

**HEALTHCARE IN**  
*focus*

# FAST FACTS



# 21,100

copies of Healthcare in Focus are distributed monthly

*With over 40 years experience in marketing, advertising, publishing and design; Focus Media Group Pty Ltd is proud to present **Healthcare in Focus***

## IN EVERY ISSUE:

- ▶ Healthcare News
- ▶ Healthcare Events
- ▶ Feature articles on the nation's leading organisations
- ▶ Advertising opportunities

ads appearing in HIF remain active on our website for 2 years ensuring **MAXIMUM VISIBILITY** to potential customers and clients



## RECENT SPECIAL FEATURES:

- ▶ A New Approach to Residential Aged Care
- ▶ Dedicated to Mind, Body and Spirit
- ▶ A Collaborative Approach to Imaging
- ▶ Leading the Way for Non Emergency Patient Transport
- ▶ The Future is Now - Telehealth at Princess Alexandra Hospital
- ▶ Sharing Solutions for Safer Medical Transfer



in addition to offering competitive advertising rates, we offer our **DESIGN SERVICES** to our clients to create custom ads at no extra charge

expanded monthly print editions bring HIF into the hands of **THOUSANDS** of industry leaders, and are prominently displayed at top industry events



The HIF Digital Edition is available to readers **FREE OF CHARGE** at: [healthcareinfocus.com.au](http://healthcareinfocus.com.au)

# HEALTHCARE IN FOCUS

## ABOUT US

At **Healthcare in Focus**, we take pride in bringing our readers a comprehensive view of Australian healthcare, month after month.

Online and print editions keep you on top of the latest news and events across multiple industries, and highlight the nation's leaders in their respective fields. By sitting down with Managers, Doctors, Directors, and CEOs, we are able to bring the stories of their success to you.

Never shying away from the tough subjects, we also take a balanced and in-depth view of issues facing Australian healthcare, and speak with representatives of the country's most prominent associations, trade bodies, and government departments, keeping an eye on the policies, events, and issues which affect us all.

With an emphasis on top Australian firms and a clear view of the entire business landscape, we truly bring healthcare into focus.

## OUR MANDATE

We believe advertising is at its strongest when it reaches its audience over the long run. At **Healthcare in Focus**, your advertisements will be featured in our monthly digital magazine and print editions, and will remain active on our website for two full years, guaranteeing you maximum visibility to potential clients.

You have the opportunity to take advantage of our talented in-house design team, who will create your company's ad free of charge. While other publications restrict the client's use of the custom ads they create, we allow our clients to make full use of our ads in other media, at no additional cost.

## BUILDING YOUR BUSINESS

At **Healthcare in Focus**, it is our business to help build your business. Our subscriber base is one of the strongest in the Australian market, giving your ads a broad reach at a competitive price. Our informative corporate profiles and thought-provoking features grab the interest of both vendors and potential clients, bringing the two together in a winning combination for advertisers.

Free custom ad design, a large readership, and your company's ad displayed online for two full years are a few ways **Healthcare in Focus** will help connect you with your customers.

*Instead of ads being seen just once and never again, ads remain active and online for a much longer period of time and are viewed by potential clients over and over again.*

*Your advertisements will be featured in our monthly digital magazine, our monthly print editions, and will remain active on our website.*

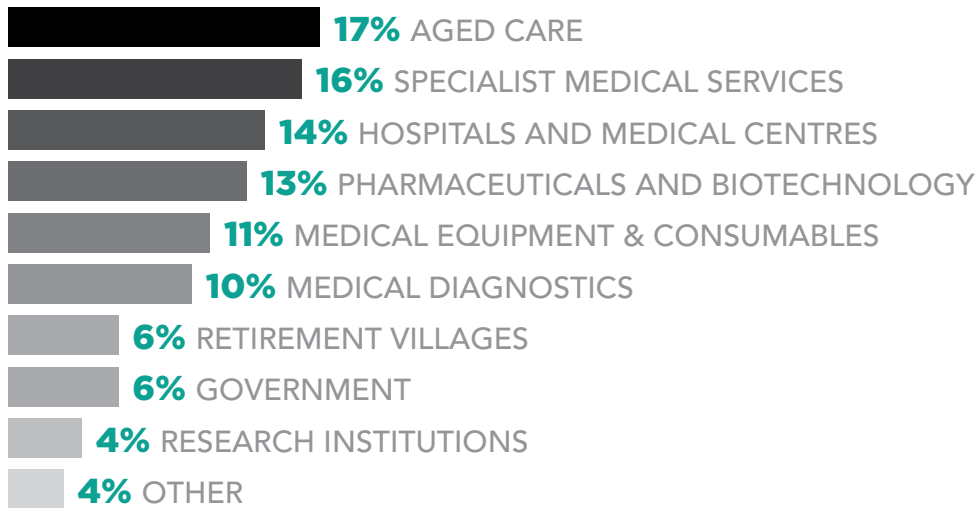
*Free custom ad design. A large readership. Your company's ad displayed online for two full years.*

# READERSHIP

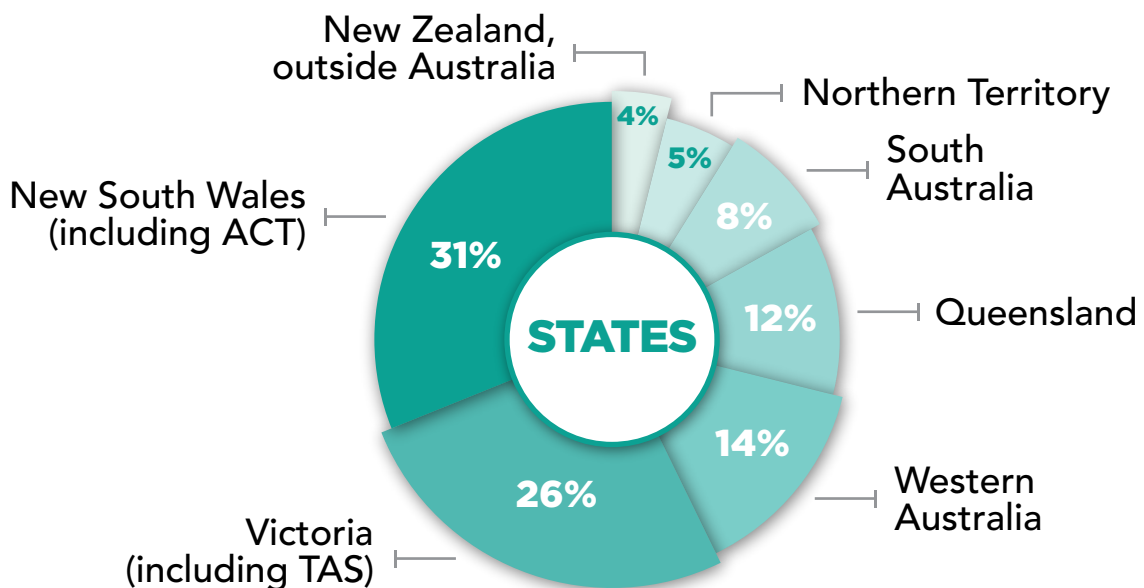
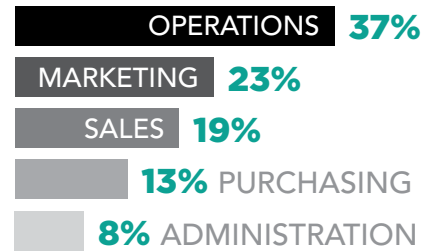
Each month, *Healthcare in Focus* reaches more than **21,100** leaders in all areas of Australian healthcare including; Aged Care, Medical Services, Hospital and Medical Centres, Pharmaceuticals, Medical Equipment & Diagnostics.

*Information based on 2013 readership stats*

## BUSINESS TYPE

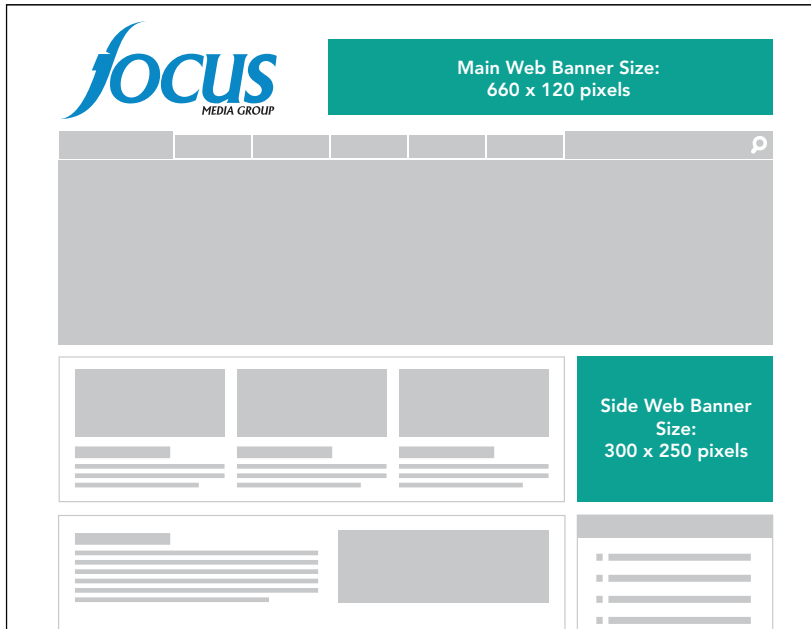


## JOB CATEGORY



# SPECIFICATIONS

## WEB BANNER DIMENSIONS (Width x Height)



## ADVERTISING ENQUIRIES

For further enquiries about available specialty magazine advertising options including pricing, inside front covers, inside back covers, and centre spreads, please contact our production team at:

[design@focusmediagroup.com.au](mailto:design@focusmediagroup.com.au)

## CONTACT US

Sales and Advertising

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Editorial

[tim.hocken@focusmediagroup.com.au](mailto:tim.hocken@focusmediagroup.com.au)

## ARTWORK SPECS

Images

- CMYK images supplied at 300 dpi.
- Low resolution images will not be accepted.
- Logos to be provided as Illustrator EPS (preferred) or high resolution JPGs or TIFFs.

Completed Artwork

- Finished artwork to be supplied as high resolution PDFs with type in outlines.
- Include fonts and support files if applicable.
- Avoid type running in the gutter for double page spread ads.

## BOOKING TERMS AND CONDITIONS

All material deadlines must be adhered to. Failure to deliver materials on time can incur a full fee as per advertisement booking. Any negotiated rates, added value and positioning is valid for the confirmed booking only. All prices quoted and agreed upon are exclusive of tax.

**Cancellation Policy** – All cancellations requested more than 24 hours, but less than 72 hours after booking, will be charged at 50% of the agreed rate. Cancellations requested after 72 hours of the booking date and time will be charged at 100% of the agreed ad rate. Any cancellations of an ad within a schedule will be charged at the full media kit rate. All cancellations must be provided in writing.

\*SAFE TEXT AREA: a recommended safe area where your advertisement content can get maximum readability.

## PRINT ARTWORK DIMENSIONS (Width x Height)



### Double Page Spread

420 x 297 mm

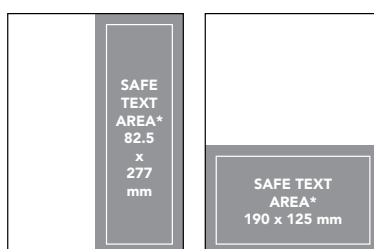
- Add 3 mm bleed on each side
- Add crop marks



### Full Page

210 x 297 mm

- Add 3 mm bleed on each side
- Add crop marks

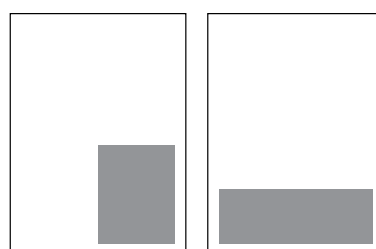


### Half Page

**Vertical:** 102.5 x 297 mm

**Horizontal:** 210 x 145 mm

- Add 3 mm bleed on each side
- Add crop marks



### Quarter Page

**Vertical:** 87.5 x 130 mm

**Horizontal:** 180 x 66 mm

- No bleed required
- Add crop marks