INTRODUCTION

The Medical Republic is a new style publication for Australia's present day clinicians. We're not #justanewspaper. We give you the story behind the story, both sides of the debate, the people, the medicine, the ideas, the controversies... and the just plain interesting. There is a lot of medical news out there but there's only one *Medical Republic*.

Dr Linda Calabresi – Editor in Chief

READERSHIP

- Receipt of publication is 80% of practicing GPs in both Metro and Regional Australia
- Average Readership 50.3%
- No2 most read Newspaper amongst GPs.

Source - MPA Readership 2019. (Sample 840 GPs)

PUBLISHING DETAILS

The Medical Republic is published fortnightly by The Moose Republic Pty Ltd, and distributed free of charge to practicing general practitioners in Australia. Our print publication is supported by our digital e-news & website platforms and events.

Our Editorial offices are located at
Level 4, 10-14 Waterloo St, Surry Hills, NSW 2010

PRINT DISTRIBUTION

STATE	%	CAB AVG
NSW	31%	5,731
VIC	25%	4,621
QLD	22%	4,009
SA	7%	1,251
WA	10%	1,805
TAS	2%	421
NT	1%	131
ACT	2%	337

CIRCULATION

18,306 CAB Audit Sep 2019.

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PRINT RATES

AD SIZE	CASUAL RATE
DPS	$18,500
Full page	$9,200
A4 DPS	$14,400
A4	$7,150
Half page DPS	$14,400
Half page	$7,150
A5 DPS	$11,200
A5	$5,600
Third page	$5,600
Third page DPS	$11,200
Quarter page	$5,200
Banner	$4,100
Front cover banner	$8,500
Cameos, 3x package, 'post'it notes	$8,200
Back cover (Third horizontal only)	$6,000
Address sheet sponsorship	$8,000

CLASSIFIEDS (REAR OF BOOK)	CASUAL RATE	W x H mm
SIZE	Call for bulk buy!	+5mm bleed
Cameo	$1,300	83 x 90
Rectangle	$2,000	125 x 95
Banner	$2,300	260 x 60
Quarter page	$3,000	125 x 190
Half page	$5,400	260 x 193
Full page	$6,000	280 x 400

Advertising Sales Contact:

Frazer Mackenzie-Andrew, Sales & Marketing Director
frazer@medicalrepublic.com.au
0414 958 144

Rose Hanbridge, Print and Digital Advertising Sales Manager
rose@medicalrepublic.com.au
0428 796 926

Sarah Stanbridge,
Production & Client Services Manager
sarah@medicalrepublic.com.au
0413 027 802

AD
W x H
85 x 100 mm

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THE MOOSE REPUBLIC · SIMUL IN SALUTEM

PRINT DEADLINES

ISSUE DATE 2020	BOOKING DEADLINE	MATERIAL DEADLINE *	INSERT DELIVERY
Mon, 3 Feb	Fri, 3 Jan	Fri, 10 Jan	Fri, 17 Jan
Mon, 17 Feb	Fri, 17 Jan	Fri, 24 Jan	Fri, 31 Jan
Mon, 2 Mar	Fri, 31 Jan	Fri, 7 Feb	Fri, 14 Feb
Mon, 16 Mar	Fri, 14 Feb	Fri, 21 Feb	Fri, 28 Feb
Mon, 30 Mar	Fri, 28 Feb	Fri, 6 Mar	Fri, 13 Mar
Mon, 13 Apr	Fri, 13 Mar	Fri, 20 Mar	Fri, 27 Mar
Mon, 27 Apr	Fri, 27 Mar	Fri, 3 Apr	Thur, 9 Apr
Mon, 11 May	Fri, 10 Apr	Fri, 17 Apr	Fri, 24 Apr
Mon, 25 May	Fri, 24 Apr	Fri, 1 May	Fri, 8 May
Mon, 8 Jun	Fri, 8 May	Fri, 15 May	Fri, 22 May
Mon, 22 Jun	Fri, 22 May	Fri, 29 May	Fri, 5 Jun
Mon, 6 Jul	Fri, 5 Jun	Fri, 12 Jun	Fri, 19 Jun
Mon, 20 Jul	Fri, 19 Jun	Fri, 26 Jun	Fri, 3 Jul
Mon, 3 Aug	Fri, 3 Jul	Fri, 10 Jul	Fri, 17 Jul
Mon, 17 Aug	Fri, 17 Jul	Fri, 24 Jul	Fri, 31 Jul
Mon, 31 Aug	Fri, 31 Jul	Fri, 7 Aug	Fri, 14 Aug
Mon, 14 Sep	Fri, 14 Aug	Fri, 21 Aug	Fri, 28 Aug
Mon, 28 Sep	Fri, 28 Aug	Fri, 4 Sep	Fri, 11 Sep
Mon, 12 Oct	Fri, 11 Sep	Fri, 18 Sep	Fri, 25 Sept
Mon, 26 Oct	Fri, 25 Sep	Fri, 2 Oct	Fri, 9 Oct
Mon, 9 Nov	Fri, 9 Oct	Fri, 16 Oct	Fri, 23 Oct
Mon, 23 Nov	Fri, 23 Oct	Fri, 30 Oct	Fri, 6 Nov
Mon, 7 Dec	Fri, 6 Nov	Fri, 13 Nov	Fri, 20 Nov

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PRINT SPECIFICATIONS

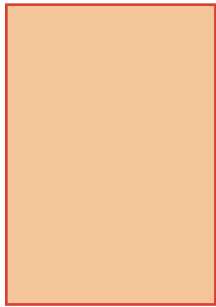| SIZE	W x H (mm) + 5mm bleed
Full page	280 x 400
Doube page spread (DPS)	Supply as *two full pages*, left and right.
A4 vertical	210 x 273
A4 DPS (Fireplace)	433 x 273
Half horizontal	260 x 193
Half vertical	125 x 375
Half DPS	540 x 193
A5 vertical	171 x 221
A5 DPS	362 x 221
Third horizontal	260 x 133
Third vertical	80 x 375
Third DPS	540 x 133
Banner	260 x 60
Quarter & Island	125 x 190
Cameo (post'it note)	83 x 90
Front page pointer box	48 x 46

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Type area: We recommend type is kept within 10mm of the trim for full page art and 7mm for smaller ads.
Bleed: +5mm bleed is required on all advertisements. Please include trim marks on final PDF.
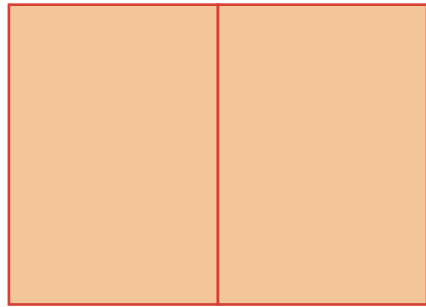Refer to the following pages for visual representation of sizes and designer check list.

For artwork, production enquiries or INSERT SPECIFICATIONS please contact:
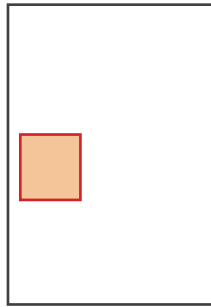Sarah Stanbridge, Production Manager, sarah@medicalrepublic.com.au 0413 027 802
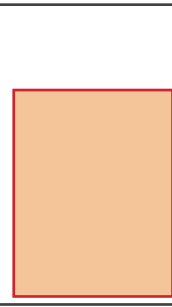
PRINT SIZES

Full page
280 x 400

Double page spread
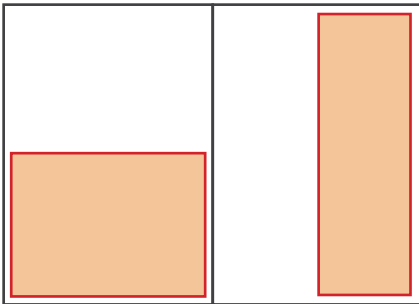*Supply as 2 x singles, left and right*

Cameo
83 x 90

A4 vertical
210 x 273

A4 DPS (Fireplace)
433 x 273

Half horiz.
260 x 193

Half vertical
125 x 375
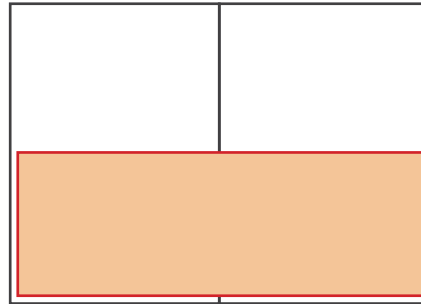
Half DPS
540 x 193
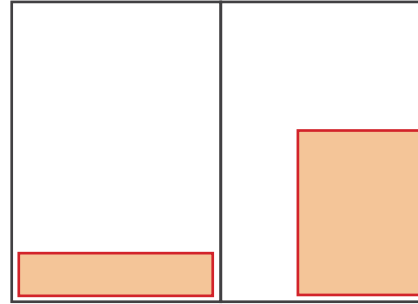
Banner
260 x 60

A5 vertical
171 x 221
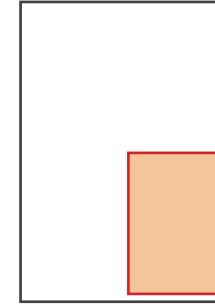
Quarter
125 x 190
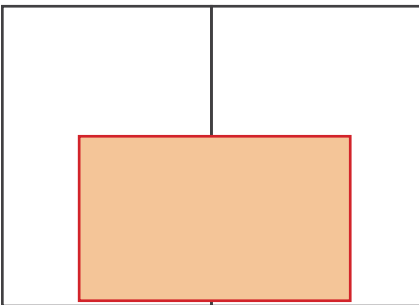
A5 DPS
362 x 221

Third horiz.
260 x 133

Third vertical
80 x 375
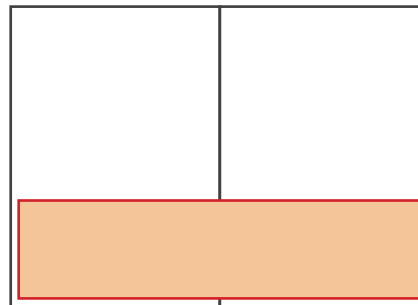
Third DPS
540 x 133
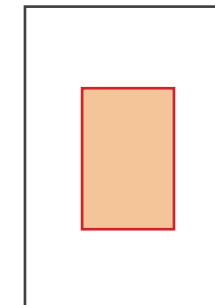
Island
125 x 190

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THE MOOSE REPUBLIC
SIMUL IN SALUTEM

PRINT ART SET UP – DESIGNER CHECK LIST

- Please check your booking to ensure artwork is set up to the correct ad size.
- Double page spreads must be supplied as 2x separate PDF files - left and right hand pages
- A final high resolution print ready PDF is required, do not send working Indesign files!
- We recommend all type is kept within 10mm of trim area for full page and DPS art., these larger ads will bleed to the edge of the page.
- Keep type a minimum of 7mm from trim on smaller ads
- 5mm bleed is required on all artwork
- Crop marks must be included on the final high res PDF
- Ensure all images are supplied as CMYK for print (not RGB)
- Image resolution should be 300dpi for quality printing
- Do not supply black in 4 colour. Black backgrounds or large areas of black should be supplied as 'true black' which is 100% black (K) and 70% cyan (C)
- Total ink weight must not exceed 300%
- All fonts should be embedded, special fonts must be outlined
- All high res. images must be correctly linked in your working document prior to export
- All transparent layers must be flattened prior to export

- Please email art to production by material deadline. EMAIL TO: sarah@medicalrepublic.com.au

- Refer to the Medicines Australia Code of Conduct for type size minimum and PI requirements.
- Industry guidelines and codes of practice apply to all product advertisements. To refer to the code visit https://medicinesaustralia.com.au/code-of-conduct/code-of-conduct-current-edition/

For artwork, production enquiries or INSERT SPECIFICATIONS please contact:
Sarah Stanbridge, Production Manager, sarah@medicalrepublic.com.au 0413 027 802

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ADVERTORIAL GUIDELINES

The Medical Republic carries Advertorials at the usual print display rates.

Advertorials can be supplied as finished art (refer the the guidelines below), or our design team can assist with layout for an additional fee. If design assistance is required, please let us know at the time of booking. We require pre-approved copy (800-1,000 words per page), images, tables and logos by booking deadline. Please ensure sufficient time for art approvals. We allow for two rounds of changes.

There is no additional fee for supplied artwork. For clients seeking integrated content written by our Editorial team, please refer to the CLIENT BRAIN offering.

The following Advertorial Guidelines apply;
The words 'ADVERTORIAL' or 'ADVERTISEMENT' must be clearly identified at the top of the page in a minumum font size of 14 points.

- Do not use *The Medical Republic* house fonts, which are Gotham and Capitolium.
- If the artwork extends across a double-page spread, the words 'ADVERTORIAL' or 'ADVERTISEMENT' must appear on both pages.
- All advertorials and disease-awareness advertisements must be clearly and immediately recognizable. Readers must be able to make a clear distinction between advertising material and editorial content. All existing industry guidelines and codes of practice apply.
- The company name or sponsor must be clearly identified. Logos are optional.
- Product endorsements will require a primary advertisment within the same issue to provide the minimum PI. Website links to product information are insufficient.
- All Advertorials are subject to Editorial approval.
- Please ensure all supplied artwork is provided by deadline to ensure sufficient time for review.
- The Medical Republic reserves the right to limit the number of Advertorials per issue.
- Advertorials are available in half page (260x193), full page (280x400) or double-page spread sizes.

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CLIENT BRAIN—INTEGRATED CONTENT

The Medical Republic Client Brain is a creative collaboration between the publisher and client.

- The Publisher must be agreeable to the content and the messaging
- Content must be useful and interesting to our readers
- Executions are available in two, three or four-page executions

Indicative pricing is as follows;
- Double page spread – Media cost is $27,500 ex tax
- 3rd and 4th page, add $5,500 per page
- Cost includes writing, layout and a cover page pointer to the feature
- Creative, content and design are priced on application
- Please contact us with a short client brief / concept outline for a quote.
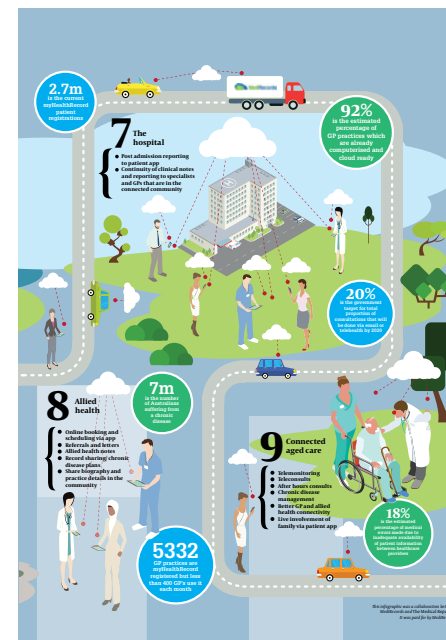
Medi Records, 18 May 2016 issue—Three page special feature

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DIGITAL STATISTICS

The Medical Republic digital platform is the fastest growing network for general practitioners in Australia. Traffic is driven to our site medicalrepublic.com.au, by regular e-news updates. Approx 92% of our e-news subscribers are general practitioners.

Website
- Monthly impressions — 112,000
- 94% of these are Australian GPs
- 48% of these were viewed via Mobile
- Page views per session — 3.23
- Average time spent — 7 minutes

e-newsletters
- Distributed Monday, Wednesday & Friday
- Total contacts approx 21,562
- Primary GP number 19,930
- Open rate — 27.8%
- Newsletter views: sends x average open rate = 27.8% x 19,630 = approx. 5,457 views per send, or 16,371 views per week, or 65,486 views per month

- *Updated Nov 2019*

DIGITAL RATES

RATES 25% SOV	WEBSITE [monthly]	e-NEWS [weekly, 3x sends]
Billboard	$3,000	N/A
Leaderboard	$2,000	N/A
MREC	$1,500	$2,000
Package (MREC & LEADER)	$3,000	N/A

For pricing on **sponsored content** please contact Frazer Mackenzie-Andrew on 0414 958 144.

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DIGITAL SPECIFICATIONS

SIZE	W x H pixels
Exposure	990 x 900
Billboard **	970 x 250
Leaderboard **	728 x 90
Half page **	300 x 600
Medium Rectangle (MREC) **	300 x 250 (e-news & web)
Skins	min 1663 x 1156 max 2000 x 1156
Interstitial	640 x 480

** Animation possible, refer to Rich Media info next page.

- **All ads must be supplied with a click through URL**
- Files can be supplied as .GIF*(best for animated ads) or .JPG only
- Maximum 3 frames for animated artwork
- Animated frames must be set to continuous loop
- Max 200kb file size (50kb max recommended for fast viewing on mobile platform)
- Note some email systems may only display static MREC advertising on e-news.
- Images must be RGB
- All ads must be clearly defined from normal webpage content, white ads must have 1px key line / border
- MREC size only available on e-news (single or stacked)
- Please advise if your creative is for restricted viewers, i.e. AHPRA only.

- Please email art to sarah@medicalrepublic.com.au **one week** prior to go live date.
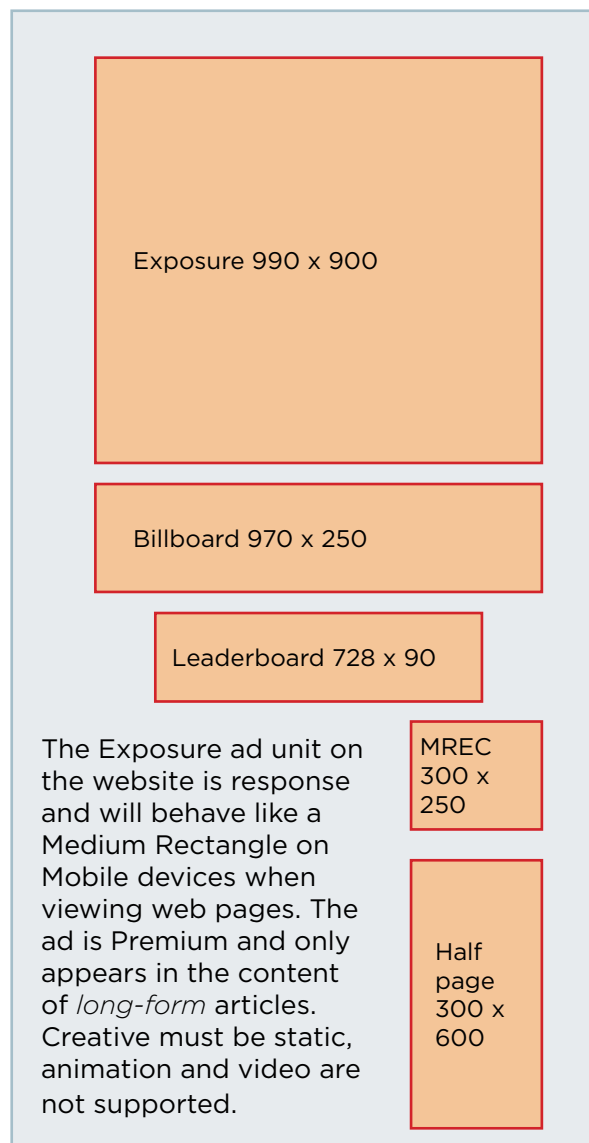
Exposure 990 x 900

Billboard 970 x 250

Leaderboard 728 x 90

MREC 300 x 250

Half page 300 x 600

The Exposure ad unit on the website is response and will behave like a Medium Rectangle on Mobile devices when viewing web pages. The ad is Premium and only appears in the content of *long-form* articles. Creative must be static, animation and video are not supported.

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THE MOOSE REPUBLIC · SIMUL IN SALUTEM

DIGITAL GUIDELINES

Rich Media - additonal information
- Flash animation is not supported and will not be trafficked to our site.
- HTML5 is the preferred format for rich media creative
- Animation is supported with the following guidelines
  o Maximum animation length is 10 seconds (recommended 6–8)
  o Recommended frame length is 2 seconds
  o Recommended frame transition is dissolve
- Video may autoplay but audio track must be muted
- Audio tracks must be user initiated and have the option to turn off via a toggle

HTML 5 specific notes
- Our Ad Server, DFP Small Business, does not allow for the upload of HTML5 Zip archives.
- All HTML5 creatives must either by 3rd party served, or 1st party served as a single HTML file with all assets remotely hosted.

Full page takeovers are available for premium campaigns
The following creatives are required:
Desktop — Billboard, Halfpage, MREC & Skin
Mobile platform — MREC only.

Sponsored content
The Medical Republic e-news carries MREC advertising (single or stacked) and sponsored content. Sponsored content appears as a paragraph within the news section and links readers to the full article on the website. Additional targetted website advertising can also be locked to the specific article. Clients need to supply the following;
- 800 words of pre-approved copy
- Thumbnail image
- Web page image 1780x880 to top of the story
- Please email art to sarah@medicalrepublic.com.au **one week** prior to go live date.

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THE Medical Republic

CONTACT US

SALES

Frazer Mackenzie-Andrew,
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Mitch Pack
National Sales Manager
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Rose Hanbridge,
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PRODUCTION, DISTRIBUTION & CLIENT SERVICES

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Production & Client Services Manager
sarah@medicalrepublic.com.au
0413 027 802

The Medical Republic is published fortnightly by The Moose Republic Pty Ltd, and distributed free of charge to practicing general practitioners in Australia.

Our Editorial offices are located at
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ABN: 37614537665

Rheumatology Republic & Allergy & Respiratory Republic are our specialist sister publications, distributed quarterly across Australia.
Wild Health is our annual GP conference—we are more than just a newspaper! *The Medical Republic* is the fastest growing GP networking platform in Australia. With print, digital and event sponsorship opportunities—we're here to help, just ask us how.

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