



about New Zealand Doctor

# New Zealand Doctor

## MEDIA KIT 2019

New Zealand Doctor's award-winning team of experienced health reporters and clinical contributors provide New Zealand's only source of news on general practice and primary care.

It is a must-read for anyone wanting to keep up with the ever-changing health-sector landscape.

A subscription package provides access to a fortnightly print publication, daily email newsletter and website.

New Zealand Doctor is proud to have been in primary care for over 25 years

## How often

New Zealand Doctor newspaper is published every fortnight on Wednesday (except January). Our website, www.nzdoctor.co.nz is updated daily, and each weekday afternoon we send out our email newsletter, Doctor@Large.

## How many

Around 2700 people subscribe to the newspaper and over 80 per cent of general practices receive a copy. Around 7000 unique visitors check out our website each week and 1400 people subscribe to our email newsletter, Doctor@Large.

## Who reads us

Subscribers include GPs, GP registrars, GP locums, practice nurses, nurse practitioners, practice managers and a broad range of specialists, primary care practitioners, allied health professionals, PHO officials, DHB managers, politicians, lawyers, accountants and NGOs.

## EDITORIAL CONTENT

**News** – Covering the gamut of general practice and primary care – business, politics, people at the coal face and at the national level.

**Opinion** – Comment from the editor, GP contributors, readers, a parliamentary correspondent and newsletters from sector organisations.

## CONTACT

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## ADVERTISING MANAGER

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## CLASSIFIEDS AND PRODUCTION

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**Business** – Content includes practice management, human resources, health IT and app reviews.

**Practice** – The clinical section is commissioned from GPs and specialists practising in the areas of sports medicine, occupational health, elder health, ENT, pathology, immunology, cardiology, mental health, medicolegal, dermatology, and child health. It also provides clinical updates and case studies on topical issues.

**How to Treat** – In alternate issues, GP experts and specialists discuss in detail the treatment of a particular clinical condition.

**After hours** – Travel, wine, books, humour, music, free classifieds and events.

GPs can earn CME points by reading the clinical content

## SOCIAL MEDIA

The New Zealand Doctor newsroom is active on Twitter – @NZDoctor\_news – and Facebook – facebook/NewZealandDoctor.

## 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.

Contact Rhonda Jackson for delivery details. Please deliver inserts and onserts seven days prior to issue date.

### Sponsorship of Educational articles from New Zealand Doctor make excellent sales and learning tools

How To Treat (monthly) and Clinical Practice (fortnightly) are New Zealand Doctor's educational articles independently written by clinical experts and endorsed by the RNZCGP for GP CPD credits. To maintain the right to be issued with a practising certificate, doctors must meet recertification and continual professional development (CPD) requirements. These requirements motivate GP's to read these educational articles. How To Treat and Clinical Practice articles are also hosted on ELearning for two years.

Print advertisements ..... see 2019 rates

Print + ELearning advertisement in New Zealand Doctor and online in ELearning ..... POA

### Sole Sponsorship + Reprints ..... POA

Purchase the rights to this article by sponsoring reprints. We reformat the feature into an A4-sized booklet and provide printed handouts to give to healthcare professionals. This offering also includes a branded advertisement within the A4 reprint and on the ELearning online training material. A bespoke cover is optional.

### Commission an article ..... POA

We can commission an expert to write an independent article to be accredited for CPD points, printed in New Zealand Doctor and hosted on ELearning for two years.

Packages and information available. Contact Rhonda Jackson for details

### 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. An additional online option is available.

## CONTACTS

### Advertising and business manager For display, inserts & onserts, & online

**Rhonda Jackson**  
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### Advertising coordinator For classified advertising

**Ali Jacobs**  
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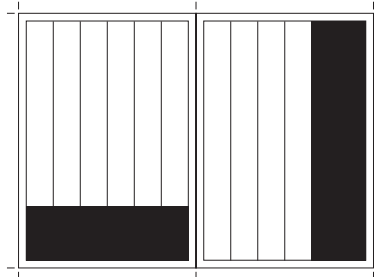
## ADVERTISING SPECIFICATIONS

**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

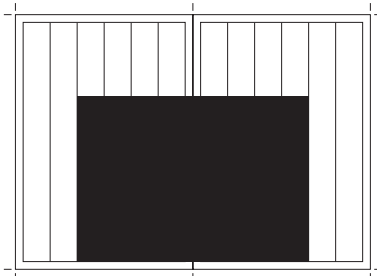


### Strip (horizontal)

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

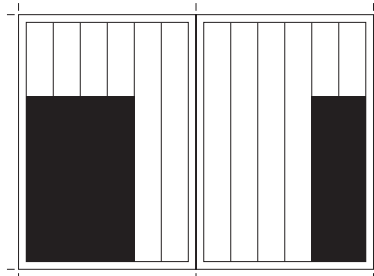
### Strip (vertical)

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



### Double A4 spread

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

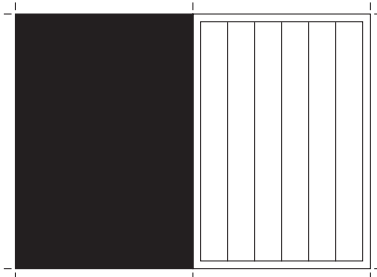


### A4 pony

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

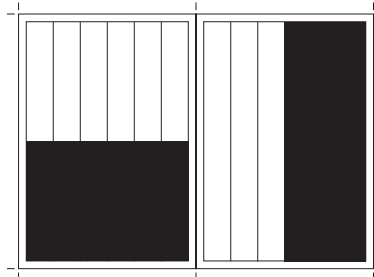
### 2 column

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



### A3

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

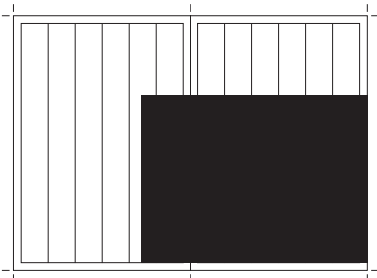


### 1/2 A3 Horizontal

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

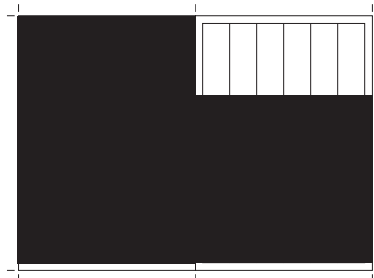
### 1/2 A3 Vertical

Trim 131 x 370mm deep  
Copy 125 x 364mm deep  
Bleed 137 x 376mm deep



### 2 Page False Cover

Trim 397mm W x 320mm H  
Bleed 4mm on all edges  
Marks Crop marks  
Fold At 100mm



### 4 Page False Cover

Front 297mm W x 320mm H  
Back 297 W x 420 H  
Bleed 4mm on all edges  
Marks Crop marks

## Advertising formats and rates (exclusive of GST) 2019 Circulation quantity – 3000

	A3	1/2 A3	A4 Pony	100mm strip horiz or 2 col x 370 vert	2 column x 240 vert
Casual	\$4590	\$3210	\$2980	\$2530	\$2140
20K	\$4490	\$3110	\$2880	\$2430	\$2040
60K	\$4360	\$3020	\$2800	\$2360	\$1980
100K	\$4240	\$2940	\$2720	\$2290	\$1930
150K	\$4120	\$2860	\$2650	\$2225	\$1875
200K	\$4000	\$2780	\$2570	\$2160	\$1820
250K	\$3900	\$2700	\$2500	\$2100	\$1779

\$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) \$32 + 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 specifications

Files to be supplied as single page PDF (Acrobat 4); output resolution of 2400 dpi; composite CYMK; high-quality JPEG or lossless Zip compression; resolution for color and grayscale images is 300 dpi; resolution for monochrome images is 1200 dpi; fonts must be embedded and subsetted 100% as well as other characteristics.

This format is acceptable for full or partial pages. Trapping is the responsibility of the file provider.

Ink specifications: 4/C process.

Note: Any non-process colors included in the file will be converted to CMYK. Conversion process may compromise the integrity of the file.

Density: Total density should not exceed 300%.

Marks: All marks (trim, bleed) should be included in all colors and must be located 1/4" (4.25 mm) from trim and not to invade the live or bleed areas.

## Publishing schedule 2019

Publishing dates	Booking deadline	Material deadline
30 January	11 January	16 January
13 February	25 January	30 January
27 February	8 February	13 February
13 March	22 February	27 February
27 March	8 March	13 March
10 April	22 March	27 March
24 April	5 April	10 April
8 May	19 April	24 April
22 May	3 May	8 May
5 June	17 May	22 May
19 June	31 May	5 June
3 July	14 June	19 June
17 July	28 June	3 July
31 July	12 July	17 July
14 August	26 July	31 July
28 August	9 August	14 August
11 September	23 August	28 August
25 September	6 September	11 September
9 October	20 September	25 September
23 October	4 October	9 October
6 November	18 October	23 October
20 November	1 November	6 November
11 December	15 November	20 November

# Digital



## NEW ZEALAND DOCTOR WEBSITE

Updated daily you can connect with GPs who regularly log on and check out the latest in the world of general practice. There are news updates, business stories, blogs, videos and the chance to have your say through online polls and comments.

## WEBSITE DISPLAY ADVERTISING SPECIFICATIONS

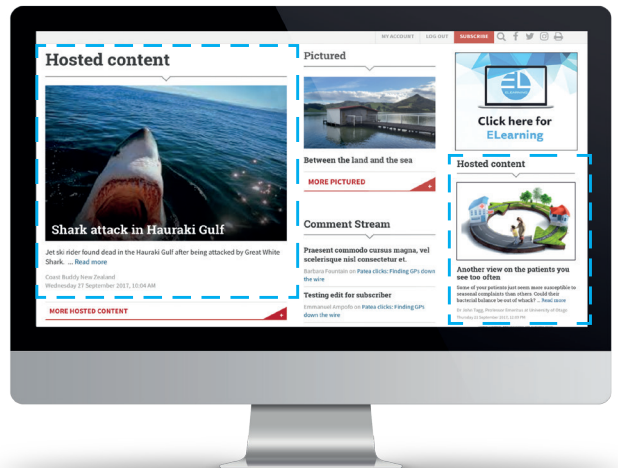
Run of site top banner ..... \$800 per week  
Maximum 4 x rotations and must provide all three ad sizes

Desktop ..... 970 pixels W x 250 pixels H  
Desktop scrolling ..... 980 pixels W x 120 pixels H  
(this is where the ad sits at the top of the article as it scrolls underneath)  
Mobile ..... 300 pixels W x 250 pixels H

Medium rectangle tile ad ..... \$500 per week  
Can be supplied as small or large tile

Small ..... 300 pixels W x 250 pixels H  
Large ..... 300 pixels W x 600 pixels H

Up to four unique ad spaces available per location.  
Ads rotate with each click and refresh.



## NEW HOSTED CONTENT

Integrated among *New Zealand Doctor's* editorial content, our new hosted content is the space to develop a relevant and interesting conversation with our readers, launch new products, or remind customers, your point of difference in the market.

Treated as an article rather than an advertisement space, the content is mobile and tablet-friendly, searchable and sharable through social media. This content also benefits from our related-links feature, click through, to an internal or external website and is saved in our archives.

Below are the specs for the synopsis or preview on the *New Zealand Doctor* homepage.  
This will click through to a full web-page containing your content.

Large ..... \$4000 per month  
Measurements ..... 627 pixels W x 595 pixels W

Small ..... \$2000 per month  
Measurements ..... 215 pixels W x 204 pixels W

Press releases ..... \$100 per link per month

**Packages available.**

Acceptable file formats for all web content include gif, jpeg, animated gif, or HTML5 (must be embedded with the click tag). For website advertisements, all artwork must be 50kb or less and accompanied by a URL.  
Hosted content's hero media (the image/video on the home page), must be less than 50mb.

