz](mailto:jcavanagheyre@pharmacytoday.co.nz)

#### EDITOR

**Ruth Brown**

T +64-9-488 4292

M +64-21-157 2283

E [editor@pharmacytoday.co.nz](mailto:editor@pharmacytoday.co.nz)

#### CLASSIFIEDS & PRODUCTION

**Ali Jacobs**

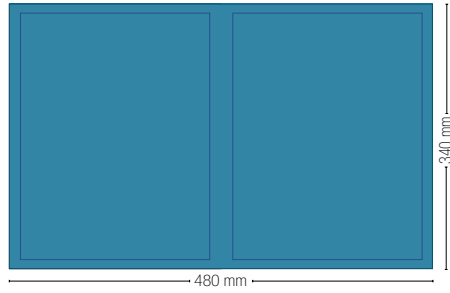
T +64-9-488 4299

E [ajacobs@thehealthmedia.co.nz](mailto:ajacobs@thehealthmedia.co.nz)

**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.

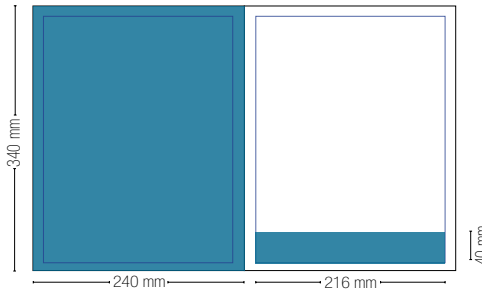
**DOUBLE PAGE SPREAD**

Trim: 480mm W x 340mm H  
 Copy: 432mm W x 316mm H  
 Bleed: 490 mm W x 350 mm H  
 Marks: Crop marks required



**FULL PAGE**

Trim: 240mm W x 340mm H  
 Bleed: 5mm bleed on all edges  
 Marks: Crop marks required

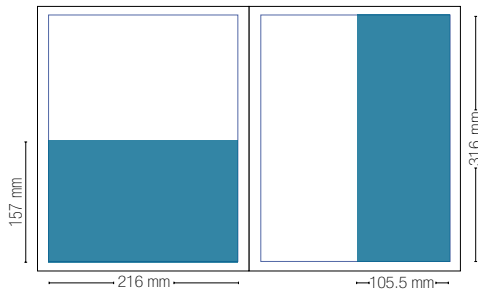


**EIGHTH HORIZONTAL STRIP**

Trim: 216mm W x 40mm H  
 Bleed: No bleed edge  
 Marks: No crop marks

**HALF PAGE**

Trim: 216mm W x 157mm H  
 Bleed: No bleed edge  
 Marks: No crop marks

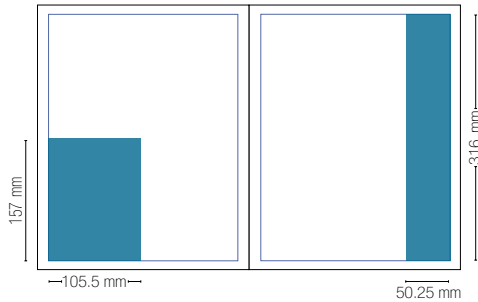


**TWO-COLUMN VERTICAL**

Trim: 105.5 mm W x 316mm H  
 Bleed: No bleed edge  
 Marks: No crop marks

**QUARTER PAGE (PONY)**

Trim: 105.5 mm W x 157mm H  
 Bleed: No bleed edge  
 Marks: No crop marks

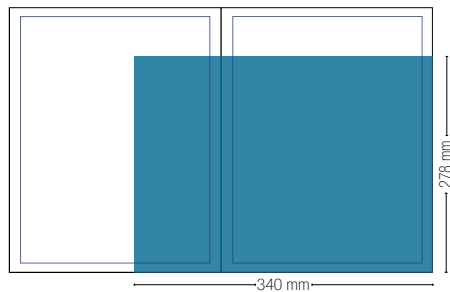


**ONE-COLUMN VERTICAL**

Trim: 50.25 mm W x 316 mm H  
 Bleed: No bleed edge  
 Marks: No crop marks

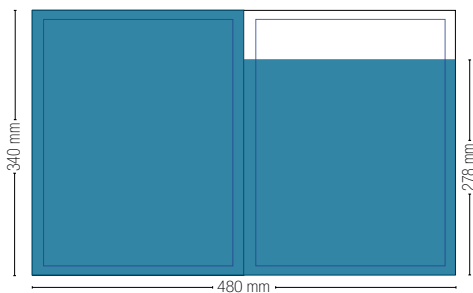
**TWO-PAGE FALSE COVER**

Trim: 340mm W x 278mm H  
 Bleed: 5mm on all edges  
 Marks: Crop marks  
 Fold: Fold at 100mm



**FOUR-PAGE FALSE COVER**

Front: 240mm W x 278mm H  
 Back: 240mm W x 340 mm H  
 Bleed: 5mm on all edges  
 Crop: Crop marks required





Rate level is calculated on your total spend across all The Health Media Ltd titles over a 12-month period.

**2022 RATES**

	Full-page	DPS	½ horizontal	¼ pony	⅓ horizontal	2 col vertical	1 col vertical
Casual	\$5,170	\$9,300	\$3,620	\$3,160	\$2,410	\$3,620	\$3,160
20k	\$4,900	\$8,840	\$3,430	\$2,970	\$2,290	\$3,430	\$2,970
60k	\$4,650	\$8,260	\$3,250	\$2,790	\$2,170	\$3,250	\$2,790
100k	\$4,390	\$7,910	\$3,080	\$2,630	\$2,070	\$3,080	\$2,630
150k	\$4,130	\$7,440	\$2,890	\$2,490	\$1,970	\$2,890	\$2,490
200k	\$3,930	\$7,080	\$2,710	\$2,340	\$1,860	\$2,710	\$2,340
250k	\$3,680	\$6,610	\$2,610	\$2,240	\$1,770	\$2,610	\$2,240

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

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

**2022 PUBLISHING DATES**

Publishing date	Booking deadline	Material deadline	Delivery date
February	Wednesday, 1 December 2021	Wednesday, 12 January 2022	Tuesday, 1 February 2022
March	Wednesday, 26 January 2022	Wednesday, 9 February 2022	Tuesday, 1 March 2022
April	Wednesday, 23 February 2022	Wednesday, 9 March 2022	Friday, 1 April 2022
May	Wednesday, 30 March 2022	Wednesday, 13 April 2022	Sunday, 1 May 2022
June	Wednesday, 27 April 2022	Wednesday, 11 May 2022	Wednesday, 1 June 2022
July	Wednesday, 25 May 2022	Wednesday, 8 June 2022	Friday, 1 July 2022
August	Wednesday, 22 June 2022	Wednesday, 6 July 2022	Monday, 1 August 2022
September	Wednesday, 6 July 2022	Wednesday, 10 August 2022	Thursday, 1 September 2022
October	Wednesday, 24 August 2022	Wednesday, 14 September 2022	Saturday, 1 October 2022
November	Wednesday, 21 September 2022	Wednesday, 12 October 2022	Tuesday, 1 November 2022
December	Wednesday, 2 November 2022	Wednesday, 16 November 2022	Thursday, 1 December 2022
February	Wednesday, 30 November 2022	Wednesday, 14 December 2022	Tuesday, 1 February 2023

PLEASE SEND ALL ADVERTISING MATERIAL TO: Ali Jacobs | [ajacobs@thehealthmedia.co.nz](mailto:ajacobs@thehealthmedia.co.nz) on or before the material deadline date.

**REPRINTS**

Educational articles from Pharmacy Today make excellent sales and learning tools.

*Pharmacy Today's* educational articles are independently written by clinical experts. The articles offer the tools needed to keep pharmacists motivated and organised to deliver on their recertification requirements.

- Print advertisements .....see 2022 rates
- Sole Sponsorship + Reprints .....POA
- Purchase exclusive use of this article by sponsoring reprints of these features. We reformat the feature into an A4-sized booklet and provide printed handouts to give to healthcare professionals. This offering also includes a branded advertisement within the A4 reprint.

Packages and information available. **Call Juliet Cavanagh-Eyre +64-29-0203 8938 or email [jcavanagheyre@pharmacytoday.co.nz](mailto:jcavanagheyre@pharmacytoday.co.nz)**



**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, through facebook, in print and in the *@PharmacyToday* eNewsletter.

**RATES:**

NZ\$32 per column centimetre excluding GST  
 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.

To place an advertisement go to **[pharmacytoday.co.nz/professional-classifieds.co.nz](http://pharmacytoday.co.nz/professional-classifieds.co.nz)** or contact **Ali Jacobs**

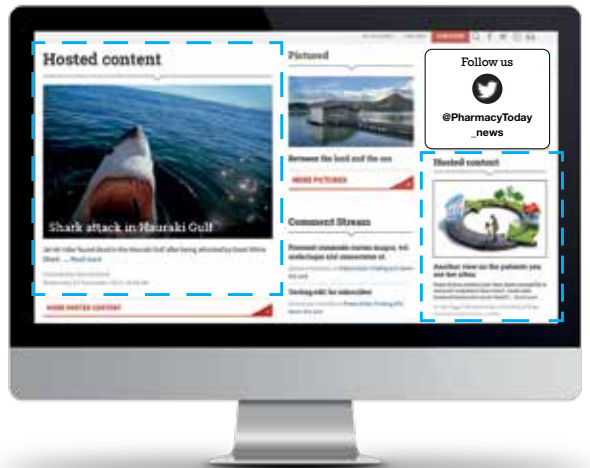
**Ali Jacobs**  
 T +64-9-488 4299  
 E [ajacobs@thehealthmedia.co.nz](mailto:ajacobs@thehealthmedia.co.nz)

**PLEASE SEND ALL ADVERTISING MATERIAL TO:**

Ali Jacobs  
[ajacobs@thehealthmedia.co.nz](mailto:ajacobs@thehealthmedia.co.nz)  
 on or before the material deadline date.

# Digital

Pharmacy Today reaches a varied pharmacy audience via the website [www.pharmacytoday.co.nz](http://www.pharmacytoday.co.nz), @PharmacyToday newsletter, and Pharmacy Today facebook page.



## 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.....\$500 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 .....\$300 per week

Two small positions or one large position available

Small .....300 pixels W x 250 pixels H

Up to four unique ad spaces available per location.

Ads rotate with each click and refresh.

## HOSTED CONTENT

Integrated among Pharmacy Today's editorial content, our hosted content is the space to develop a relevant and interesting conversation with our readers, launch new products, or remind customers of 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 home page.

This will click through to a full web page containing your content.

Large.....\$2000 per month

Measurements ..... 627 pixels W x 595 pixels W

Small .....\$1600 per month

Measurements ..... 215 pixels W x 204 pixels W

Press releases .....FREE

## Packages available

### File Formats

Acceptable file formats for all web content include gif, jpeg, animated gif, or HTML5 (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 main image (the image/video on the Home page) must be less than 50mb.

**@PharmacyToday eNewsletter**

Published each Wednesday.

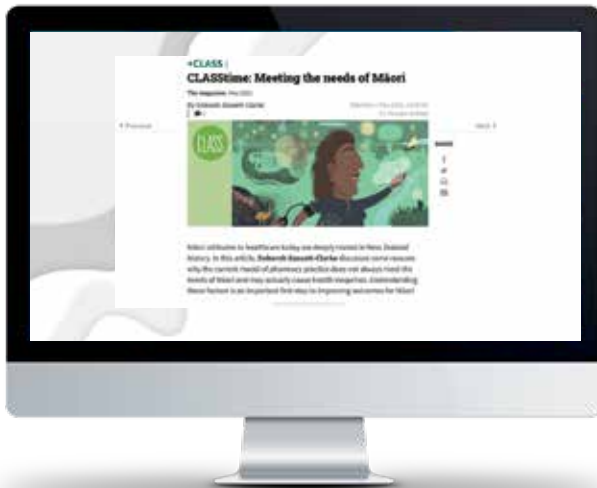
Medium rectangle ..... \$300 per newsletter

Measurements ..... 300 pixels W x 250 pixels H

All rates 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](http://www.yourname.co.nz)



For information on developing training courses, contact Juliet Cavanagh-Eyre on +64-29-0203 8938 or [jcavanagheyre@pharmacytoday.co.nz](mailto:jcavanagheyre@pharmacytoday.co.nz)

**CLASS**

CLASS is a digital library containing all *Pharmacy Today's* ENHANCE-accredited articles, and a selection of product training courses.

Courses are added monthly and all registered users are notified of new courses monthly via email.



Medium rectangle ..... \$300 per week

Measurements ..... 300 pixels W x 250 pixels H

Large rectangle ..... \$600 per week

Measurements ..... 300 pixels W x 600 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 hosted content on the website, or an independent story printed in *Pharmacy Today*.

The posts may be shared across our LinkedIn and *New Zealand Doctor* facebook page to connect your brand's message to all our readers.

facebook post ..... \$300 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 – PG, PSNZ, PC
- *Comment: Generation Rx* – views from a young pharmacist
- *Comment: Dispensing Wisdom* – a Q&A taking an in-depth look at issues facing pharmacy

## BUSINESS

Written by staff journalists and industry experts

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

## RETAIL

Written by staff journalists and community pharmacists

- Awkward Corner article discusses customers embarrassing issues
- Spotlight article covers common conditions and treatments for pharmacy staff
- Advice for other pharmacy staff – selling, customer service etc.
- New and popular products
- General retail pharmacy topics

## BEYOND PHARMACY

Interview with pharmacists about hobbies, talents and unique interests

## EDUCATION

### HEALTHCARE HANDBOOK

Written by Carmen Fookes, clinical editor of the *Healthcare Handbook*

- Case study and practical advice about a common condition

### CLASS

Written by commissioned subject experts

- Monthly section that educates pharmacists about a medical topic
- Supports pharmacists with recertification needs
- Hosted on Pharmacy Today website

### COMPLEMENTARY HEALTH

### TE AO MĀORI

Views on the industry from the Māori Pharmacists' Association

### TREATMENT FOCUS

Monthly in-depth look at a wider pharmacy topic for pharmacists, by pharmacists