

New Zealand Doctor provides GPs and many others in the health sector with their only source of up to date news affecting primary care. It is a must-read for anyone wanting to keep up with the ever-changing landscape in the health sector. Our award-winning* team of experienced health reporters and clinical contributors report on the issues affecting doctors in every aspect of their professional capacity.

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 3500 practising GPs, surgery locums, GP registrars, and Accident and Medical centres throughout New Zealand. *New Zealand Doctor's* subscribers also include allied health professionals, health officials, PHO managers and staff, DHB managers, lawyers, accountants and NGOs.

Becoming a subscriber

GPs are eligible for a bundled subscription providing 24 issues of *New Zealand Doctor* and two issues of *MIMS New Ethicals* for \$165 a year. Reduced rates are available for multiple subscriptions.

Non-GPs subscription rate for *New Zealand Doctor* is \$169 for 24 issues.

Further subscription details from Dianne Hamill on 09-488 4261 or subscribe@nzdoctor.co.nz

Editorial archives

Subscribers have free access to *New Zealand Doctor* story archives online from 1996–present day.

Website

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 free classifieds. A weekly email newsletter, Doctor@Large, is also available.

* Awards received by *New Zealand Doctor* staff in recent years: Jodi Yeats, Best senior feature writer – Qantas Media Awards 2008; *New Zealand Doctor*, Finalists Qantas Media Awards 2009, 2004, 2003, 2002; Amanda Cameron, Best junior feature writer – Qantas Media Awards 2007, 2006; *New Zealand Doctor*, Finalist Best Magazine Cover – Qantas Media Awards 2007; *New Zealand Doctor*, Best trade/professional magazine – Qantas Media Awards 2007, 2006. Also “honourable mentions” in TABPI (Trade and Business Publications International) Awards for best cover illustration, 2008 and best single issue, 2007 and 2009

New Zealand Doctor

3 Shea Tce, Takapuna, North Shore City 0622

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

Postal address

PO Box 31348, Milford, North Shore City 0741

Advertising contact

Rhonda Jackson

T +64 9-488 4274, M 021 746 475

F +64 9-489 6240

rjackson@nz.cmpmedica.com

Editorial Content

News

Written by staff journalists and correspondents:

- local medical and political news
- primary care sector news
- pharmaceutical industry and medical research news.

Opinion

Written by the editor, contributors and readers:

- editorial
- letters to the editor
- parliamentary column and viewpoints
- regular comment from the HDC and Medical Council, and newsletters from RNZCGP, NZMA GP Council, ASMS, IPAC, Health Care Aotearoa, College of Practice 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
- pathology
- clinical book reviews.

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

Travel, wine, history, books, humour, music.

Free classifieds – a subscriber service.

Noticeboard – 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* for 13 years. 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



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



Jodi Yeats – senior journalist

Jodi Yeats has worked as a radio and print journalist and as a publication manager with a medical publisher. She joined *New Zealand Doctor* in July 2006 after working in communications for local government.

jyeats@nzdoctor.co.nz T +64 9-488 4269



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



Liane Topham-Kindley – southern correspondent

Liane Topham-Kindley, based in Dunedin, has 12 years experience covering the sector for *New Zealand Doctor*. She previously covered health and education for the *Otago Daily Times*.
tophamkindley@xtra.co.nz T +64 3-467 9521



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.
vmcmillan@clear.net.nz T +64 4-971 6598



Richard French – How to Treat editor

Richard French has been with *New Zealand Doctor* for nine years. 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



Helen Hayhurst – design

Queries regarding design aspects of the publication should be made to designer Helen Hayhurst, who joined *New Zealand Doctor* in 2006.
designer@nzdoctor.co.nz T +64 9-488 4265



New Zealand Doctor

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

3 Shea Tce, Milford, North Shore City 0622

Postal Address: PO Box 31348, Milford, North Shore City 0741

Advertising in Print

Display advertising

The display rates are based on a volume discount basis and on the total spend in CMPMedica's publications 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 go out with the full distribution or can be broken down by specialist areas or towns. They can be inserted into the fold of the magazine or placed into a specified page within the issue. This is a great way of getting additional information to the doctors in a standard form. Inserts are ideal if you already have a brochure printed and are seeking a way to distribute these to the medical profession.

Onserts can be anything from an information card to a fridge magnet and 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.

We have a large range of samples that may be viewed to help with your decision and would be happy to discuss alternatives.

Please deliver inserts to: New Zealand Doctor, 3 Shea Terrace, Milford, North Shore City 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 greyscale for black & white or we can prepare the advertisement from text supplied. Additional online option available.



For display, inserts & onserts

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



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 \$27 or \$29 + GST per column centimetre, depending on material supplied. 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: \$27 + GST
per column cm –
material supplied.

\$29 + GST per column
cm – designed by us.
Discounts available
for multiple bookings.
Rates non commission
bearing.

Box above =

2 column (86mm) x 5cm deep

\$270 or \$290 + GST

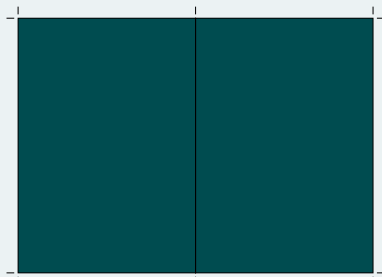
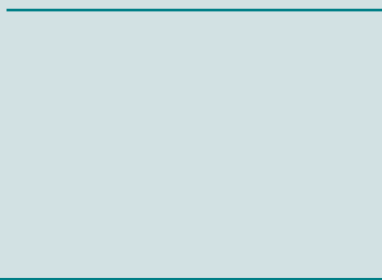
Box above =

1 column (41mm) x 5cm deep

\$135 or \$145 + GST

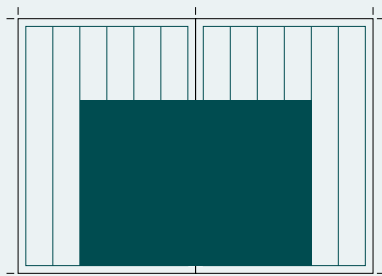
Online professional classifieds

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



Double A3 spread

Trim 594 x 420mm deep
Copy 564 x 390mm deep
Bleed 600 x 426mm deep

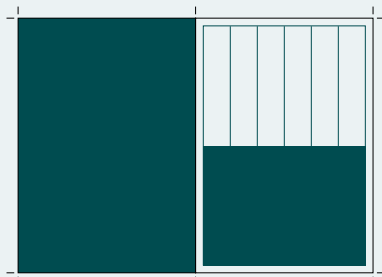


Double A4 spread

Trim 383 x 240mm deep
Copy 377 x 234mm deep
Bleed 386 x 246mm deep

A3

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

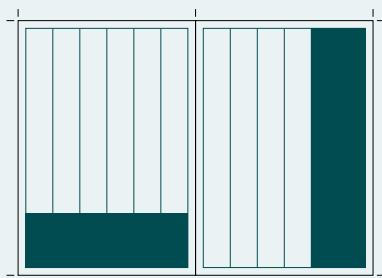


1/2 A3

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

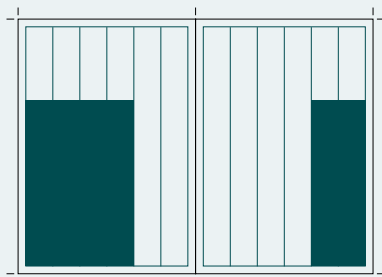


Strip (vertical)

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) 2010

	A3	1/2 A3	A4 Pony	100mm strip horiz or 2 col x 370 vert	2 column x 240 vert
Casual	\$3770	\$2650	\$2457	\$2040	\$1660
\$20K	\$3435	\$2410	\$2215	\$1890	\$1585
\$60K	\$3315	\$2310	\$2150	\$1805	\$1505
\$100K	\$3245	\$2240	\$2060	\$1750	\$1436
\$150K	\$3135	\$2215	\$1970	\$1695	\$1375
\$200K	\$3050	\$2110	\$1920	\$1630	\$1280
\$250K	\$2895	\$2010	\$1840	\$1580	\$1215

\$200 loading on above rates for specific page placement

Prescribing Information Supplement (non commission bearing)

1/3 page (vertical)	(55mm x 250mm deep)	\$220
1/2 page (vertical)	(86mm x 250mm deep)	\$265
A4	(176mm x 250mm deep)	\$495

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)	\$2215
	Over 8 pages	By negotiation
Glued onsert – specific page		\$3075
Bound insert	Maximum stock weight 150gsm	By negotiation
Cover flap/wrap		\$3550
False cover		By negotiation

Other options

Professional classifieds (non commission bearing) \$27–\$29 + 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

Publishing Schedule 2010

Publishing dates	Booking deadline	Material deadline
27 January	11 December	13 January
10 February	22 January	27 January
24 February	5 February	10 February
10 March	19 February	24 February
24 March	5 March	10 March
7 April	19 March	24 March
21 April	2 April	7 April
5 May	16 April	21 April
19 May	30 April	5 May
2 June	14 May	19 May
16 June	28 May	2 June
30 June	11 June	16 June
14 July	25 June	30 June
28 July	9 July	14 July
11 August	23 July	28 July
25 August	6 August	11 August
8 September	20 August	25 August
22 September	3 September	8 September
6 October	17 September	22 September
20 October	1 October	6 October
3 November	15 October	20 October
17 November	29 October	3 November
1 December	12 November	17 November
15 December	26 November	1 December

Advertising Online

New Zealand Doctor's website www.nzdoctor.co.nz provides daily news, media releases and a wider range of resources invaluable for GPs and other working in primary care.

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

Three spots are available on the website for advertisers:



Run of site top banner (maximum 4 x rotation)

– 760 pixels (W) x 120 pixels (H)

Rate is \$250 per week

Run of site tile 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, eg, www.yourname.co.nz

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

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

Doctor@Large

Doctor@Large is *New Zealand Doctor's* e-newsletter, currently published weekly.



Right hand island ad

– 300 pixels (W) x 250 pixels (H)

Rate on request.

Right hand skyscraper banner

– 160 pixels (W) x 600 pixels (H)

Rate on request.

The acceptable file formats are gif or jpg. Maximum file size is 25kb.

Banner artwork must be accompanied by a URL, 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 – non GPs

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

New Zealand Doctor
PO Box 31348
Milford
North Shore City 0741
Fax 09-489 6240

Name (Dr/Mr/Mrs/Ms) _____

Address _____

Phone _____

Fax _____

Email _____

- Tick if you would like to receive our weekly e-newsletter, Doctor@Large
- I have enclosed a cheque for \$169 (inclusive of GST), made payable to CMPMedica (NZ) Ltd
- Please charge my credit card \$169.

Card number _____

Cardholder's name _____

Expiry _____ Signature _____

(A tax invoice will be issued upon receipt of your cheque)

subscription form

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 or credit card details to:

New Zealand Doctor
PO Box 31348
Milford
North Shore City 0741
Fax 09-489 6240

Name (Dr/Mr/Mrs/Ms) _____

Address _____

Phone _____

Fax _____

Email _____

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

I have enclosed a cheque for \$165 (inclusive of GST), made payable to CMPMedica (NZ) Ltd

Please charge my credit card \$165.

Card number _____

Cardholder's name _____

Expiry _____ Signature _____

(A tax invoice will be issued upon receipt of your cheque)

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