

New Zealand Doctor's award-winning* team of experienced health reporters and clinical contributors provide GPs and many others in the health sector with their only source of news on the issues affecting primary care. It is a must-read for anyone wanting to keep up with the ever-changing landscape in the health sector.

Frequency

Twenty four issues per year, published Wednesday, every fortnight except January.

Circulation

Over 80% of GP practices subscribe to *New Zealand Doctor*, covering more than 3000 practising GPs, locums, GP registrars, and Accident & Medical centres throughout New Zealand.

New Zealand Doctor's subscribers also include allied health professionals, health officials, PHO managers and staff, DHB managers, politicians, lawyers, accountants and NGOs.

Becoming a subscriber

GPs are eligible for a joint subscription providing 24 issues of *New Zealand Doctor* and two issues of *MIMS New Ethicals* for \$169 a year. Reduced rates are available for multiple subscriptions.

General subscription rate for *New Zealand Doctor* is \$178 for 24 issues.

Further details from Helen Roos on 09-488 4296, or 0800 993 848, or subscribe@nzdoctor.co.nz

Editorial archives

Subscribers have free access to *New Zealand Doctor* story archives online from 1996 to present day via the Knowledge Basket. News stories are also archived on the website.

Online

New Zealand Doctor's website www.nzdoctor.co.nz provides daily news and access to a wide range of background news material, doctor and patient resources, and online classifieds. Every weekday afternoon our email newsletter Doctor@Large provides daily news updates.

* *New Zealand Doctor* staff and contributors have been finalists and/or winners in writing and design categories of the Canon and Qantas Media Awards and TABPI (Trade and Business Publications International) Awards every year since 2002 (with the exception of 2005)

New Zealand Doctor

3 Shea Tce, Takapuna, Auckland 0622
T +64 9-488 4279, F +64 9-488 4284

Postal address

PO Box 31348, Milford, Auckland 0741

Advertising contact

Rhonda Jackson
T +64 9-488 4274, M 021-746 475
F +64 9-489 6240
rjackson@ubmmedica.co.nz

EDITORIAL CONTENT

News

Written by staff journalists and correspondents:

- local medical and political news
- clinical research news.

Opinion

Written by the editor, contributors and readers:

- editorial and letters to the editor
- parliamentary column and viewpoints
- regular comment from the HDC and Medical Council, and newsletters from RNZCGP, NZMA GP Council, ASMS, General Practice NZ, Health Care Aotearoa, College of Primary Health Care Nurses.

Practice

Written by GPs and specialists practising in each of these areas:

- sports medicine
- occupational health
- medical defence
- sexual health
- child health
- evidence
- primary mental health
- nutrition
- elder health
- dermatology
- travel medicine
- clinical updates on topical issues
- real cases
- clinical book reviews
- palliative care medicines
- first time

How to Treat

In alternate issues GP experts and specialists discuss in detail the treatment of a particular clinical condition.

Business

Written by staff journalists, business writers and columnists:

- practice management
- marketing and investment
- computing and internet.

After hours

Humour, wine, history, books, music, travel.

Free classifieds – a subscriber service.

Events – free events diary.

EDITORIAL STAFF

New Zealand Doctor's editorial staff includes experienced health journalists.

Barbara Fountain – editor

Barbara Fountain has been editor of *New Zealand Doctor* since 1996. She has previously worked as a daily newspaper journalist. Prior to training in journalism, Barbara worked in scientific publishing in the UK and as a biochemist.

editor@nzdoctor.co.nz T +64 9-488 4266 M +64 27-521 5772



Amanda Cameron – deputy editor

Amanda Cameron was an experienced medical editor working in medical publishing before retraining as a journalist. She joined *New Zealand Doctor* in October 2005 after a year as health reporter at the *Herald on Sunday*.

acameron@nzdoctor.co.nz T +64 9-488 4273 M +64 21-565 332



Katie Marriner – journalist

Katie Marriner joined *New Zealand Doctor* in February 2011.

Katie has law degree and postgraduate journalism diploma.

kmarriner@nzdoctor.co.nz T +64 9488 4291 M +64 21-484 229



Helen Tatham – journalist

Helen Tatham has 18 years experience as a journalist. She has spent time at a number of publications including the *Waikato Times*.

htatham@nzdoctor.co.nz T +64 9 488 4276 M +64 27-356 3181



Lucy Ratcliffe – journalist

Lucy Ratcliffe started with *New Zealand Doctor* in 2007 after spending her first two years as a reporter at the Auckland community newspaper *Eastern Courier*.

lratcliffe@nzdoctor.co.nz T +64 9-488 4276 M +64 21-566 739



Liane Topham-Kindley – southern correspondent

Liane Topham-Kindley, based in Dunedin, has been covering the South Island for *New Zealand Doctor* since 1997. She previously covered health and education for the *Otago Daily Times*.

tophamkindley@xtra.co.nz T +64 3-467 9525 M +64 27-467 9523



Virginia McMillan – Wellington correspondent

Virginia McMillan has been a journalist for more than 20 years. In late 2006, after two years as assistant editor of business weekly *The Independent Financial Review*, she turned freelance and is based in Wellington.

vmcmillan@clear.net.nz T +64 4-971 6598 M +64 21-914 699



Jen de Montalk – online content manager/journalist

Jen de Montalk joined *New Zealand Doctor* in 2009.

Jen has worked on developing nzdoctor.co.nz and manages the content, along with reporting duties for *New Zealand Doctor*.

jdemontalk@nzdoctor.co.nz T +64 9-488 4292 M +64 22-675 2741



Richard French – How to Treat editor

Richard French started with *New Zealand Doctor* in 2001. He has previously worked for Adis International as a publication manager and in scientific publishing in the UK.

rfrench@nzdoctor.co.nz T +64 9-488 4270



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T +64 9-488 4279 F +64 9-488 4284

3 Shea Tce, Takapuna, Auckland 0622

Postal Address: PO Box 31348, Milford, Auckland 0741

Helen Hayhurst – design

Queries regarding design aspects of the publication should be made to designer Helen Hayhurst.

Helen joined *New Zealand Doctor* in 2006.

designer@nzdoctor.co.nz T +64 9-488 4265



Rosie Scholz – editorial assistant

Rosie Scholz can help with general editorial inquiries. She joined the *New Zealand Doctor* team in August 2011.

support@nzdoctor.co.nz T +64 9-912 9256



Hilly Wilson-de Jonge – proofreader

Hilly Wilson is *New Zealand Doctor*'s longest serving employee, starting with the publication in 1990. She has previously worked for Adis Press as a copy editor.

proofreader@cmpmedica.co.nz T +64 9-488 4294



Johanna Bennett – clinical sub-editor

Johanna Bennett is a freelance journalist. She started as *New Zealand Doctor*'s clinical sub-editor in 2011. Johanna has worked as an editor and journalist in New Zealand, Australia and the UK.

johannavbennett@gmail.com T: +64 9-482 2185



Helen Roos – subscriptions manager

Queries regarding subscriptions to *New Zealand Doctor* should be made to subscriptions manager Helen Roos. Helen has been working with the publication since 1997.

hroos@nzdoctor.co.nz T +64 9-488 4296



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3 Shea Tce, Takapuna, Auckland 0622

Postal Address: PO Box 31348, Milford, Auckland 0741

ADVERTISING IN PRINT

Display advertising

The display rates are based on a volume discount basis and on the total spend in our publication over a 12-month period. Our rate card includes a number of sizing alternatives but we would be happy to discuss any special requirements you may have. Specific page placements attract a \$200 loading.

Inserts and onserts

Inserts can be inserted into the fold of the newspaper or placed into a specified page within the issue. This is a great way of getting additional information to the doctors and primary care professionals in a standard form. Inserts are ideal if you already have a brochure printed and are seeking a way to distribute these to the profession.

Onserts are attached to a certain page. Again, an excellent way to give out additional information that can be kept, or to make up part of a launch or special project.

Please deliver inserts to: New Zealand Doctor, 3 Shea Terrace, Takapuna, Auckland 0622
Attention: Angie Duberly, T +64 9-488 4286, seven days prior to issue date

Professional classified advertising

Classified advertising rates are non-commission bearing unless arranged with booking.

Booking deadline is eight working days prior to publication. Material deadline is seven working days prior to publication. Please supply a digital file (tiff, eps or pdf). CMYK for colour and grey-scale for black & white or we can prepare the advertisement from text supplied. An additional online option is available.

Contacts



**Advertising and
business manager**

**For display, inserts
& onserts, & online**

Rhonda Jackson

T +64 9-488 4274

F +64 9-489 6240

M 021-746 475

rjackson@ubmmedica.co.nz



Production coordinator

For classified advertising

Angie Duberly

T +64 9-488 4286

F +64 9-489 4284

aduberly@nzdoctor.co.nz

PROFESSIONAL CLASSIFIEDS

The professional classifieds provide the ideal avenue for advertising employment opportunities in the primary care sector. They are also a popular site for advertising for:

Doctors wanted, practice managers wanted, practice nurses wanted; rooms available; locum services; postgraduate courses; seminar programmes; surgery equipment; practice swaps.

The rates are extremely competitive at \$28 or \$30 + GST per column centimetre, depending on material supplied. Classified advertising rates are non-commission bearing unless arranged with booking. Discounts are available for multiple bookings.

The following are two examples of sizes and costs:

Advertise any employment opportunities, courses, products – or any information you wish to place in front of our readers in

THE PROFESSIONAL CLASSIFIEDS

- Doctors Wanted • Rooms Available • Locum Services
- Postgraduate Courses • Seminar Programmes • Surgery Equipment • Practice Swap • Relocation

Sizes: Single column 41mm, 2 column 86mm, 3 column 131mm

Rates: \$28 + GST per column cm – material supplied.

\$30 + GST per column cm – designed by us. Discounts available for multiple bookings. Rates non-commission bearing.

Box above =

2 column (86mm) x 5cm deep
\$280 or \$300 + GST

Box above =

1 column (41mm) x 5cm deep
\$140 or \$150 + GST

Online professional classifieds

Placed only in conjunction with newspaper advertising, adding an additional 20 per cent over and above the cost of that advertisement. For all enquiries and booking please contact Angie Duberly on 09-488 4286 or aduberly@nzdoctor.co.nz

Online display professional classifieds

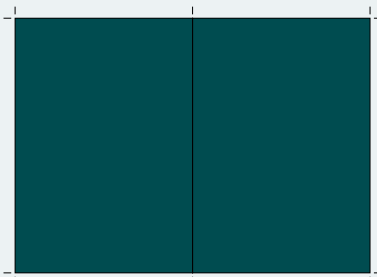
Placed only in conjunction with newspaper advertising, a run of site teaser island ad can be produced to link to your professional classified. For details of the additional charge contact Angie Duberly on 09-488 4286 or aduberly@nzdoctor.co.nz

Medical Supplies

Due to advertiser demand, we provide a dedicated medical supplies section. This page is split into six ad spots of 13.1x11cm. Each ad is \$950 (+GST) with rates for larger spaces available on request. The section will be repeated on the *New Zealand Doctor* website (www.nzdoctor.co.nz) and you can be part of that online section for a 20 per cent loading on the cost of your print ad. If you book six issues up front though, you will get the online component at no extra charge.

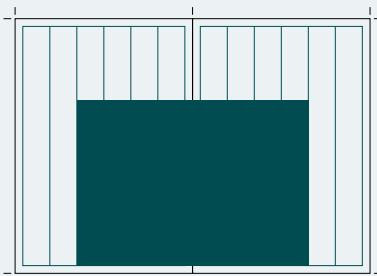
Material

Files to be supplied as high resolution (300dpi), CMYK PDF. Including crop marks and 3mm bleed. Signed off proof or colour laser print to be sent.



Double A3 spread

Trim 594 x 420mm deep
Copy 563 x 390mm deep
Bleed 600 x 426mm deep

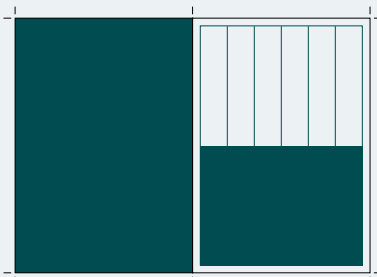


Double A4 spread

Trim 383 x 240mm deep
Copy 377 x 234mm deep
Bleed 389 x 246mm deep

A3

Trim 297 x 420mm deep
Copy 266 x 390mm deep
Bleed 303 x 426mm deep

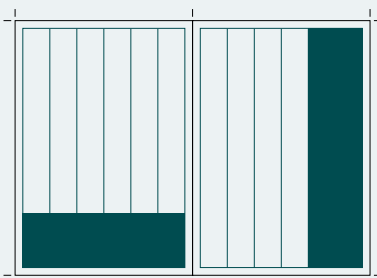


1/2 A3

Trim 266 x 200mm deep
Copy 260 x 194mm deep
Bleed 272 x 206mm deep

Strip (horizontal)

Trim 266 x 100mm deep
Copy 260 x 94mm deep
Bleed 272 x 106mm deep

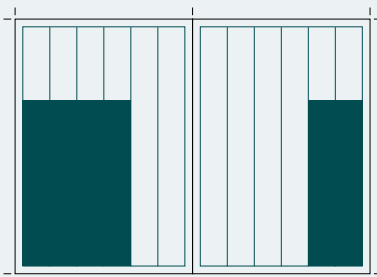


Strip (vertical)

Trim 86 x 370mm deep
Copy 80 x 364mm deep
Bleed 92 x 376mm deep

A4 pony

Trim 176 x 240mm deep
Copy 170 x 234mm deep
Bleed 182 x 246mm deep



2 column

Trim 86 x 240mm deep
Copy 80 x 234mm deep
Bleed 92 x 246mm deep

Advertising formats and rates (exclusive of GST) 2012

Circulation Qty – 3000

	A3	1/2 A3	A4 Pony	100mm strip horiz or 2 col x 370 vert	2 column x 240 vert
Casual	\$3900	\$2700	\$2500	\$2100	\$1770
\$20K	\$3680	\$2585	\$2370	\$2020	\$1695
\$60K	\$3550	\$2475	\$2300	\$1935	\$1610
\$100K	\$3475	\$2400	\$2205	\$1875	\$1540
\$150K	\$3360	\$2370	\$2110	\$1815	\$1470
\$200K	\$3265	\$2260	\$2060	\$1745	\$1370
\$250K	\$3105	\$2150	\$1970	\$1695	\$1300

\$200 loading on above rates for specific page placement

Inserts (a sample or mock-up must be supplied before rates are confirmed)

Loose insert	DL card or A4 page/s (up to 8 pages)	\$2500
	Over 8 pages	By negotiation
Glued onsert – specific page		\$3100
Bound insert	Maximum stock weight 150gsm	By negotiation
Cover flap/wrap		\$3900
False cover		By negotiation

Other options

Professional classifieds (non-commission bearing) \$28–\$30 + GST per column centimetre

Online professional classifieds – placed only in conjunction with newspaper advertising, adding an additional 20 per cent over and above the cost of that advertisement.

Material – files to be supplied as high resolution (300dpi), CMYK PDF. Including crop marks and 3mm bleed. Signed off proof or colour laser print to be sent.

Publishing Schedule 2012

Publishing dates	Booking deadline	Material deadline
01 February	2 December	7 December
15 February	27 January	1 February
29 February	10 February	15 February
14 March	24 February	29 February
28 March	9 March	14 March
11 April	23 March	28 March
25 April	6 April	11 April
9 May	20 April	25 April
23 May	4 May	9 May
6 June	18 May	23 May
20 June	1 June	6 June
4 July	15 June	20 June
18 July	29 June	4 July
1 August	13 July	18 July
15 August	27 July	1 August
29 August	10 August	15 August
12 September	24 August	29 August
26 September	7 September	12 September
10 October	21 September	26 September
24 October	5 October	10 October
7 November	19 October	24 October
21 November	2 November	7 November
5 December	16 November	21 November
19 December	30 November	5 December

Advertising Online

New Zealand Doctor's website www.nzdoctor.co.nz provides daily news, blogs, media releases, links to international news and resources invaluable for GPs and others working in the health sector who subscribe to *New Zealand Doctor*.

Online free classifieds

The free classifieds service is available to *New Zealand Doctor* subscribers and includes locums available, locums wanted, practice nurse vacancies and equipment for sale.

Online professional classifieds

For an additional fee, professional classifieds running in the print publication can be published online. (See professional classifieds rates in this media kit.)

Online display advertising specifications

Two positions are available on the website for advertisers:



Run of site banner ad (maximum 4 x rotation)

– 760 pixels (W) x 120 pixels (H)

Rate is \$250 per week

Run of site island ad (maximum 4 x rotation)

– 300 pixels (W) x 250 pixels (H)

Rate is \$250 per week

The acceptable file formats are gif, jpeg, animated gif or swf.

Maximum file size is 50kb, preferably lower.

Banner artwork must be accompanied by a URL to link to, eg, www.yourname.co.nz

Note: For swf files the click tag must be embedded into the file.

Contacts

For online enquiries and booking, please contact Rhonda Jackson on 09-488 4274 or rjackson@ubmmedica.co.nz

For online free and professional classifieds, enquiries and booking, please contact Angie Duberly on 09-488 4286 or aduberly@nzdoctor.co.nz

Doctor@Large

Doctor@Large is *New Zealand Doctor's* e-newsletter, providing daily news updates.



Right hand island ad

– 300 pixels (W) x 250 pixels (H)

\$250 per newsletter

Right hand skyscraper banner

– 160 pixels (W) x 600 pixels (H)

\$250 per newsletter

The acceptable file formats are static jpg or gif. Maximum file size is 20kb.

Banner artwork must be accompanied by a URL to link to, eg, www.yourname.co.nz

For all enquiries and booking please contact Rhonda Jackson on 09-488 4274 or rjackson@nz.cmpmedica.com



Subscription Form – General

Please complete using CAPITAL letters and return this form together with your cheque, credit card details or direct credit information to:

New Zealand Doctor
PO Box 31348
Milford
Auckland 0741
Fax 09-489 6240

Name (Dr/Mr/Mrs/Ms) _____

Address _____

Phone _____

Fax _____

Email _____

I have enclosed a cheque for \$178 (inclusive of GST), made payable to UBM Medica (NZ) Ltd

Please charge my credit card \$178

Card number _____

Cardholder's name _____

Expiry _____ Signature _____

I have direct credited UBM Medica (NZ) Ltd

Bank account: 03 0275 0313284 00

Reference: NZD + (your surname)

Tick if you would like to receive our e-newsletter, Doctor@Large

Subscription Form – GPs only

This is a combined subscription for *New Zealand Doctor* and *MIMS New Ethicals*

Please complete using CAPITAL letters and return this form together with your cheque, credit card details or direct credit information to:

New Zealand Doctor
PO Box 31348
Milford
Auckland 0741
Fax 09-489 6240

Name (Dr/Mr/Mrs/Ms) _____

Address _____

Phone _____

Fax _____

Email _____

I have enclosed a cheque for \$169 (inclusive of GST), made payable to UBM Medica (NZ) Ltd

Please charge my credit card \$169

Card number _____

Cardholder's name _____

Expiry _____ Signature _____

I have direct credited UBM Medica (NZ) Ltd

Bank account: 03 0275 0313284 00

Reference: NZD + (your surname)

Tick if you would like to receive our e-newsletter, Doctor@Large

For details of discounts for multiple orders go to www.nzdoctor.co.nz/online/sub.aspx