

The Medical **Republic**

2027 Media Kit

INSIGHT | EDUCATION | IMPACT

Telling the **stories that matter,** sparking conversations and connecting Australia's **medical community.**

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About

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, MedEd Republic*, specialist titles; *Rheumatology Republic, Allergy & Respiratory Republic, Dermatology 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

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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 0.36%
CTR ads 0.06%

Sponsored content and advertising opportunities are available.

web 460k
Ad impressions filled per month

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

CTR 0.12%*

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



Classifieds

The Medical Republic is partnered with *Healthcarelink* for job postings, register to post an ad here.

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Print dates

The Medical Republic

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

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Print rates

The Medical Republic

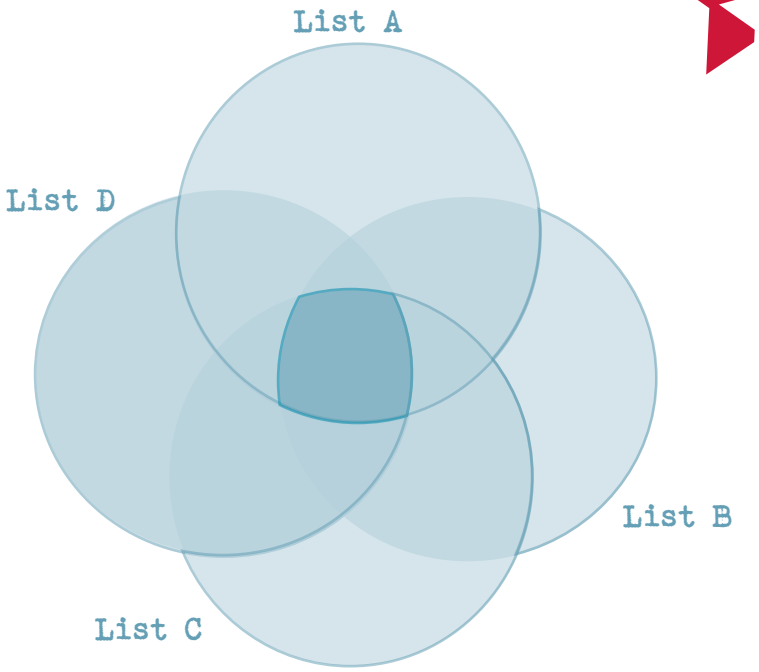
Print rates	Media ex tax
Banner	$4,600
Third page, horizontal or vertical	$5,900
Quarter page	$6,000
A4 or half page, horizontal or vertical	$7,700
Full page (FP)	$10,150
Spreads	
Half page DPS	$14,300
Third page DPS	$12,000
A4 DPS (Fireplace)	$15,800
Double page spread (DPS)	$20,300
Premium	
Front cover banner	$9,350
Half height cover wrap	$22,000
Inside front cover gatefold	$33,000
Special executions	POA
Loose onserts	**Does not include printing**
2pp 270x200 up to 12g	$11,000
4pp up to 20g	$16,500
Bound inserts	**Includes printing**
Half height 2pp 270x185/120 bind	$16,500
Half height 4pp 270x185/270 bind	$19,800

Bound inserts include printing fees. Maximum one per issue.

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

#1 reach

Total database 32k*



*Our core group of loyal 'by request' GP readers grows with every 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.

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The Medical Republic

Digital rates	Media ex tax	Notes
e-news	***per week***	
MREC 300x250	$5,500	Guranteed minimum 3x sends per week approx 20k impressions.
Sponsored content (supplied)	$7,150	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 may not be included in content development publisher fees.*	$11,000	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	$16,500	One exclusive send, HTML to be supplied.
web	***per month***	
Billboard 970x250	$6,600	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	$6,600	Max. 2x towers sold each month (Desktop & tablet only) 50% SOV.
MREC 300x250	$5,500	Max. 12x sold each month (Desktop, tablet & mobile delivery) 8% SOV. *Provides maximum impressions.*
All devices package	$9,900	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.



Content creation and event sponsorship

The Medical Republic in partnership with our sister publication *Health Services Daily* host and produce regular events to a broad spectrum of health service providers across Australia.

- Hot topic webinars and podcasts
- 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. Contact our sales team to discuss.

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Digital sizes

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 on e-news, we recommend sponsored content.

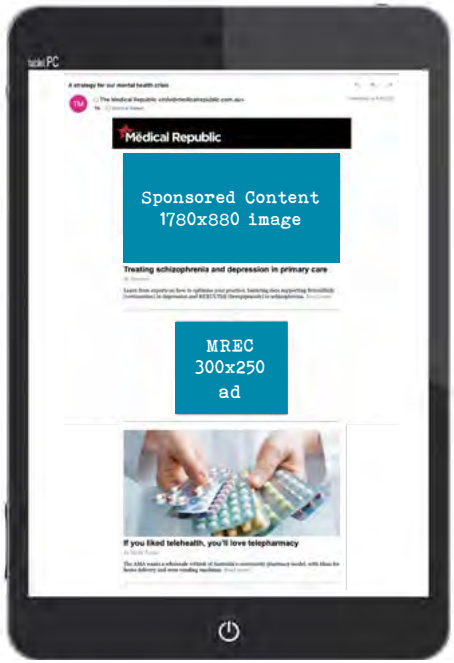
On our websites, the **MREC** will yield higher impressions as it is serving across *all devices,* but it usually has lower click rates.

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 (seomtimes 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.



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

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Contact for all education enquiries

Rose Hanbridge,
Business Development Manager - CPD & Education
rose@medicalrepublic.com.au | 0428 796 926

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Contact for all education enquiries

Rose Hanbridge,
Business Development Manager - CPD & Education
rose@medicalrepublic.com.au | 0428 796 926

Specialist streams

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



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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**	**2,160**	**1,500**	**1,200**	**845**
GPs	980	1,100	100	700	330	30
Specialists	300	500	2,050	850	820	755
Frequency	4x	4x	4x	4x	1x	1x

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e-news dates

Rheumatology	Allergy & Respiratory	Oncology	Dermatology	Gastro	Haematology
Thu, Feb 04	Wed, Feb 10	Thu, Feb 11	Wed, Feb 03	Tue, Feb 16	Tue, Feb 23
Thu, Feb 18	Wed, Feb 24	Thu, Feb 25	Wed, Feb 17	Tue, Mar 16	Tue, Mar 23
Thu, Mar 04	Wed, Mar 10	Thu, Mar 11	Wed, Mar 03	Tue, Apr 13	Tue, Apr 20
Thu, Mar 18	Wed, Mar 24	Thu, Mar 25	Wed, Mar 17	Tue, May 11	Tue, May 18
Thu, Apr 01	Wed, Apr 07	Thu, Apr 08	Wed, Mar 31	Tue, Jun 08	Tue, Jun 15
Thu, Apr 15	Wed, Apr 21	Thu, Apr 22	Wed, Apr 14	Tue, Jul 06	Tue, Jul 13
Thu, Apr 29	Wed, May 05	Thu, May 06	Wed, Apr 28	Tue, Aug 03	Tue, Aug 10
Thu, May 13	Wed, May 19	Thu, May 20	Wed, May 12	Tue, Aug 31	Tue, Sep 07
Thu, May 27	Wed, Jun 02	Thu, Jun 03	Wed, May 26	Tue, Sep 28	Tue, Oct 05
Thu, Jun 10	Wed, Jun 16	Thu, Jun 17	Wed, Jun 09	Tue, Oct 26	Tue, Nov 02
Thu, Jun 24	Wed, Jun 30	Thu, Jul 01	Wed, Jun 23	Tue, Nov 23	Tue, Nov 30
Thu, Jul 08	Wed, Jul 14	Thu, Jul 15	Wed, Jul 07		
Thu, Jul 22	Wed, Jul 28	Thu, Jul 29	Wed, Jul 21		
Thu, Aug 05	Wed, Aug 11	Thu, Aug 12	Wed, Aug 04		
Thu, Aug 19	Wed, Aug 25	Thu, Aug 26	Wed, Aug 18		
Thu, Sep 02	Wed, Sep 08	Thu, Sep 09	Wed, Sep 01		
Thu, Sep 16	Wed, Sep 22	Thu, Sep 23	Wed, Sep 15		
Thu, Sep 30	Wed, Oct 06	Thu, Oct 07	Wed, Sep 29		
Thu, Oct 14	Wed, Oct 20	Thu, Oct 21	Wed, Oct 13		
Thu, Oct 28	Wed, Nov 00	Thu, Nov 04	Wed, Oct 27		
Thu, Nov 11	Wed, Nov 17	Thu, Nov 18	Wed, Nov 10		
Thu, Nov 25	Wed, Dec 01	Thu, Dec 02	Wed, Nov 24		
Thu, Dec 09	Wed, Dec 15	Thu, Dec 16	Wed, Dec 08		

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Print dates

Specialty	Issue Date	Bookings close	Art due	Insert delivery
Rheumatology	**Mon-01 Mar**	Fri-29 Jan	Fri-05 Feb	Fri-12 Feb
Rheumatology	**Mon-28 Jun**	Fri-28 May	Fri-04 Jun	Fri-11 Jun
Rheumatology	**Mon-06 Sep**	Fri-06 Aug	Fri-13 Aug	Fri-20 Aug
Rheumatology	**Mon-29 Nov**	Fri-29 Oct	Fri-05 Nov	Fri-12 Nov
Allergy & Respiratory	**Mon-08 Mar**	Fri-05 Feb	Fri-12 Feb	Fri-19 Feb
Allergy & Respiratory	**Mon-07 Jun**	Fri-07 May	Fri-14 May	Fri-21 May
Allergy & Respiratory	**Mon-20 Sep**	Fri-27 Aug	Fri-27 Aug	Fri-03 Sep
Allergy & Respiratory	**Mon-15 Nov**	Fri-15 Oct	Fri-22 Oct	Fri-29 Oct
Oncology	**Mon-22 Mar**	Fri-19 Feb	Fri-26 Feb	Fri-05 Mar
Oncology	**Mon-14 Jun**	Fri-14 May	Fri-21 May	Fri-28 May
Oncology	**Mon-13 Sep**	Fri-13 Aug	Fri-20 Aug	Fri-27 Aug
Oncology	**Mon-22 Nov**	Fri-22 Oct	Fri-29 Oct	Fri-05 Nov
Dermatology	**Mon-15 Mar**	Fri-12 Feb	Fri-19 Feb	Fri-26 Feb
Dermatology	**Mon-07 Jun**	Fri-07 May	Fri-14 May	Fri-21 May
Dermatology	**Mon-30 Aug**	Fri-30 Jul	Fri-06 Aug	Fri-13 Aug
Dermatology	**Mon-25 Oct**	Fri-24 Sep	Fri-01 Oct	Fri-08 Oct
Gastro	**Mon-02 Aug**	Fri-02 Jul	Fri-09 Jul	Fri-16 Jul
Haematology	**Mon-27 Sep**	Fri-27 Aug	Fri-03 Sep	Fri-10 Sep

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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.

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Rates

Digital rates	Media ex tax	Notes
e-news	***per send***	
MREC 300x250	$2,200	Refer to available dates on page 12.
Sponsored content (supplied)	$7,200	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) *	$11,000	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	$8,800	One exclusive send, HTML to be supplied.
web	***per month***	
Billboard 970x250	$3,300	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	$3,300	Max. 2x towers sold each month (Desktop & tablet only) 50% SOV.
MREC 300x250	$2,200	Max. 12x sold each month (Desktop, tablet & mobile delivery) 8% SOV. *Provides maximum impressions.*
All devices package	$4,400	BILLBOARD or TOWER (Desktop) & MREC (Mobile only).

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

Print rates	Media ex tax
Banner	$3,300
Third page, horizontal or vertical	$3,500
Quarter page	$3,800
A4 or half page, horizontal or vertical	$4,600
Full page (FP)	$6,000
Spreads	
Half page DPS	$9,000
Third page DPS	$6,600
A4 DPS (Fireplace)	$9,000
Double page spread (DPS)	$11,400
Premium	
Front cover banner	$4,100
Half height cover wrap	$15,400
Inside front cover gatefold	$19,800
Special executions	POA
Loose onserts	Does not include printing
2pp 270x200 up to 12g	$4,800
4pp up to 20g	$7,200
Bound inserts	Includes printing
Half height 2pp 270x185/120 bind	$12,000
Half height 4pp 270x185/270 bind	$15,700

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.

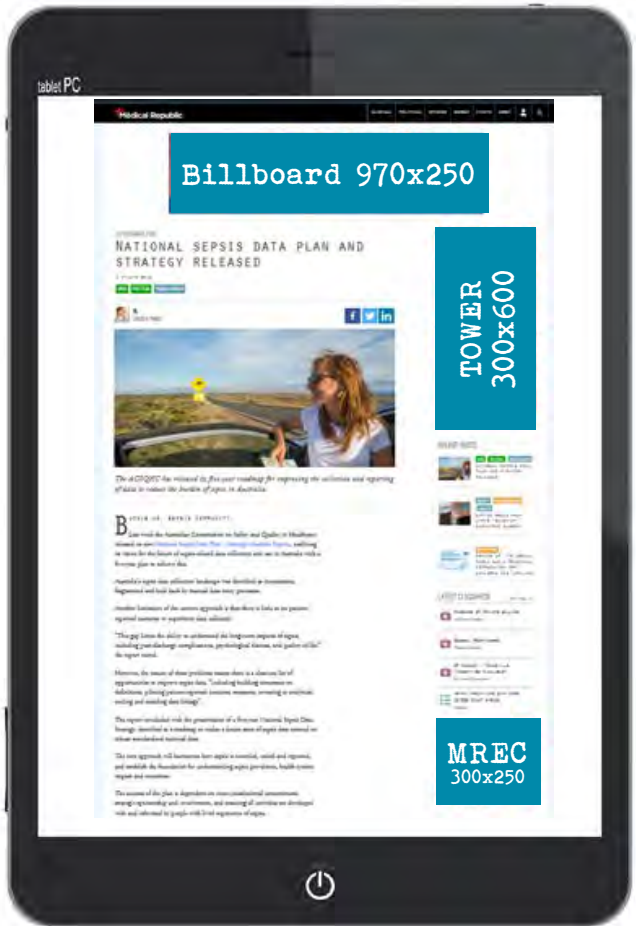
Specifications

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).

Contact for all artwork enquiries

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

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Digital sponsored content

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

IMPORTANT—No prescription drug/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 prescription brand names, promotional claims or references are allowed in the main image.
- 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.



Headline-Max 8 words

- No prescription drug/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.**

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Specifications

Digital sponsored content example

Headline-Max 8 words

Categories

Author will appear as Sponsored

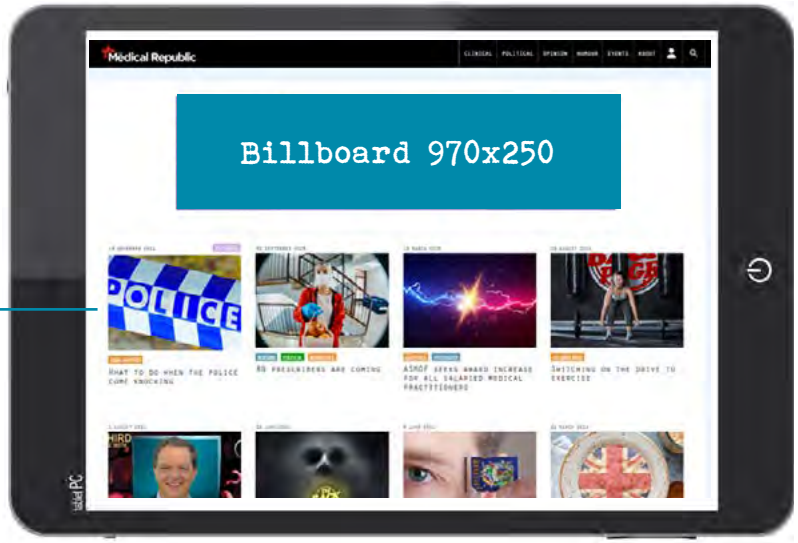
Main image 1780 x 880 pixels

Kicker-Max 15 words

The first paragraph of the article will AUTO-CAP.



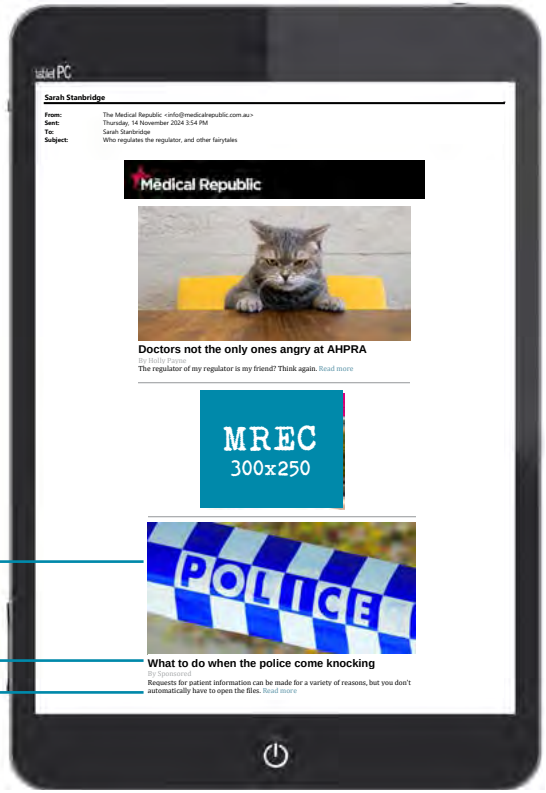
Main image cropped on website home page



e-News image

Headline

Kicker



Solus EDM HTML

Final HTML zip. art must be supplied

- The eDM will be top and tailed with *The Medical Republic* branding and unsubscribe links
- The name of the sponsor must be identified in the end copy
- A preview will be sent to client or managing agency to approve before publishing
- Do not use Dear [name] merge fields
- All pre-approved copy must be supplied to our Editorial team prior for review as a PDF or text version, we recommend supplying this before final HTML art is finalised.
- The final submission must be supplied as complete HTML code and excepting for image rehosting and header/footer requirements, will be sent out as is.
- Please also supply a text-only version of the EDM, *including hyperlinks*
- Maximum width 600 pixels
- Maximum embedded image size recommended 5MB
- Images must have height and width specified, 72dpi is recommended for fast web viewing
- Images can be hosted externally with full URL image references in the HTML or supplied as part of your zip archive. If using an animated GIF be mindful that some mail servers will only display the first frame
- Ensure your design is responsive to various devices and screen sizes
- Do not use attached images, always use html <img> tags
- We can re-host images on the same domain as the sending domain to improve deliverability. If using a tracking pixel we should not re-host, please flag these to us when supplying the final files
- All externally hosted images and hyperlinks must use HTTPS
- Click tracking and open tracking will be turned on by default, please advise if these need to be turned off when supplying final the HTML code.
- Do not use:
  - background images or image maps
  - bookmark anchor tags
  - Java, JavaScript, Forms, iFrames etc. Scripts may cause your email to be marked as spam.
  - Public URL shorteners
- All HTML tags must be closed and correctly nested
- URLs should be complete and open in a *new* window
- Testing of design rendering across email clients is the responsibility of the client prior to submission of the HTML. We recommend using testi.at or Litmus to ensure your design will render correctly on all email clients.
- Subject Line – keep heading under 150 characters, we do not have a sub-header.
- Do not use spam trigger words in your subject line, this may affect deliverability
- Avoid CAPS and exclamation marks or an excessive sales tone, the language must be appropriate to our GP readers
- Keep the messaging concise, succinct and informative
- Bullets and numbered lists may be helpful to summarise key information
- A clear call to action (CTA) to the reader is encouraged
- Please email final HTML to us two weeks prior to go live date for testing.

NOTE: The Solus data-set is smaller than the daily MR e-news readership. For greater reach we recommend sponsored content in the daily MR e-news. Approx 15.7k of our regular readers accept direct marketing.

44% Open rate

Contact for all artwork enquiries

Sarah Stanbridge
Production & Client Services Manager
The Medical Republic
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Conor Hattwell-Leach (he/him)
Head of Digital Innovation,
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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

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.

Contact for all artwork enquiries

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

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/

Cover wrap specs p20 >
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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

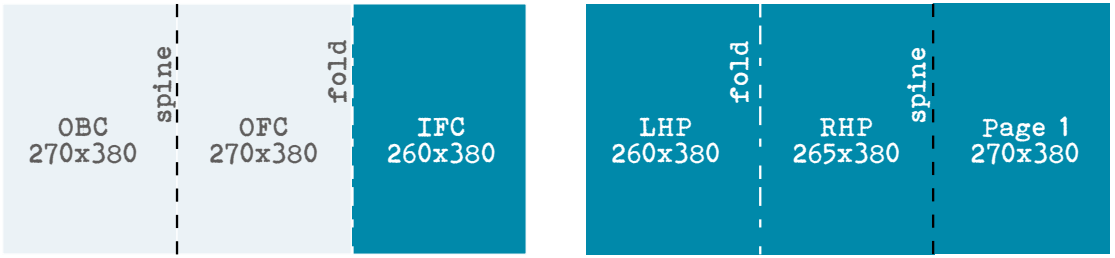
1. IFC—260x380, (flap folds out to reveal 3 page spread)
2. LHP—260x380, (p1 of 3 panel spread)
3. RHP—265x380, (p2 of 3 panel spread)
4. Page 1—270x380, (p3 of 3 panel spread)

- 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.

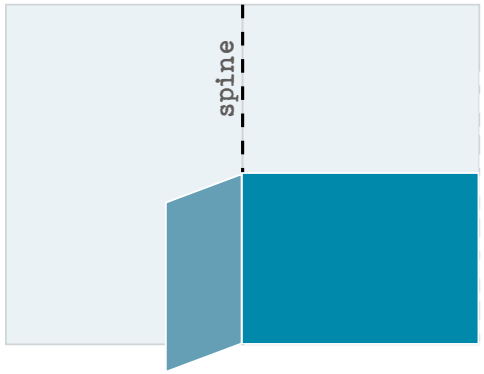




Specifications

Half-height bound insert

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



Bind flap – 120wide x 180h

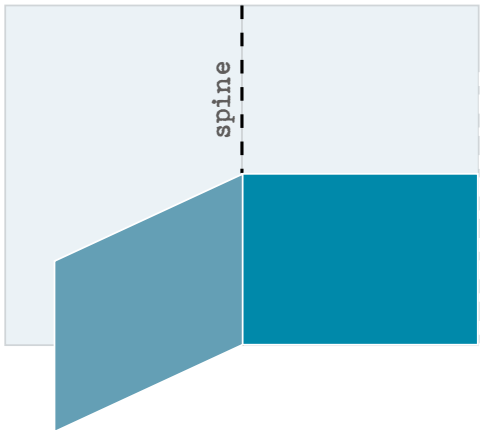
Page 1 panel – 270w x180h



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.

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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