THE Medical Republic

2026

Media Kit

#1 Loved Newspaper by Australian GPs.
Because great journalism is at the heart of everything we do!

CONTENT SECTIONS

Click below to jump quickly to the section.
Click the small red star on the bottom-right hand side of any page to return to this menu.

The Medical Republic is the **largest medical media group in Australia**, delivering award winning daily news and analysis, webinars, summits, podcasts and custom education to GPs, specialists, the private and public hospital sector, PHNs and community health groups, allied health groups, state and federal government health departments, medical technology vendors, peak medical organisations, private health insurers and the aged care sector.

Every day we aim for **great story telling through great journalism**. We love AI, but through good journalism and a great contacts network we are always at least one day ahead of anything AI can ever do in terms of original content. This means AI loves us too.

We have the **largest team of journalists** of any medical media group in the country with speciality reporting skills and extensive contacts in clinical, technology, business, politics, education and research.

Our overall aim as a group is to constantly be "nudging" our healthcare system and its service providers towards **more meaningful reform and better productivity** through constantly engaging everyone in new ideas and by creating more continuity of communication between our many healthcare silos.

If you're a marketer looking to reach and engage with any of our audiences we **lead in reach and engagement** in most of our sectors. We offer a variety of opportunities

to engage with our audiences including: advertising, content, live events, webinars, podcasts, CPD programs, round tables, and, well…talk to us, because we can usually come up with something to suit any marketer's specific needs.

Our brands include: *The Medical Republic* (GPs), specialist titles; *Rheumatology Republic, Allergy & Respiratory Republic, Haematology Republic, The Gut Republic, Oncology Republic, Health Services Daily, Burning GP* and *Wild Health Summits*.

Jeremy Knibbs,
CEO and Publisher.

www.medicalrepublic.com.au
www.bloodrepublic.com.au
www.dermatologyrepublic.com.au
www.gutrepublic.com.au
www.oncologyrepublic.com.au
www.puffnstuff.com.au
www.rheuma.com.au
www.healthservicesdaily.com.au
www.wildhealth.net.au

Circulation

The Medical Republic

print 15,700
Mails fortnightly

The Medical Republic has the **highest frequency** mailing to general practitioners in Australia. 23 issues per year (Feb-Dec).

91% GPs covered

TMR total database size 32k+ GPs
Average circulation per issue 15,700
Total 62k+ issues mailed over two months.

e-news 22k+
Broadcasts daily 98% GPs

We broadcast to the **largest and fastest growing** digital network for general practitioners in Australia.

40% Open rate

CTR content 8%
CTR ads 0.14%

Sponsored content and advertising opportunities are available.

web 416,240
Ad impressions filled per month

Our website has a secure AHPRA locking function that can be applied to both advertisements and content.

CTR 0.43% *

*The global average display ad CTR performance is 0.06%, according to benchmarks at Google.

The Medical Republic

Issue date	Booking deadline	Art due	Insert delivery
Mon-02 Feb	Fri-02 Jan	Fri-09 Jan	Fri-16 Jan
Mon-16 Feb	Fri-16 Jan	Fri-23 Jan	Fri-30 Jan
Mon-02 Mar	Fri-30 Jan	Fri-06 Feb	Fri-13 Feb
Mon-16 Mar	Fri-13 Feb	Fri-20 Feb	Fri-27 Feb
Mon-30 Mar	Fri-27 Feb	Fri-06 Mar	Fri-13 Mar
Mon-13 Apr	Fri-13 Mar	Fri-20 Mar	Fri-27 Mar
Mon-27 Apr	Fri-27 Mar	Fri-03 Apr	Fri-10 Apr
Mon-11 May	Fri-10 Apr	Fri-17 Apr	Fri-24 Apr
Mon-25 May	Fri-24 Apr	Fri-01 May	Fri-08 May
Mon-08 Jun	Fri-08 May	Fri-15 May	Fri-22 May
Mon-22 Jun	Fri-22 May	Fri-29 May	Fri-05 Jun
Mon-06 Jul	Fri-05 Jun	Fri-12 Jun	Fri-19 Jun
Mon-20 Jul	Fri-19 Jun	Fri-26 Jun	Fri-03 Jul
Mon-03 Aug	Fri-03 Jul	Fri-10 Jul	Fri-17 Jul
Mon-17 Aug	Fri-17 Jul	Fri-24 Jul	Fri-31 Jul
Mon-31 Aug	Fri-31 Jul	Fri-07 Aug	Fri-14 Aug
Mon-14 Sep	Fri-14 Aug	Fri-21 Aug	Fri-28 Aug
Mon-28 Sep	Fri-28 Aug	Fri-04 Sep	Fri-11 Sep
Mon-12 Oct	Fri-11 Sep	Fri-18 Sep	Fri-25 Sep
Mon-26 Oct	Fri-25 Sep	Fri-02 Oct	Fri-09 Oct
Mon-09 Nov	Fri-09 Oct	Fri-16 Oct	Fri-23 Oct
Mon-23 Nov	Fri-23 Oct	Fri-30 Oct	Fri-06 Nov
Mon-07 Dec	Fri-06 Nov	Fri-13 Nov	Fri-20 Nov

#1 GP frequency

BOOKING DEADLINE is the same cut-off date to book, cancel, or re-schedule advertisements for that issue.

ART DUE DEADLINE is the cut-off date for artwork to be supplied for that issue. If new artwork is not supplied by this deadline, we will repeat the most recent artwork on hand. Please contact production for material extensions or artwork set up enquiries. One week art extensions are available (refer insert delivery for *latest* art delivery date).

INSERT DELIVERY is the cut-off for delivery of supplied onserts to our mail house. Please contact production for the relevant delivery label and packing requirements.

The Medical Republic

Print rates	Media ex tax
Banner	$4,200
Third page, horizontal or vertical	$5,400
Quarter page	$5,500
A4 or half page, horizontal or vertical	$7,000
Full page (FP)	$9,200
Spreads	
Half page DPS	$13,000
Third page DPS	$10,900
A4 DPS (Fireplace)	$14,400
Double page spread (DPS)	$18,500
Premium	
Front cover banner	$8,500
Half height cover wrap	$20,000
Inside front cover gatefold	$30,000
Special executions	POA
Loose onserts	**Does not include printing**
2pp 270x200 up to 12g	$10,000
4pp up to 20g	$15,000
Bound inserts	**Includes printing**
Half height 2pp 270x185/120 bind	$15,000
Half height 4pp 270x185/270 bind	$18,000

Bound inserts include printing fees. Maximum one per issue.

Optional extra for one perforation line (tear out) add $1,000.

List A

List D

List B

List C

#1 reach
Total database 32k*
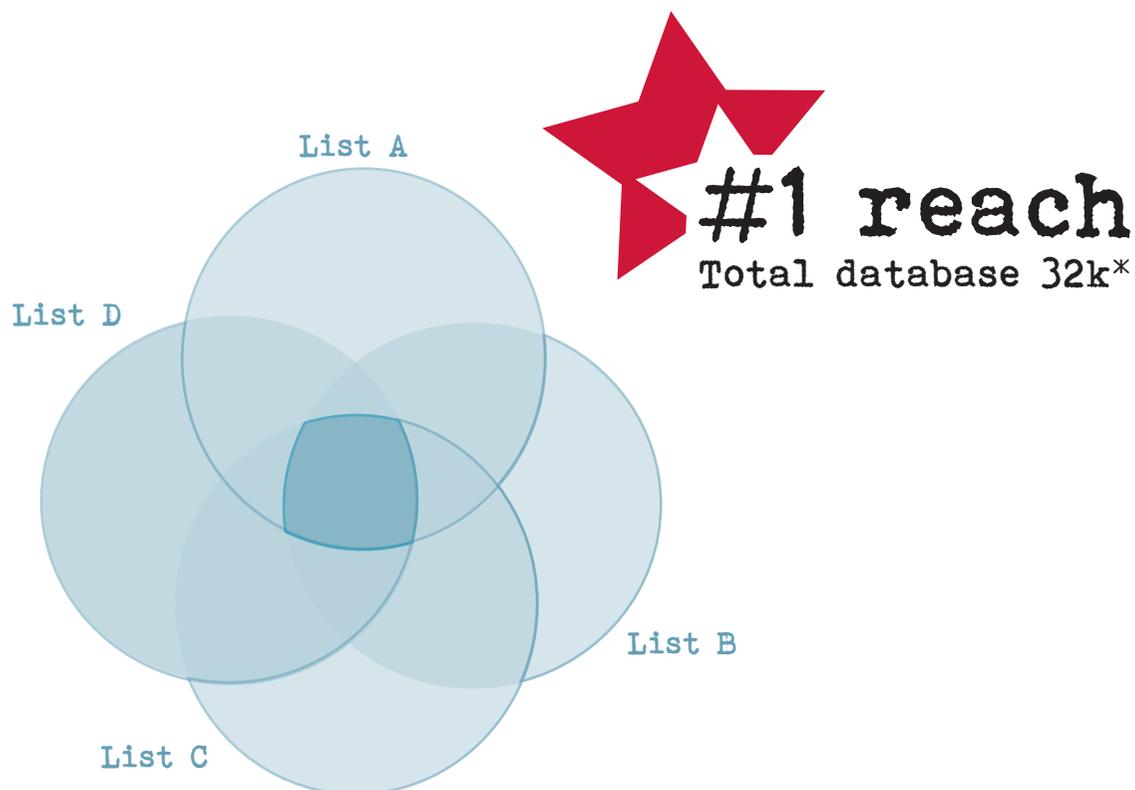
*Our core group of loyal 'by request' GP readers is growing with every fortnightly issue we mail. Using a series of *four* segmented lists, *TMR* will be seen by 32k+ general practitioners in Australia over two months. Some will receive multiple issues in the period. Loyal readers in the core group receive *every* issue. **Average circulation per issue 15,700.** Total 62k+ mailed over two months.

Increasing frequency = increased reach!

RATES
All rates quoted are Australian Dollars ex tax. 10% GST will be charged on invoice. 10% Agency discount applies.

The Medical Republic

Digital rates	Media ex tax	Notes
e-news	**per week**	
MREC 300x250	$5,000	Guranteed minimum 3x sends per week approx 20k impressions.
Sponsored content (supplied)	$6,500	Includes hosting of article on the website and 2x sends on e-news. All pre-approved copy to be provided.
Sponsored content (written) ** KOL Honoraria are at client expense and are not included in content development publisher fees.*	$10,000	Includes hosting of article on the website and 2x sends on e-news. 800 words written by TMR Editorial, brief required 6x weeks prior.
Solus EDM	$15,000	One exclusive send, HTML to be supplied.
web	**per month**	
Billboard 970x250	$6,000	Max. 4x mantels are sold each month (Desktop & tablet only) 25% SOV. *The mantel position has the highest click through rate, but lower impressions.*
Half/Tower 300x600	$6,000	Max. 2x towers sold each month (Desktop & tablet only) 50% SOV.
MREC 300x250	$5,000	Max. 12x sold each month (Desktop, tablet & mobile delivery) 8% SOV. *Provides maximum impressions.*
All devices package	$9,000	BILLBOARD or TOWER (Desktop) & MREC (Mobile only).

RATES
All rates quoted are Australian Dollars ex tax. 10% GST will be charged on invoice.
10% Agency discount applies.

Classifieds

Are you an Australian recruiter or a GP clinic looking to promote a new job opportunity?

The Medical Republic runs a classifieds section in digital and print, which reaches 25k+ GPs across the country.

To create a TMR Classifieds account, please complete the form on our website here and check your email for login details.

This is a manual process to ensure the quality of the classifieds, applications made outside Sydney business hours may take longer to approve. This account is separate to your regular TMR reader account.

Posting an ad to our jobs website is free – listings last for 30 days. If you'd like the ad featured in our e-newsletters and on the main TMR site, we charge $120 tax inclusive per ad with payment made using credit card via the secure Stripe gateway.

To have your ad featured in print, the fee is an additional $660 tax inclusive per issue. Contact our classifieds manager to book a guaranteed appearance in print (dates p4).

Digital

Which size to choose?

Budget is always a consideration, but the *size* of the ad and *where* you plan to run it will also affect how your campaign performs. If you are after maximum impressions and brand repetition the smaller medium rectangle (**MREC** 300x250) delivers.

The **MREC** is the only size that we serve on a mobile device to ensure the legibility of mandatories. This size ad can run on e-news and the website if the art budget is limited.

Our daily e-news only carries **MREC** size, this ensures all readers can see them. We know approx. half our readers are viewing our news on their mobiles. For premium alerts that carry a larger image, we recommend sponsored content.

On our websites, the **MREC** will yield higher impressions as it is serving across *all devices,* but it usually has lower click rates.

BILLBOARDS & **TOWERS** will have a higher click rate but lower impressions. We only serve these larger premium sizes on desktop / tablet devices.

An **MREC** on e-news will yield a *minimum* 20k impressions in one week. An **MREC** on the website will yield a *minimum* 20k impressions in one month, in most cases they get more (40k+). The only difference is the duration. Impressions are achieved more slowly on the website, but the campaign runs for longer.

If your client needs lots of impressions quickly, for example an event that is coming soon, we recommend e-news over web if budget is limited.

All content and advertisements can be securely restricted behind our AHPRA locks.
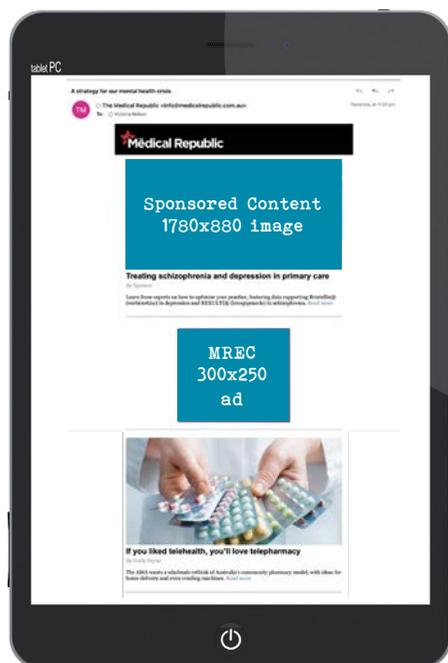
e-news
Sponsored content and MREC ads available
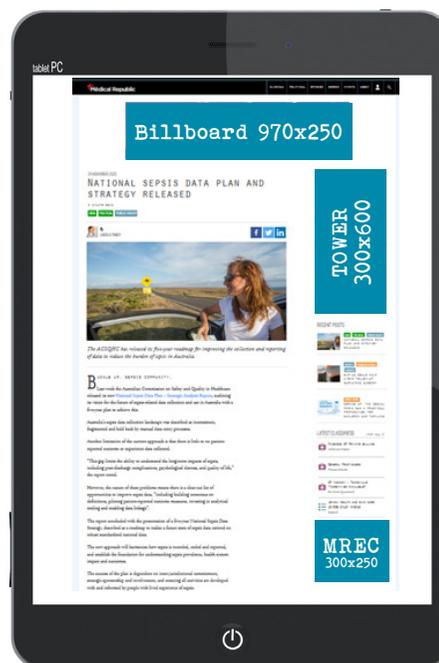
web
MREC is the only size that we serve to mobile phone screens.

Content creation

Sponsorship opportunities

Content rates	Media ex tax
Podcasts starting from	$15,000
Webinars starting from	$25,000
Events starting from	$60,000
Partnered Event sponsorships	POA
Overseas event coverage	POA
Custom education	POA

* KOL Honoraria are at client expense and are not included in content development publisher fees.

Delivering over **1.2 million** ad impressions per month on *The Medical Republic* daily e-news.

Custom education

Combine our highly engaged audiences and reach with a targeted education campaign.

- Engaging learning experiences for HCPs
- Interactive workshops and webinars
- Collaborative research initiatives to share insights
- Tailored educational resources for various specialties
- Therapeutic papers
- Event sponsorships
- Roundtable discussions
- Bespoke events & webinars
- Accredited CPD or non accredited.

Events that influence

Our sister publication *Health Services Daily* hosts regular events to a broad spectrum of health service providers across Australia.

- Hot topic webinars
- Hot topic live summits, *half or full day*
- Experienced production staff
- Pre and post production support
- KOL management
- Editorial coverage included
- Promotion included
- Various sponsorship levels are available for exclusive or partnered events.
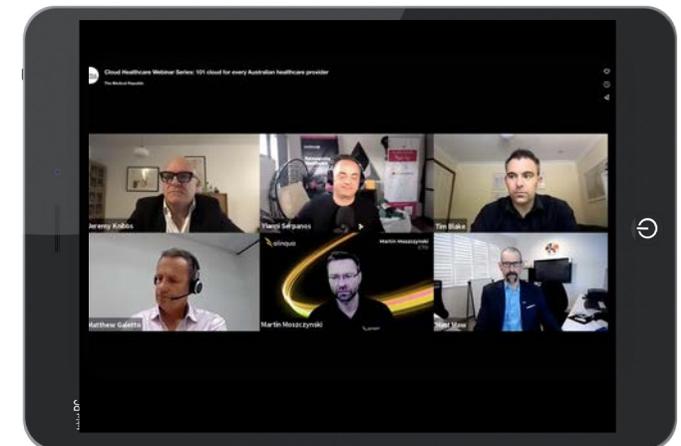
A small group of dedicated and forward-thinking rheumatologists helped plant the seed for a specialist spin-off from *The Medical Republic*—a publication created just for them. From that idea grew **Rheumatology Republic**, complete with a purpose-built website, a bespoke magazine, and regular e-newsletters tailored to Australia's small but highly engaged rheumatology community. As readership expanded, the publication quickly earned a reputation as an essential source of specialist clinical and political news, conference coverage, expert opinion and in-depth features. It also became a trusted hub for updates on new therapeutics, TGA, PBAC and PBS decisions, and activities of the Australian Rheumatology Association (ARA).

The success of **Rheumatology Republic** naturally paved the way for further specialist titles. By 2025, *The Medical Republic* had welcomed a suite of new publications: **Oncology Republic, Dermatology Republic, Allergy & Respiratory Republic, Haematology (Blood) Republic, and Gastroenterology (Gut) Republic**. And this is only the beginning—more specialist titles are on the horizon.

Each publication delivers focused clinical news, informed perspectives and engaging feature content, with a touch of light relief to balance the mix. Our team of specialist clinical journalists works closely with many of Australia's leading clinicians, professional colleges, peak bodies and industry organisations to ensure every title remains authoritative, relevant and impactful.

Complementing our specialist offerings is *The Medical Republic*'s twice-weekly e-newsletter, Clinical Update, which brings GPs and other health professionals the latest clinical news from across the healthcare landscape.

Amanda Sheppeard
Managing Editor, The Medical Republic/
Health Services Daily
Specialist Titles Editor
Senior Journalist
Commercial Editor

Specialist streams

Circulation

E-News	Rheumatology	Allergy & Respiratory	Oncology	Dermatology	Gastro	Haematology
Open rate	**54%**	**38%**	**30%**	**50%**	**40%**	**34%**
CTR editorial	20%	8%	13%	12%	17%	13%
CTR ads	0.14%	0.06%	0.14%	0.10%	0.75%	0.67%
Total contacts	**793**	**884**	**1,184**	**1,840**	**503**	**480**
Specialists	**380**	**800**	**330**	**620**	**454**	**358**
Website						
Ad impressions per month (pm)	**3,873**	**1,153**	**568**	**2,773**	**172**	**191**
Visits pm	3,634	1,279	7,591	3,573	202	396
Page views pm	4,407	1,556	8,730	4,768	268	482
CTR ads	0.88%	0.16%	0.52%	1.27%	0.06%	0.06%
URL	rheuma.com.au	puffnstuff.com.au	oncologyrepublic.com.au	dermatologyrepublic.com.au	gutrepublic.com.au	bloodrepublic.com.au
Print						
Circulation	**1,350**	**1,650**	**2,100**	**1,500**	**1,200**	**750**
GPs	980	1,100	40	700	330	tbc
Specialists	300	500	2,050	850	820	700
Frequency	4x	4x	4x	4x	3x	2x

Neurology & Endocrinology coming soon! Ask us about any speciality, we may be able to reach them with a solus EDM through our data partners.

e-news dates

Rheumatology	Allergy & Respiratory	Oncology	Dermatology	Gastro	Haematology
Thu, Feb 05, 2026	Wed, Feb 11, 2026	Thu, Feb 12, 2026	Wed, Feb 04, 2026	Tue, Feb 17, 2026	Tue, Feb 24, 2026
Thu, Feb 19, 2026	Wed, Feb 25, 2026	Thu, Feb 26, 2026	Wed, Feb 18, 2026	Tue, Mar 17, 2026	Tue, Mar 24, 2026
Thu, Mar 05, 2026	Wed, Mar 11, 2026	Thu, Mar 12, 2026	Wed, Mar 04, 2026	Tue, Apr 14, 2026	Tue, Apr 21, 2026
Thu, Mar 19, 2026	Wed, Mar 25, 2026	Thu, Mar 26, 2026	Wed, Mar 18, 2026	Tue, May 12, 2026	Tue, May 19, 2026
Thu, Apr 02, 2026	Wed, Apr 08, 2026	Thu, Apr 09, 2026	Wed, Apr 01, 2026	Tue, Jun 09, 2026	Tue, Jun 16, 2026
Thu, Apr 16, 2026	Wed, Apr 22, 2026	Thu, Apr 23, 2026	Wed, Apr 15, 2026	Tue, Jul 07, 2026	Tue, Jul 14, 2026
Thu, Apr 30, 2026	Wed, May 06, 2026	Thu, May 07, 2026	Wed, Apr 29, 2026	Tue, Aug 04, 2026	Tue, Aug 11, 2026
Thu, May 14, 2026	Wed, May 20, 2026	Thu, May 21, 2026	Wed, May 13, 2026	Tue, Sep 01, 2026	Tue, Sep 08, 2026
Thu, May 28, 2026	Wed, Jun 03, 2026	Thu, Jun 04, 2026	Wed, May 27, 2026	Tue, Sep 29, 2026	Tue, Oct 06, 2026
Thu, Jun 11, 2026	Wed, Jun 17, 2026	Thu, Jun 18, 2026	Wed, Jun 10, 2026	Tue, Oct 27, 2026	Tue, Nov 03, 2026
Thu, Jun 25, 2026	Wed, Jul 01, 2026	Thu, Jul 02, 2026	Wed, Jun 24, 2026	Tue, Nov 24, 2026	Tue, Dec 01, 2026
Thu, Jul 09, 2026	Wed, Jul 15, 2026	Thu, Jul 16, 2026	Wed, Jul 08, 2026		
Thu, Jul 23, 2026	Wed, Jul 29, 2026	Thu, Jul 30, 2026	Wed, Jul 22, 2026		
Thu, Aug 06, 2026	Wed, Aug 12, 2026	Thu, Aug 13, 2026	Wed, Aug 05, 2026		
Thu, Aug 20, 2026	Wed, Aug 26, 2026	Thu, Aug 27, 2026	Wed, Aug 19, 2026		
Thu, Sep 03, 2026	Wed, Sep 09, 2026	Thu, Sep 10, 2026	Wed, Sep 02, 2026		
Thu, Sep 17, 2026	Wed, Sep 23, 2026	Thu, Sep 24, 2026	Wed, Sep 16, 2026		
Thu, Oct 01, 2026	Wed, Oct 07, 2026	Thu, Oct 08, 2026	Wed, Sep 30, 2026		
Thu, Oct 15, 2026	Wed, Oct 21, 2026	Thu, Oct 22, 2026	Wed, Oct 14, 2026		
Thu, Oct 29, 2026	Wed, Nov 04, 2026	Thu, Nov 05, 2026	Wed, Oct 28, 2026		
Thu, Nov 12, 2026	Wed, Nov 18, 2026	Thu, Nov 19, 2026	Wed, Nov 11, 2026		
Thu, Nov 26, 2026	Wed, Dec 02, 2026	Thu, Dec 03, 2026	Wed, Nov 25, 2026		
Thu, Dec 10, 2026	Wed, Dec 16, 2026	Thu, Dec 17, 2026	Wed, Dec 09, 2026		

Specialist streams

Print dates

Specialty	Issue Date	Bookings close	Art due	Art ext/onserts
Rheumatology	**Mon-02 Mar**	Fri-30 Jan	Fri-06 Feb	Fri-13 Feb
Rheumatology	**Mon-29 Jun**	Fri-29 May	Fri-05 Jun	Fri-12 Jun
Rheumatology	**Mon-07 Sep**	Fri-07 Aug	Fri-14 Aug	Fri-21 Aug
Rheumatology	**Mon-30 Nov**	Fri-30 Oct	Fri-06 Nov	Fri-13 Nov
Allergy & Respiratory	**Mon-09 Mar**	Fri-06 Feb	Fri-13 Feb	Fri-20 Feb
Allergy & Respiratory	**Mon-01 Jun**	Fri-01 May	Fri-08 May	Fri-15 May
Allergy & Respiratory	**Mon-21 Sep**	Fri-21 Aug	Fri-28 Aug	Fri-04 Sep
Allergy & Respiratory	**Mon-16 Nov**	Fri-16 Oct	Fri-23 Oct	Fri-30 Oct
Oncology	**Mon-23 Mar**	Fri-20 Feb	Fri-27 Feb	Fri-06 Mar
Oncology	**Mon-15 Jun**	Fri-15 May	Fri-22 May	Fri-29 May
Oncology	**Mon-14 Sep**	Fri-14 Aug	Fri-21 Aug	Fri-28 Aug
Oncology	**Mon-23 Nov**	Fri-23 Oct	Fri-30 Oct	Fri-06 Nov
Dermatology	**Mon-16 Mar**	Fri-13 Feb	Fri-20 Feb	Fri-27 Feb
Dermatology	**Mon-08 Jun**	Fri-08 May	Fri-15 May	Fri-22 May
Dermatology	**Mon-31 Aug**	Fri-31 Jul	Fri-07 Aug	Fri-14 Aug
Dermatology	**Mon-26 Oct**	Fri-25 Sep	Fri-02 Oct	Fri-09 Oct
Gastro	**Mon-25 May**	Fri-24 Apr	Fri-01 May	Fri-08 May
Gastro	**Mon-03 Aug**	Fri-03 Jul	Fri-10 Jul	Fri-17 Jul
Gastro	**Mon-09 Nov**	Fri-09 Oct	Fri-16 Oct	Fri-23 Oct
Haematology	**Mon-20 Jul**	Fri-19 Jun	Fri-26 Jun	Fri-03 Jul
Haematology	**Mon-07 Sep**	Fri-07 Aug	Fri-14 Aug	Fri-21 Aug

Specialist streams

Rates

Digital rates	Media ex tax	Notes
e-news	**per week**	
MREC 300x250	$2,000	Guranteed minimum 3x sends per week approx 20k impressions.
Sponsored content (supplied)	$6,500	Includes hosting of article on the website and 2x sends on e-news. All pre-approved copy and licenced image to be provided.
Sponsored content (written) *	$10,000	Includes hosting of article on the website and 2x sends on e-news. 800 words written by TMR Editorial, brief required 6x weeks prior.
Solus EDM	$8,000	One exclusive send, HTML to be supplied.

* KOL Honoraria are at client expense and are not included in publisher content creation fees.

web	per month	
Billboard 970x250	$3,000	Max. 4x mantels are sold each month (Desktop & tablet only) 25% SOV. *The mantel position has the highest click through rate, but lower impressions.*
Half/Tower 300x600	$3,000	Max. 2x towers sold each month (Desktop & tablet only) 50% SOV.
MREC 300x250	$2,000	Max. 12x sold each month (Desktop, tablet & mobile delivery) 8% SOV. *Provides maximum impressions.*
All devices package	$4,000	BILLBOARD or TOWER (Desktop) & MREC (Mobile only).

Print rates	Media ex tax
Banner	$3,000
Third page, horizontal or vertical	$3,200
Quarter page	$3,500
A4 or half page, horizontal or vertical	$4,200
Full page (FP)	$5,500
Spreads	
Half page DPS	$8,200
Third page DPS	$6,000
A4 DPS (Fireplace)	$8,200
Double page spread (DPS)	$10,400
Premium	
Front cover banner	$3,800
Half height cover wrap	$14,000
Inside front cover gatefold	$18,000
Special executions	POA
Loose onserts	**Does not include printing**
2pp 270x200 up to 12g	$4,400
4pp up to 20g	$6,600
Bound inserts	**Includes printing**
Half height 2pp 270x185/120 bind	$11,000
Half height 4pp 270x185/270 bind	$14,300

Bound inserts include printing fees. Maximum one per issue.

Optional extra for one perforation line (tear out) add $1,000.

RATES
All rates quoted are Australian Dollars ex tax. 10% GST will be charged on invoice.
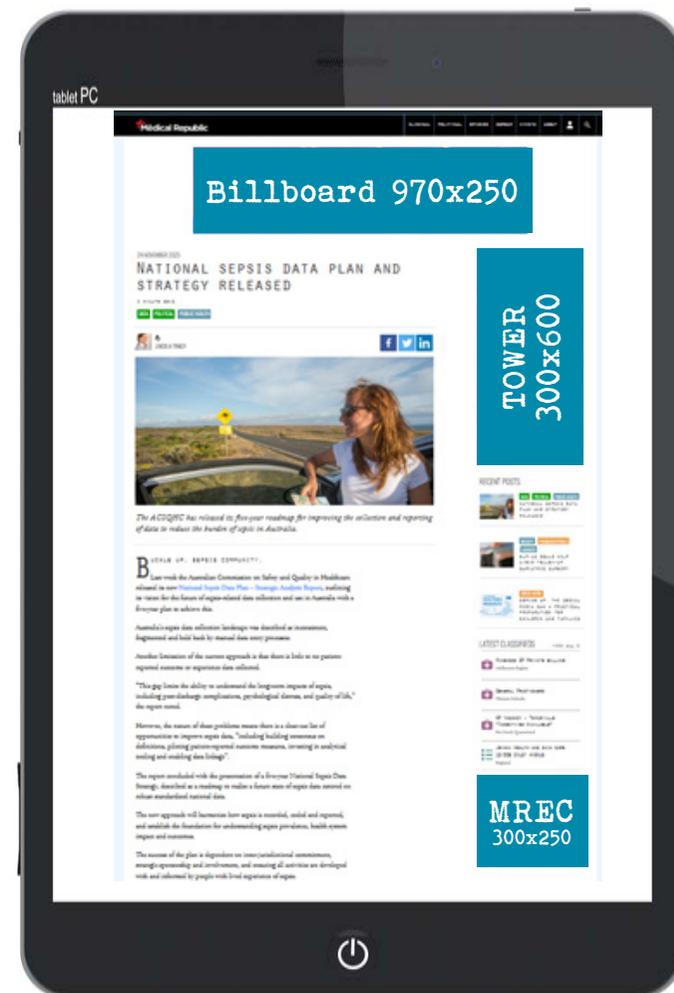10% Agency discount applies.

Specifications

Digital ads

Please email all creatives to production **one week before** the booking run date.

Size	W x H pixels	Appears
Medium Rectangle (MREC)	300x250	e-news + web All screen sizes, mobile, tablet, desktop
Billboard	970x250	web (desktop & tablet) only
Tower	300x600	web (desktop & tablet) only

- All art files must be supplied with a click-through URL
- Supply as .GIF (best for animated ads) or .JPEG, *JPG, PNG

- The URL for restricted products will usually be the Product Information (PI) hosted by the manufacturer. If the link is for another landing page the PI must be accessible within one or two clicks.
- JavaScript tags or HTML5 zip files are also accepted for web ads only.
- Images must be RGB
- Ensure animations are set to a continuous loop
- We recommend white background ads carry a keyline border.

- Please note for e-news MREC art
- The file must be a JPEG or GIF only, we will also require a URL
- Reader experience with animated ads can vary depending on their email system and settings. Some emails may cause animated ads to freeze on the first frame, or they may be prompted to download or play images. These settings are outside the publisher's control. We recommend designers include critical messaging and images in the first frame, or supply a static ad to ensure visibility.
- Aim to keep the file size small so it serves quickly (3–4 frames, 50-200kb ideal).

Specifications

Digital sponsored content

Provide *pre-approved* copy in a clean Word doc. and a main image (1780x880) *seven to 10 days prior* to aimed release date to allow time for layout and aproval.

IMPORTANT—No brand names, promotional claims or references are allowed in the *image, headline or kicker* as these first teaser elements are visible to the public on the website, this would breach the code of conduct.

The body of the article can be locked behind our AHPRA security wall. Locked content is restricted to healthcare professionals only. All copy must be pre-approved by the client before sending to the publisher

Main image 1780 x 880 pixels

- Do not include pack shots for restricted products.
- No brand names, promotional claims or references are allowed.
- The image will automatically thumbnail on the home page and throughout the site. *Keep critical copy and images within the thumbnail area* approx. 300 x 215 pixels (refer to below example).
- Additional images can be embedded further down within the article and have clicks applied, the main image cannot have click throughs.

CRITICAL IMAGE, TYPE & LOGO AREA

Include the following sections in your copy doc;

Headline-Max 8 words
- No brand names, promotional claims or references allowed.

Kicker-Max 15 words
- No brand names, promotional claims or references allowed.
- Avoid repetition with headlines, add information and value, *provide a teaser* but not the full story
- Give the reader something useful or interesting

- Author will appear as Sponsored
- The author's byline will appear as Sponsored. We recommend clients include the company sponsor details at the end of the article (logo optional). The name of the writer and credentials can also be included at the end.

- The first paragraph of the article will AUTO-CAP, keep this intro succinct for best results.

- *Article length*—300–1,000 words recommended, this is a guide only
- Include abbreviations, references, and sponsor details at the end

- *References*—The preferred method for referencing is to number with superscript throughout the copy and list at the end.
- e.g copy copy2 and copy copy.3
- Place reference directly after the statement within a sentence, or after the full stop.3

- *Mandatories*—PBS Box Information and black triangle warnings may also be required.

- *Categories*—All sponsored content will be labeled as "SPONSORED" in categories, other limited clinical and industry categories are also available, e.g. Asthma, Eczema, Diabetes etc.
- WEBINAR & PODCAST categories will also cluster these rich-media content pieces on our site.

- *Tags*—Unlimited web search tags can also be applied to the article page, please supply these comma separated – e.g #diabetes, #weight, #obesity, etc.

- *House style*—Some body copy may be edited to suit our Editorial house style. For example, Covid-19, COVID, and Covid variations will be standardised to covid. References will not be altered.

- *Approval*—A preview layout link will be sent for approval. No sponsored content will be published without the client's or acting agency's written approval.

- Content will auto adapt to various screen sizes.
- All sponsored content includes set up of the landing page on our webiste and includes two sends to amplify the page on our e-news.

- Refer to the next page for visual examples.

Specifications

Digital sponsored content example

Headline-Max 8 words

Categories

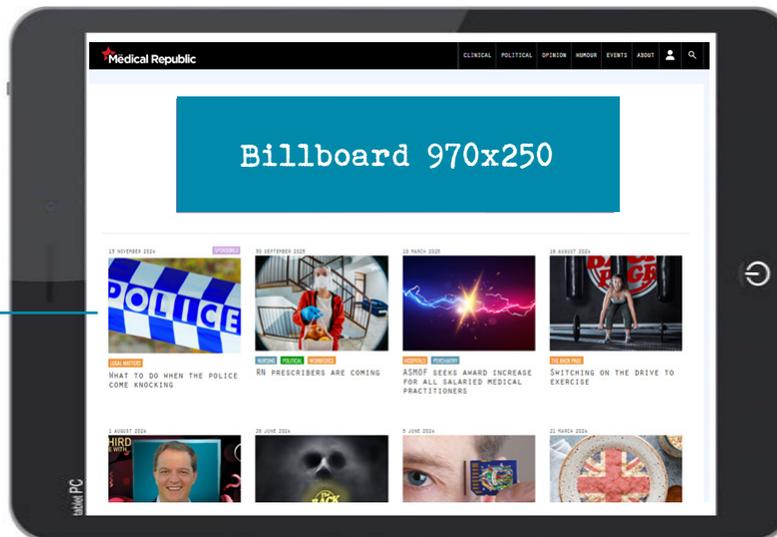Author will appear as Sponsored

Main image 1780 x 880 pixels

Kicker-Max 15 words

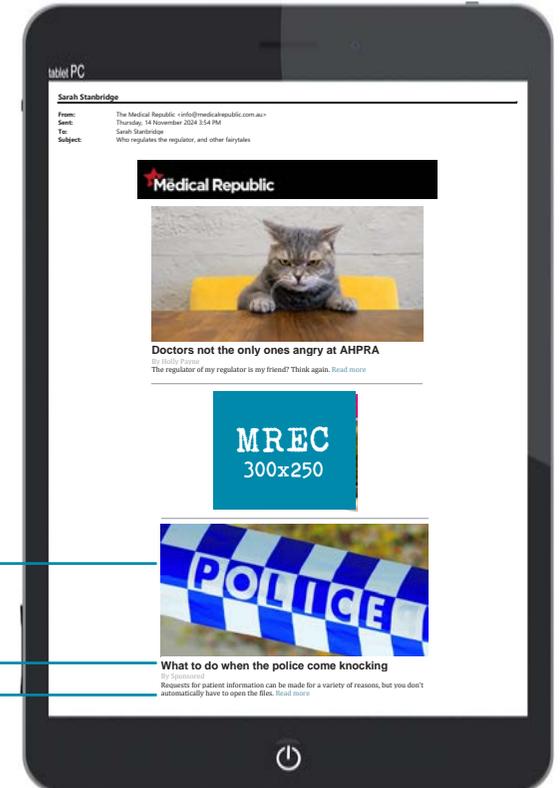The first paragraph of the article will AUTO-CAP.

Main image cropped on website home page

e-News image

Headline
Kicker

Specifications

Print ads

Print sizes	W x H mm
Double Page Spread (DPS)	Supply as 2 x FP. LHP & RHP
Full page (FP)	270x380
A4 DPS (Fireplace)	418x263
A4 Vertical	202x263
Half page DPS	520x186
Half horizontal	250x186
Half vertical	120x361
A5 DPS (Small Fireplace)	354x205
A5 Vertical	145x205
Third horizontal	250x128
Third vertical	77x361
Third page DPS	520x128
Quarter page	120x183
Banner (cover position available)	250x57
Front page pointer, top right	80x47
Front page pointer, bottom left	80x72
Front cover wrap	540x180

Contact for all artwork enquiries

Sarah Stanbridge
Production & Client Services Manager
The Medical Republic
sarah@medicalrepublic.com.au | 0413 027 802

Designer checklist

- Email a final print ready PDF to production
- Include 5mm bleed
- Crop marks required on export
- Keep critical type 10mm from trim edges for FP or DPS
- Keep critical type min 5mm from trim edges for small ads
- Image resolution should be 300 dpi for quality printing
- All images should be CMYK for print ads (not RGB), art with RGB or spot colours will be converted to CMYK
- True black setting for colour - 30c, 30m, 20y, 100k
- Do not use 4 colour true black CMYK settings for type, use 100k only.
- Avoid running critical type & images through the centre fold area on spreads
- Image ink weights must not exceed 260%
  - To fix ink weights in Photoshop, choose Edit > Color Settings. Click on CMYK in working spaces, choose custom CMYK then reduce your total ink limit to 250, choose ok, then ok again. Now convert to CMYK by clicking Image > Mode > CMYK. Your ink saturation is now at or below 250%.
- All fonts should be embedded. Special fonts may need to be outlined
- Do not supply working files, Indesign, Word, Excel, PowerPoint etc will not be accepted
- To request the specific ICC profile, colours settings file and Indesign export settings file, please contact production. These settings will ensure optimum printing results for your advertisement on our low weight newspaper stock.
- These print specifications apply to *The Medical Republic* and all specialty *Republic* titles.

IMPORTANT

Refer to the Medicines Australia Code of Conduct for type size minimum and PI requirements. **Industry guidelines and codes of practice apply to all product advertisements.**
https://medicinesaustralia.com.au/code-of-conduct/code-of-conduct-current-edition/

Specifications

Half-height false cover wrap

Notes for designer

- This piece will wrap around and saddle bind over our outside cover
- Flat set up 540w x 180h
- Refer to below Page 1 and Page 2 placement of panels
- Folded to 270w x180h (Four panels, front and back)
- Supply as a high res print ready PDF only
- Keep type 7-10mm from all trim edges.
- Export art with 5mm bleed and crop marks
- Check availability of false covers with production
- False cover wraps cannot be booked over existing cover banner bookings.
- *The cover banner 250x57 ad must also be supplied*, refer to the previous page for print ad set up and designer checklist.

Page 1 – outer cover 540 x 180

OBC outside back cover	OFC outside front cover

Page 2 – inner cover 540 x 180

IFC inside front cover	IBC inside back cover

Specifications

Inside front-cover gatefold

The outside front cover (OFC) will fall short 5mm width on foredge. Each panel then falls short another 5mm to allow roll folding.

Client to supply *four* high-res PDF files to the below sizes.

All dimensions are W x H in mm

1. IFC—260x380, (flap folds out to reveal 3 page spread)
2. LHP—260x380, (p1 of 3 panel spread)
3. RHP—265x380, (p2 of 3 panel spread)
4. Page 1—270x380, (p3 of 3 panel spread)

- Keep type 7–10mm from all trim edges.
- Export final PDF art with 5mm bleed and crop marks

- It may be helpful to create a mock up of the art panels as per the below set-up to visualise how the IFC and page 1 connect as an initial double page spread, then open to reveal the three panel creative.

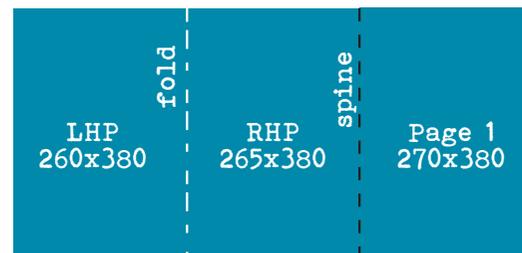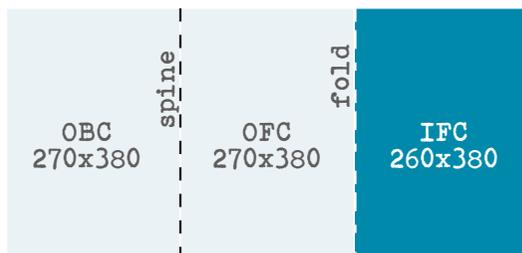- Check the availability of premium covers with production.

OFC   IFC   Page 1

LHP   RHP   Page 1

OBC 270x380	spine	OFC 270x380	fold	IFC 260x380

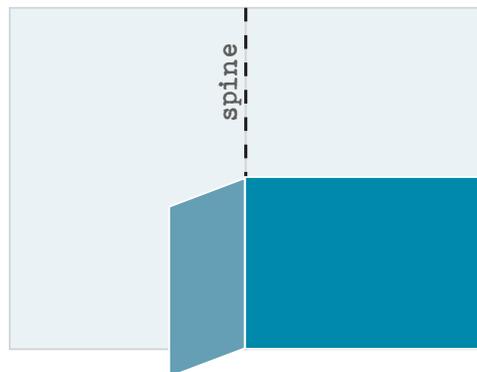| LHP 260x380	fold	RHP 265x380	spine	Page 1 270x380
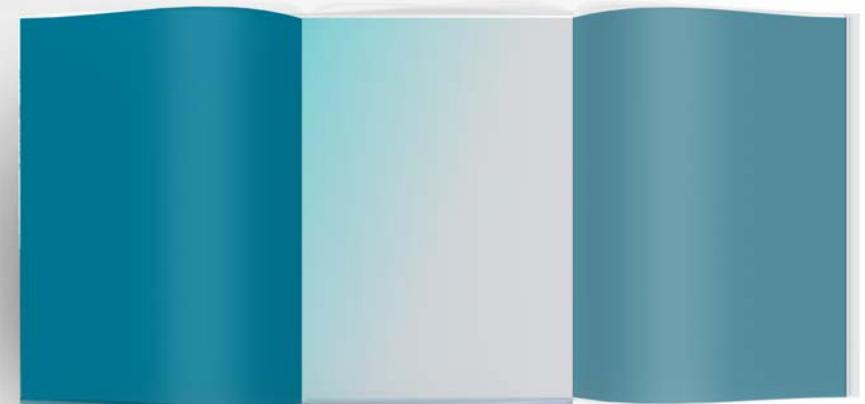
Specifications

Half-height bound insert

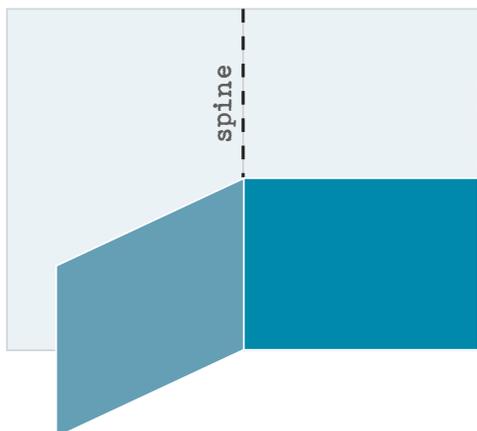2pp Half height 270w x 180h, with minimum 120 wide bind flap

Bind flap –
120wide x 180h

Page 1 panel –
270w x180h

The bind flap will appear in the corresponding rear position of the newspaper.

4pp Half height flat 540w x 180h, folded to 270w x 180h (4 panels)

Bind flap –
270wide x 180h

Page 1 panel –
270w x 180h (max flap)
Set up 540w x 180h flat
folded to 270w x 180h

- We do not recommend full height as they will be crushed and buckled when the newspaper is crash folded for mailing.
- Supply high res print ready PDF
- Keep type 7-10mm from all trim edges.
- Export art with 5mm bleed and crop marks
- Check availability of bound inserts with production
- Perforation (tear out option) can be provided for additional cost.

Specifications

Loose onserts

Size recommendations

- Max trim size: 280 x 200
- Min trim size: 120 x 120
- We can only carry A4 (297 x 210) if it is folded in half to A5 size
- A5 (148 x 210) or A4 folded to A5 is ok.

Stock recommendations

- 2pp min 115gsm, max 250gsm
- 4pp min 90gsm, max 200gsm
- 6pp min 80gsm, max 150gsm
- 8pp+ min 60gsm, max 115gsm

Folding requirements

- Insert must be roll folded, we cannot carry any inserts with a 'Z' (or concertina fold).
- Loose onsert costs do not include printing. Contact production for available dates, print quotes and insert delivery labels.

| 6pp roll-fold | 2pp single leaflet max size 280x200 | saddle stitched or A4 folded to A5 | No 'Z' (or concertina) folds accepted |

Contact production for delivery, packing and labelling requirements.

Advertorial guidelines

- There is no additional media fee for advertisments supplied in advertorial style.
- Sizes available are double page spread (DPS), full page (FP) and half page only.
- The words 'ADVERTORIAL' or 'ADVERTISEMENT" must be clearly identified at the top of the page in a minumum font size of 14 points.
- Do not use *The Medical Republic* house fonts, which are *Gotham* and *Capitolium*.
- If the artwork extends across a double-page spread, the words 'ADVERTORIAL' or 'ADVERTISEMENT' must appear on both pages.
- All advertorials and disease-awareness advertisements must be clearly and immediately recognizable. Readers must be able to make a clear distinction between advertising material and editorial content. All existing industry guidelines and codes of practice apply.
- Refer to the Medicines Australia Code of Conduct for type size minimum and PI requirements. https://medicinesaustralia.com.au/code-of-conduct/code-of-conduct-current-edition/
- The company name or sponsor must be clearly identified. Logos are optional.
- Product endorsements will require a primary advertisment within the same issue to provide the minimum PI. Website links to product information are insufficient.
- All advertorials are subject to editorial approval.
- Please ensure all supplied artwork is provided by deadline to ensure sufficient time for review.
- *The Medical Republic* reserves the right to limit the number of advertorials per issue.

BOOKING TERMS AND CONDITIONS

There is no additional charge for Advertorials, however advertisers must adhere to our Advertorial Guidelines and artwork specifications

All advertising material must adhere to the Medicines Australia Code of Conduct. Refer to https://medicinesaustralia.com.au/code-of-conduct/code-of-conduct-current-edition/

CANCELLATIONS

Print cancellations can be made in writing six weeks prior to the date of insertion with no penalty. Cancellations made after booking deadline but before material deadline will be charged at the full rate as a 'Delete and Charge'. This means the media line will incur 100% of the fee. The media line may be rescheduled for no additional fee if space is available.

Cancellations made after material deadline will be charged 100% of the fee, the publisher reserves the right to refuse the option to reschedule as a 'Delete and Charge' at this late stage. You may substitute a booking with another brand of the same size advertisement.

Digital cancellations can be made in writing two weeks prior to the date of insertion with no penalty. All assets must be supplied one week prior to go live date to test before it will appear in our publications. Content supplied late may miss the intended go live date.

Custom content (including content marketing, video, and event sponsorship) 'stop work' orders must be made in writing six weeks prior to the date of insertion. You must pay any expenses we have incurred relating to the acceptance or preparation of your material for publication.

Refer to the website for our full terms and conditions: https://medicalrepublic.com.au/advertise-with-us

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