

ASA Media Pack

Australian Anaesthetist



About Australian Anaesthetist

Australian Anaesthetist informs readers about the latest industrial, medical, ethical and economic issues facing the speciality of anaesthesia. It offers opinions on current topics relating to the medical profession and reports on activities of leading groups and committees. Australian Anaesthetist offers advertisers a unique ability to reach an interested, focused and affluent niche audiences. The professional focus of the editorial content enhances the credibility of the advertising, adding prestige to your product.

Statistics

- Circulation of over 3,500 copies
- Printed in March, June, September and December
- Size of 280 mm x 215 mm (slightly smaller than A4)

Advertising Information

- All advertisements are included in the online and App versions free of charge
- All amounts are specified in Australian Dollars inclusive of 10% GST and must be paid in advance
- Frequency discounts are only available for multiple bookings paid in advance
- Advertising cancellations will not be accepted after artwork deadline. Full insertion rate will be charged in this instance

Artwork and Copy Deadlines

- March: 28 January 2019
- June: 29 April 2019
- September: 29 July 20189
- December: 28 October 2019

Artwork Specifications

- Digitally prepared advertising
- 300 dpi resolution
- CMYK
- Embedded fonts
- PDF Preferred
- Printed insert details: quantity of 3400, maximum weight of 25g. A4 inserts must be folded to A5
- Please send enquiries to advertising@asa.org.au



Advertising Rates 2019	
Full page back cover colour	\$4,140
Full page inside front cover colour	\$4,140
Full page colour	\$3,660
Half page colour	\$2090
Full page black & white	\$1,120
Half page black & white (horizontal only)	\$580
Flyer loose inserts	\$3,660
*Advertorial	\$1,500
**Educational Article	\$500 Per Page 2 page maximum

*An advertorial can only be purchased with an advertisement

**An educational article is subject to approval by the editor

Artwork Specifications	Width x Height (mm)
Full page trim	215 x 280 + 5mm wide
Full page box	190 x 235
Half page	190 x 115