

anj

The journal of the Australian Nursing Federation

**Your ANJ advertisement
will reach over 120,000
nurses across Australia**

Advertising rates effective from 1 January 2010

2010

ADVERTISING RATES AND SPECIFICATIONS



NEWS IN BRIEF
UK nurses take on binge drinking
The impact of binge drinking on the health of nurses is being investigated by a study led by the Royal College of Nursing.

calendar
AUG
OCT
A list of events and dates for the month of August and October.

Nurse practitioners
A photograph of two nurses sitting outdoors, with the text 'Nurse practitioners' overlaid.

news
Federal health budget wraps up
The new federal health budget has been announced by the Prime Minister, and includes funding for various health services.

research
Primary health nurses should continue to offer child eye care advice
A new survey reveals nearly half (48%) of all mothers who have discussed their child's eye health with an Early Childhood Health Clinic or Family Care Centre.

Australia's leading nursing journal, the ANJ, is read by more than 120,000 nurses across Australia. March 2010 CAB Audit figures show a circulation of 68,205 and increasing with each survey. In the last five years there has been an increase in circulation of over 14,000. A recent ANJ readership survey shows two in four nurses also make their journal available to their colleagues. The ANJ is a full colour journal that includes features on the latest clinical practice issues across a wide variety of nursing specialist areas, with a dedicated monthly clinical update, nursing and health care news, research updates, legal and ethics columns, world news and a calendar of seminars and conferences. Over 90% of readers say the ANJ is easy to read, interesting and informative. More than 70% read it from cover to cover, and 50% keep it for reference.

ADVERTISING IMPACT

Your advertisement is welcomed by ANJ readers, with almost 70% saying ANJ advertisement to copy ratio is just right'. Almost 44,000 say they find advertisements for employment in Australia or overseas useful, and with over 30,000 readers considering further study, it's no surprise that 75% of readers find advertisements for university courses and conferences useful. Other popular advertisements include those for nursing/health products such as equipment, medications and dressings. The journal runs at 52-68 pages per month and come out 11 times a year. The ANJ is the highest circulating nursing publication in Australia. If you need to reach over 120,000 nurses, the ANJ is a great platform to do it from. We guarantee you a circulation of 68,000 individually delivered to nurses and based on a survey of readers we estimate a readership of over 120,000. We go to every DON in Australia. Our coverage is extensive and commitment to keeping nurses well informed is a priority, making it a Journal that nurses really enjoy reading. With unequalled National News coverage, Industrial coverage, Clinical Updates and Nurse Education Focus Reports, the ANJ has seen significant growth in circulation and readership. Current CAB figure is 66,701.

FOCUS REPORTS

Each month the ANJ focus reports cover a nursing specialty. Nursing education appears in every issue. Topic areas include: aged care; oncology; palliative care; trauma and emergency nursing; Indigenous health; remote health; infection control; mental health; women's health; midwifery; nurse practitioners; men's health; cardiac nursing; community nursing and many more.

PUBLISHER

The Australian Nursing Federation ANFJ now has nearly 160,000 members in Australia, making it the nation's largest nursing organisation. With branches in every state and territory, the ANF provides a wide range of professional and industrial services to its members.

DISTRIBUTION

The ANJ is direct-mailed to nurses in every Australian state and territory. Libraries, hospitals, and academic institutions both in Australia and overseas also subscribe.

ISSUES

Monthly, with a combined December/January edition (11 issues per year). Publication date is immediately prior to the first day of the month of publication. Five days should be allowed for distribution to all parts of Australia. Overseas journals are sent airmail - allow two to three weeks for delivery.

MONTHLY CIRCULATION

Currently 68,205
Circulations Audit Board audit
March 2010

DEADLINES

Advertising booking deadline: fourteenth day of the month prior to publication (ie. 14 November for December edition)
Advertising artwork deadline: eighteenth day of the month prior to publication (ie. 18 November for December edition)

ADVERTISEMENT PRODUCTION CHARGES

For advertisements not submitted as finished art, a production fee of \$75 is added for an advertisement up to 1/2 page; \$110 is charged for an advertisement more than 1/2 page. This price is for mono or spot colour advertisements. If images or four colour are required, price is on application.

ANJ SPECIFICATIONS

ANJ trim size is 275mm deep and 205mm wide.
Cover stock is 115gsm A2 Gloss Art.
Text stock is 65gsm M-Brite Semi Matt.

Supplying artwork

We accept press ready, high resolution PDF files only.
300 DPI @ actual size
CMYK (no spot colours)

Note: Convert any Pantone spot colours to CMYK

Creating your PDF

We recommend saving the file as an EPS from your native program and using Acrobat Distiller to create the PDF.

PDFs created from native programs such as Indesign, Quark Xpress, Illustrator or Freehand are acceptable.

PLEASE NOTE:

PDFs generated from within Office packages such as Word, Excel, Publisher or Powerpoint are not acceptable.

If you supply material incorrectly, we will advise you and ask for the material to be resupplied.

Bleed: Advertisements designed to bleed must have at least 5mm bleed.

Full page BLEED ads

- 1) Please ensure trim marks, colour bars etc, sit outside the 5mm bleed area on supplied artwork, to avoid unwanted reproduction of same.
- 2) Please ensure that all text on full page ads is inside the 'safe' text area, ie, not within 10mm of page trim, to allow for any trimming variations that may occur.

We recommend

- Type less than 10pt should be 100% black, 0% cyan, 0% magenta and 0% yellow.
- No text closer than 15mm from the trim size for full or half page advertisements.

Advertisements for make up

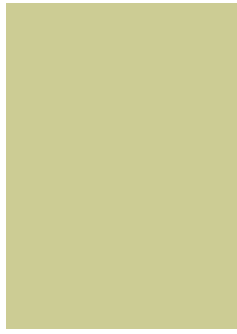
- All text must be typed and supplied in an email or Word document.
- All logos must be 300 dpi , CMYK or mono JPEG, TIFF or illustrator EPS files.
- Logos are NOT to be placed in a Word document.

Binding

Saddle stitch. Facing pages must be of separate artwork unless the centre page spread has been confirmed.

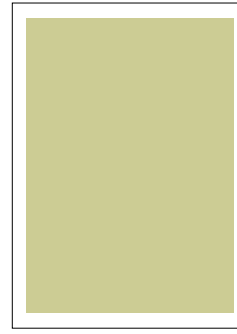
Any Questions

Call Lin Tobias
(03) 9663 5822
lin@labelladesign.com
or Mary Callahan
(03) 9663 5772
maryc@netspace.net.au



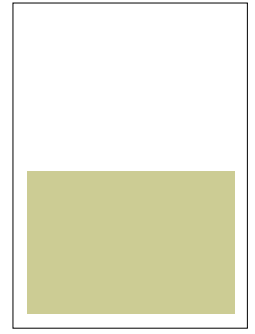
Full page bleed

Text 255mm(h) x 185mm
trim 275mm(h) x 205mm
bleed 285mm(h) x 215mm



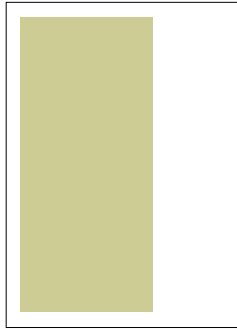
Full page

255mm(h) x 185mm (w)



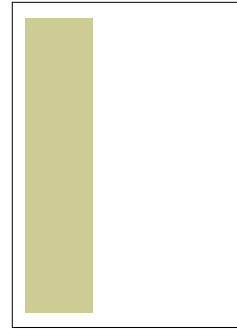
1/2 page horizontal

125mm(h) x 185mm (w)



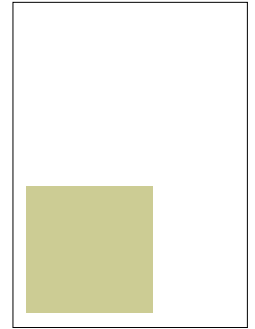
2/3 page vertical

255mm(h) x 120mm



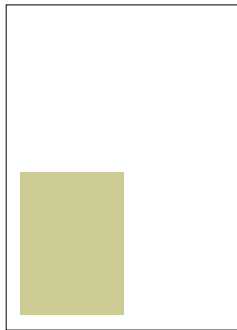
1/3 page vertical

255mm(h) x 58mm (w)



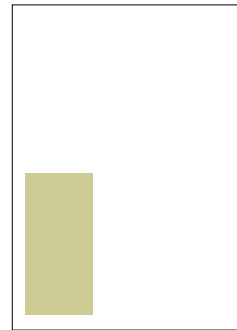
1/3 page block

125mm(h) x 120mm (w)



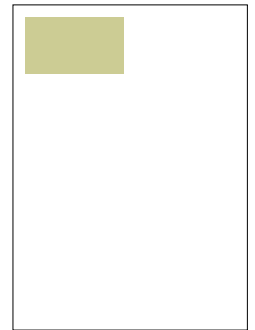
1/4 page

125mm(h) x 90mm



1/6 page

125mm(h) x 58mm (w)



1/8 page

60mm(h) x 90mm (w)

Note: 1/8 page is only available in the classified section

FOR ADVERTISING BOOKINGS OR FURTHER INFORMATION CONTACT:

JOE KORAC BBJ MARKETING

3 Northam Drive
North Rocks NSW 2151
Australia

Phone (02) 9872 7708
Mobile 0414 487 199
Email joe@bbj.com.au
Fax (02) 9872 1002

International:

Phone +61 2 9872 7708
Fax +61 2 9872 1002

ADVERTISING PLACEMENT COSTS

All prices are in Australian Dollars
Overseas clients do not include GST

| ANJ 2010 RATES | | 1 insertion | | 3 insertions | | 6 insertions | | 11 insertions | |
|--------------------|-----------|-------------|-------------|--------------|-------------|--------------|-------------|---------------|-------------|
| | | With GST | Without GST | With GST | Without GST | With GST | Without GST | With GST | Without GST |
| Inside Cover | | 4081 | 3710 | 3883 | 3530 | 3696 | 3360 | 3465 | 3150 |
| Outside Back Cover | | 4928 | 4480 | 4675 | 4250 | 4433 | 4030 | 4180 | 3800 |
| Full page | Colour | 3399 | 3090 | 3234 | 2940 | 3069 | 2790 | 2860 | 2600 |
| | Spot/Mono | 2376 | 2160 | 2266 | 2060 | 2134 | 1940 | 2024 | 1840 |
| 2/3 page | Colour | 2497 | 2270 | 2365 | 2150 | 2255 | 2050 | 2123 | 1930 |
| | Spot/Mono | 1727 | 1570 | 1650 | 1500 | 1562 | 1420 | 1485 | 1350 |
| 1/2 page | Colour | 1947 | 1770 | 1859 | 1690 | 1760 | 1600 | 1650 | 1500 |
| | Spot/Mono | 1364 | 1240 | 1298 | 1180 | 1243 | 1130 | 1166 | 1060 |
| 1/3 page | Colour | 1364 | 1240 | 1287 | 1170 | 1232 | 1120 | 1155 | 1050 |
| | Spot/Mono | 946 | 860 | 902 | 820 | 858 | 780 | 803 | 730 |
| 1/4 page | Colour | 1111 | 1010 | 1045 | 950 | 990 | 900 | 946 | 860 |
| | Spot/Mono | 781 | 710 | 737 | 670 | 704 | 640 | 660 | 600 |
| 1/6 page | Colour | 803 | 730 | 770 | 700 | 726 | 660 | 682 | 620 |
| | Spot/Mono | 561 | 510 | 550 | 500 | 506 | 460 | 473 | 430 |
| 1/8 page | Colour | 627 | 570 | 594 | 540 | 572 | 520 | 528 | 480 |
| | Spot/Mono | 429 | 390 | 407 | 370 | 385 | 350 | 374 | 340 |

CALENDAR LISTING - \$130+GST. Rpt ads in the Calendar are \$90+GST. (for each 25 word block)

AD DISCOUNT- we count the number of ads (insertions) run over 12 months, which is not restricted by the size of the ads run

CONFERENCE CALENDAR

Single listing (up to 25 words) \$130 without GST
\$143 with GST

Immediate subsequent listing for same conference: \$90 without GST
\$99 with GST

INSERTS

Supplied loose inserts not exceeding 260mm x 190mm or 25 grams: \$80 per 1000 (without GST)
\$88 per 1000 (with GST)

CONDITIONS

- Advertising is accepted for publication in the *Australian Nursing Journal* subject to the terms and conditions set out in this rate card.
- All cancellations must be received in writing. The listed price is charged if cover bookings are cancelled with less than three months notice or other bookings are cancelled after the fifth day of the month prior to publication, ie February for bookings for the March journal.
- All advertisements, including inserts, are subject to acceptance by the publisher. The publisher reserves the right to refuse to publish or republish any advertisement without explanation for such action.
- The word 'advertisement' will be placed on advertising, which, in the publisher's opinion, resembles the journal's editorial style or could be mistaken by readers for editorial matter.
- The publisher shall not be liable in any manner for any loss or damage whatsoever to any negatives, artwork or other materials of the advertiser which may be deposited with the publisher for the purpose of fulfilling the order, and such materials shall, at all times, and in respect of all things, remain at the risk of the advertiser.
- All orders are subject to rate adjustments that occur during the period of the order.
- It is the responsibility of the advertiser or advertising agent to notify the publisher immediately of any error as soon as it appears, otherwise the publisher accepts no responsibility for republishing such advertisements.
- When material is overdue, the publisher reserves the right to repeat previous material.
- The advertiser hereby indemnifies and agrees to hold indemnified the publisher, its servants and agents each of them against all liability, claims or proceedings whatsoever which may arise from the publication of any material pursuant to the order, and in particular, but without limiting the generality of the foregoing, indemnify and hold indemnified each and all of them against any action for defamation, discrimination, slander of title, breach of copyright or infringement of any trade mark, name or description, invasion of privacy or for any action under or for any breach of any provision of any state or territory fair trading legislation or the Trade Practices Act, 1974.