

# anj

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



# 2012

Advertising rates effective from 1 January 2012

# The *Australian Nursing Journal* (ANJ) is Australia's leading nursing journal, reaching more than 120,000\* nurses across Australia.



**Circulation: 85,535**

Source: CAB Audit Sept 2011

**Readership: 120,000\***

\*Publishers claim

**Frequency:**

**11 issues per year**

**Distribution:**

**directly mailed to subscribers**

**Publisher:**

**The Australian Nursing Federation (ANF)**

The Australian Nursing Federation (ANF) has over 214,000 members, 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.

The ANJ is directly mailed to nurses in every Australian state and territory, with further issues sent to libraries, hospitals and academic institutions both in Australia and overseas.

It provides features on the latest clinical practice issues across a wide variety of nursing specialist areas, with a dedicated monthly clinical update, nursing and healthcare news, research updates, legal and ethics columns, world news and a calendar of seminars and conferences.

The ANJ's circulation has risen by 41%\* in 5 years, and is currently mailed to 85,535 subscribers.

\* CAB Audit Sep 2006 – Sep 2011

## Reader Profile

The ANJ is read by more than 120,000 nurses, midwives, assistants in nursing and students in Australia.

Every Director of Nursing in Australia is sent a copy of the ANJ each month.

## What the ANJ readers say:

- over 90% of readers say the ANJ is easy to read, interesting and informative
- more than 70% read it from cover to cover
- 50% keep it for reference
- over half of readers find the advertisements for employment in Australia and overseas useful
- 30,000 readers are considering further study
- 75% of readers find the advertisements for university courses and conferences useful

## ANJ circulation growth 2006 – 2011\*



Source: CAB Audit Sep 2006 – Sep 2011

All rates are in \$AUD and are exclusive of GST and inclusive of 10% agency commission

RATES	1 insertion		3 insertions		6 insertions		11 insertions	
	colour	mono	colour	mono	colour	mono	colour	mono
DOUBLE PAGE SPREAD	\$6,400	\$4,800	\$6,080	\$4,560	\$5,760	\$4,320	\$5,440	\$4,080
FULL PAGE	\$3,600	\$2,550	\$3,420	\$2,425	\$3,240	\$2,295	\$3,060	\$2,170
1/2 PAGE	\$2,065	\$1,450	\$1,965	\$1,380	\$1,860	\$1,305	\$1,760	\$1,235
1/3 PAGE	\$1,445	\$1,000	\$1,375	\$950	\$1,300	\$900	\$1,230	\$850
1/4 PAGE	\$1,180	\$840	\$1,120	\$800	\$1,065	\$760	\$1,000	\$715
1/6 PAGE	\$845	\$600	\$805	\$570	\$760	\$540	\$720	\$510
OUTSIDE BACK COVER	+20% load							
INSIDE FRONT COVER	+15% load							

## CONFERENCE CALENDAR

Single listing (up to 25 words) \$140

Immediate subsequent listing for same conference: \$100

## INSERTS

Loose inserts

Full run: \$90 per 1000

Part run \$100 per 1000.

Loose inserts not to exceed 260mm x 190mm or 25 grams

## 2012 BOOKING & MATERIAL DEADLINES

ISSUE*	BOOKING	MATERIAL TO BE MADE **	COMPLETE MATERIAL	INSERT DEADLINE
FEBRUARY	13 January	16 January	18 January	24 January
MARCH	14 February	16 February	17 January	24 February
APRIL	14 March	16 March	19 March	23 March
MAY	13 April	16 April	19 April	24 April
JUNE	14 May	15 May	18 May	24 May
JULY	14 June	15 June	18 June	22 June
AUGUST	13 July	16 July	18 July	24 July
SEPTEMBER	14 August	16 August	17 August	24 August
OCTOBER	14 September	17 September	18 September	24 September
NOVEMBER	15 October	17 October	18 October	24 October
DECEMBER/JANUARY	14 November	16 November	19 November	23 November

\* Distribution commences immediately prior to the 1st of the month

\*\* COSTS APPLY

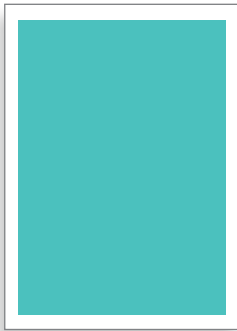
Inserts to be delivered to:  
 Lauren Kelly / Terri Wilkinson  
 BlueStar DM  
 Unit 2, 1 Nursery Avenue  
 Clayton Business Park  
 Clayton South Vic 3168

**FOR ADVERTISING BOOKINGS OR FURTHER INFORMATION CONTACT:**

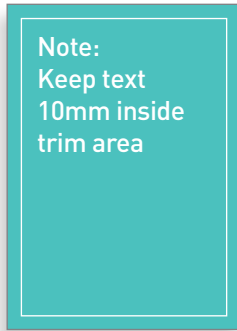
**THE MEDIACOMPANY**  
[www.themediaco.com.au](http://www.themediaco.com.au)

SYDNEY:  
 Ph: 02 9909 5800  
 Fax: 02 9909 5810  
 Email: [info@themediaco.com.au](mailto:info@themediaco.com.au)

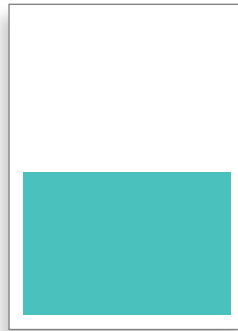
MELBOURNE:  
 Ph: 03 9592 4100  
 Fax: 03 9592 3199  
 Mobile: 0407 342 487  
 Email: [lcrowle@themediaco.com.au](mailto:lcrowle@themediaco.com.au)



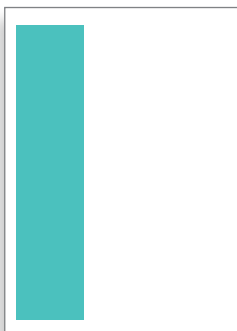
**FULL PAGE**  
255mm(h) x 185mm (w)



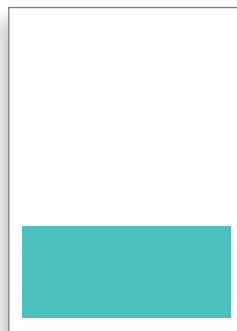
**FULL PAGE BLEED**  
275mm(h) x 205mm (w)  
plus 5mm bleed



**1/2 PAGE HORIZONTAL**  
125mm(h) x 185mm (w)



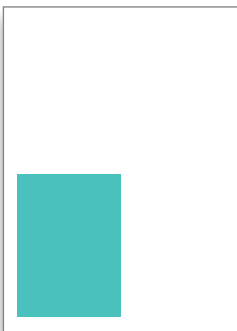
**1/3 PAGE VERTICAL**  
255mm(h) x 58mm (w)



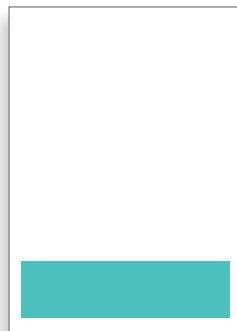
**1/3 PAGE HORIZONTAL**  
82mm(h) x 185mm (w)



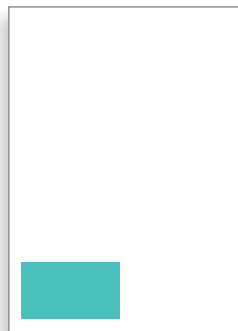
**1/3 PAGE BLOCK**  
125mm(h) x 120mm (w)



**1/4 PAGE**  
125mm(h) x 90mm



**1/4 PAGE LANDSCAPE**  
60mm(h) x 185mm



**1/8 PAGE**  
60mm(h) x 90mm (w)

**NOTE: 1/8 PAGE IS ONLY AVAILABLE IN THE CLASSIFIED SECTION**

Note:  
Keep text  
10mm inside  
trim area

## SPECIFICATIONS

Trim size: 275mm deep and 205mm wide.  
Cover stock: 115gsm A2 Gloss Art.  
Text stock: 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.

## 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.
- 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

## 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.
- 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.