

MEDIA KIT 2017

the

medical link

OVERVIEW

The official publication of the Gold Coast Medical Association



Known as the most trusted medical news magazine on the Gold Coast, The Medical Link has been published and distributed every second month for the past 17 years.

The rapid growth in medicine and medical knowledge makes it hard for busy doctors to keep up. The Medical Link delves into medical topics and brings doctors critical insights that are relevant to their work, in a lucid way.

AUDIENCE

The Medical Link promotes the interests of the Gold Coast medical community, featuring compelling combinations of the latest medical news, procedures and industry trends.

The Medical Link targets health professionals of various disciplines in the Gold Coast area, creating a highly engaged audience of General Practitioners, Specialist Doctors, Chiropractors, Physiotherapists and other allied service providers.

Communication channels include:

- The Medical Link Website
- The official Medical Link printed publication

SECTIONS



GCMA NEWS

Providing updates on previous and upcoming meetings held by the GCMA, news from our members and all things GCMA related

NEWS / UPDATES

Giving readers insights and updates on new clinical and political news and events, shaping medicine.

HEALTH & FITNESS

We only have one life, why not live it to the fullest? Introducing health and fitness trends and information that will change our readers' views and approach on life.



SECTIONS CONTINUED

OUR GOLD COAST

Keeping you up to date on everything Gold Coast. Featuring upcoming events, restaurants, cafes and more.

LIFESTYLE & FASHION

Bringing you the latest trends in fashion, food, leisure and homewares

PROFESSIONAL SERVICES

Giving the reader an overview and insight into finance, technology and law that affects them.

RATES

Ad size	Casual
Double page	\$1595,00
Full page	\$895,00
Half page spread	\$1040,00
Half page	\$595,00
Third page spread	\$625,00
Third page vertical	\$525,00
Third page	\$475,00
Quarter page	\$395,00
Recruitment classified	\$100,00

Position	Loads
Inside front cover	20 %
Contents page	15%
Oposite contents	20%
1st Double page spread after contents	25%
Center spread	15%
Inside back cover	10%
Outside back cover	25%

Note: All rates are quoted Net GST



MEDIA SPECIFICATIONS

Ad specifications	width x height	bleed
Full page	210 x 297mm	3 mm
Double page spread	420 x 297 mm	3 mm
Half page	210 x 148,5 mm	3 mm
Half page spread	420 x 148,5 mm	3 mm
Third page	410 x 99 mm	3 mm
Third page spread	210 x 99 mm	3 mm
Third page vertical	70 x 297 mm	3 mm
Quarter page	105 x 148,5 mm	3 mm
*Recruitment classified	29 x 42,5 mm	--

***Classifieds available for job vacancies only.**

ARTICLE SPECIFICATIONS

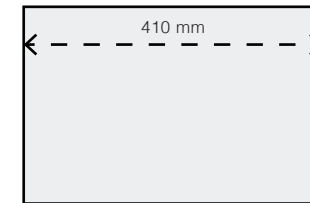
Full page with picture - **500 words (max)**

Full page without picture - **740 words (max)**

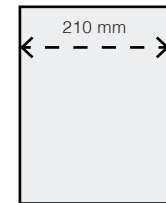
Half page with picture - **250 words (max)**

Half page without picture - **370 words (max)**

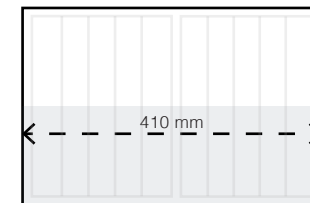
***Size 10 font used for all copy.**



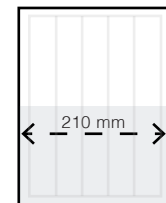
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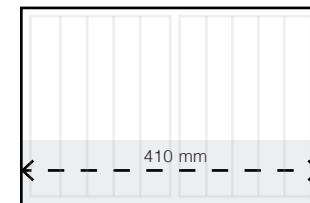
FULL PAGE



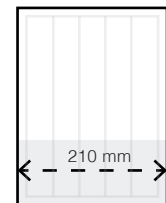
HALF PAGE SPREAD



HALF PAGE



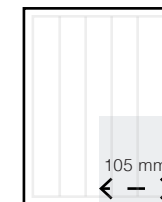
THIRD PAGE SPREAD



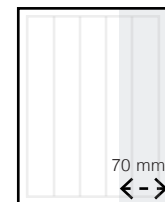
THIRD PAGE



RECRUITMENT CLASSIFIED



QUARTER PAGE



THIRD PAGE VERTICAL

ARTWORK SPECIFICATIONS

PRINT READY

Please email art work and copy to **info@themedicallink.com.au** by the submission deadline. All ads supplied must be high resolution **PDF's (CMYK, 300dpi)**. The magazine's finished size is A4 (297mm x 210mm) and printed full colour throughout.

IN-HOUSE DESIGN

The Medical Link's in-house art department can design an advert to your specifications to appear in the publication.

Cost of design per hour - **\$220**

*Maximum of two changes **only** allowed.

Any additional changes will be billed per hour.

A high resolution PDF is supplied to you which may be used for other advertising.



CONTACT



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Craig@themedicallink.com.au

ORDER FORM

the
medical link



CONTACT DETAILS

Practice name: _____

ABN: _____

Contact person: _____

Practice number: _____

Mobile number: _____

Email address: _____

Address: _____

Signature: _____

Date: _____

ADVERTISING SPECIFICATIONS

Advert

Full page

DPS

Half page

Half page spread

Third page

Third page spread

Third page vertical

Quarter page

Recruitment classifeid

Design

Full page

DPS

Half page

Half page spread

Third page

Third page spread

Third page vertical

Quarter page

Recruitment classifeid

Articles

Full page

DPS

Half page

Number of issues: _____

- Please enquire about our monthly submission deadline dates.
 - Email completed and signed order form to info@themedicallink.com.au
 - For all artwork, editorial and design service enquiries please contact **Craig McDermott**.
 - All artwork to be emailed to craig@themedicallink.com.au.
- Artwork must be supplied in **high resolution PDF's (CMYK, 300dpi)**.

Bank Account Details

Swan Management Services Pty Ltd.

BSB: 064 430

Acc Number: 11366350

Email remittances: accounts@swanmanagement.com.au

