



New Zealand **Doctor** Rata Aotearoa More than medicine

MEDIA KIT 2021

New Zealand Doctor Rata Aotearoa'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.

We are New Zealand's national medical newspaper and 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 30 years



How often?

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

How many?

Around 2500 people subscribe to the newspaper and over 80 per cent of general practices receive a copy. Around 10,000 users 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, PHO and DHB leaders and a broad range of specialists, primary care practitioners, allied health professionals, politicians, lawyers, accountants and NGOs.

EDITORIAL CONTENT

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

Opinion – Editor's column, invited contributors, regular columnists and letters to the editor. Regular bulletins from sector groups.

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, pathology, immunology, cardiology, mental health, medicolegal, dermatology, eye health, genetic medicine 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.

Off duty – Travel, books, humour, music.

GPs can earn CPD points by reading the clinical content

SOCIAL MEDIA

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

CONTACT

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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 fee.

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 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 CPD requirements. These requirements motivate GPs to read these educational articles. How To Treat and clinical Practice articles are also hosted on ELearning for two years.

Print advertisements see 2021 rates

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

Sole Sponsorship + Reprints POA

Purchase exclusive use of 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.

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

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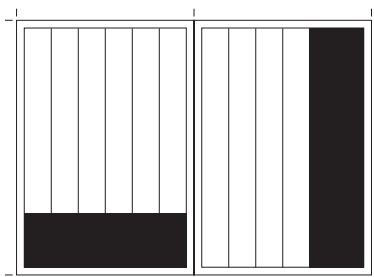
ADVERTISING SPECIFICATIONS

Material – Files to be supplied as high resolution (300dpi), CMYK PDF.
Including crop marks and 3mm bleed on all edges.



Double A3 spread

Trim: 594mm W x 420mm H
Copy: 563mm W x 390mm H
Bleed: 600mm W x 426mm H

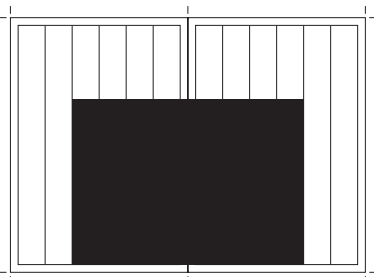


Strip (vertical)

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

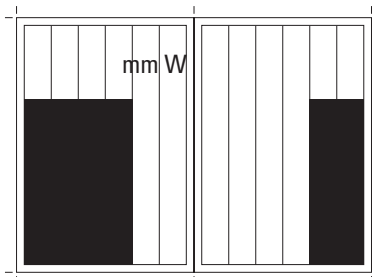
Strip (horizontal)

Trim: 266mm W x 100mm H
Copy: 260mm W x 94mm H
Bleed: 272mm W x 106mm H



Double A4 spread

Trim: 383mm W x 240mm H
Copy: 377mm W x 234mm H
Bleed: 389mm W x 246mm H

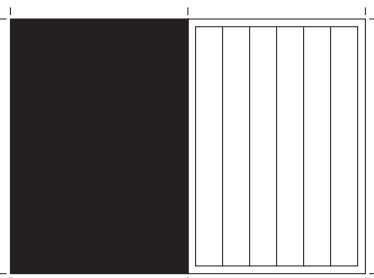


2 column

Trim: 86mm W x 240mm H
Copy: 80mm W x 234mm H
Bleed: 92mm W x 246mm H

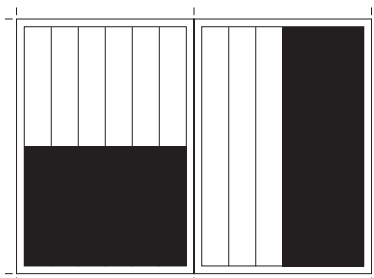
A4 pony

Trim: 176mm W x 240mm H
Copy: 170mm W x 234mm H
Bleed: 182mm W x 246mm H



A3

Trim: 297mm W x 420mm H
Copy: 266mm W x 390mm H
Bleed: 303mm W x 426mm H

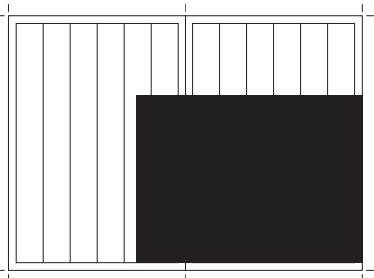


1/2 A3 Vertical

Trim: 131mm W x 370mm H
Copy: 125mm W x 364mm H
Bleed: 137mm W x 376mm H

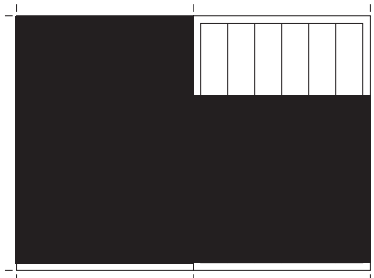
1/2 A3 Horizontal

Trim: 266mm W x 200mm H
Copy: 260mm W x 194mm H
Bleed: 272mm W x 206mm H



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: 297mm W x 420mm H
Bleed: 4mm on all edges
Marks: Crop marks

Advertising formats and rates (exclusive of GST) 2021

Circulation quantity – 3000

	A3	1/2 A3	A4 Pony	100mm strip horiz or 2 col x 370 vert	2 column x 240 vert
Casual	\$4800	\$3410	\$3210	\$2660	\$2200
20K	\$4690	\$3310	\$3120	\$2590	\$2180
60K	\$4590	\$3210	\$2980	\$2530	\$2140
100K	\$4490	\$3110	\$2880	\$2430	\$2040
150K	\$4360	\$3020	\$2800	\$2360	\$1980
200K	\$4240	\$2940	\$2720	\$2290	\$1930
250K	\$4120	\$2860	\$2650	\$2225	\$1875

\$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.

All ads **must have a TAPs** approval number.

Publishing schedule 2021

Publishing dates	Booking deadline	Material deadline
3 February	15 January	20 January
17 February	29 January	3 February
3 March	12 February	17 February
17 March	26 February	3 March
31 March	12 March	17 March
14 April	26 March	31 March
28 April	9 April	14 April
12 May	23 April	28 April
26 May	7 May	12 May
9 June	21 May	26 May
23 June	4 June	9 June
7 July	18 June	23 June
21 July	2 July	7 July
4 August	16 July	21 July
18 August	30 July	4 August
1 September	13 August	18 August
15 September	27 August	1 September
29 September	10 September	15 September
13 October	24 September	29 September
27 October	8 October	13 October
10 November	22 October	27 October
24 November	5 November	10 November
15 December	26 November	1 December

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

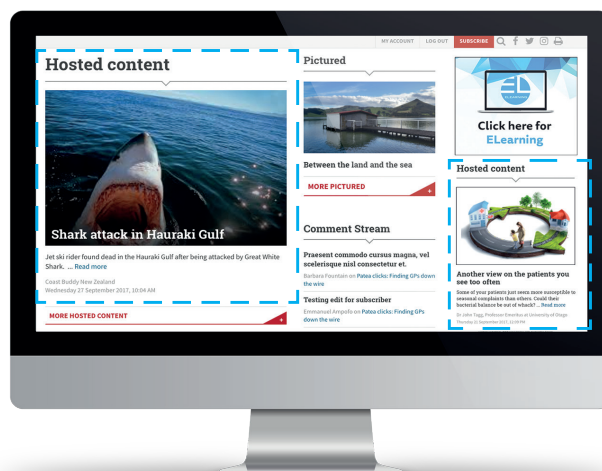
Run of site top banner\$800 per week
Must provide all three ad sizes

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

Size 300 pixels W x 250 pixels H

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



HOSTED CONTENT

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

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 main image (the image/video on the Home page) must be less than 50mb.



ELEARNING

Elearning is a digital library containing *New Zealand Doctor's* How to Treat and clinical Practice articles.

Courses are CPD accredited and added fortnightly. All registered users are notified of new courses through fortnightly EDMs.

Please contact Rhonda Jackson about sponsorship opportunities.

DOCTOR@LARGE

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

Island ad \$300 per newsletter
Measurements 300 pixels W x 250 pixels H

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

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



CONTACTS

For online display and Doctor@Large enquiries and booking, please contact

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For online free and professional classifieds, enquiries and booking, please contact

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