

Advertising rates and guidelines for APNA media 2019

www.apna.asn.au



Australian Primary Health Care Nurses Association

APNA is the peak professional body for nurses working in primary health care

Nurses in primary health care contribute to a healthy Australia through innovative, informed and dynamic care. APNA is recognised as the lead organisation advancing education and career development for nurses working in primary health care.

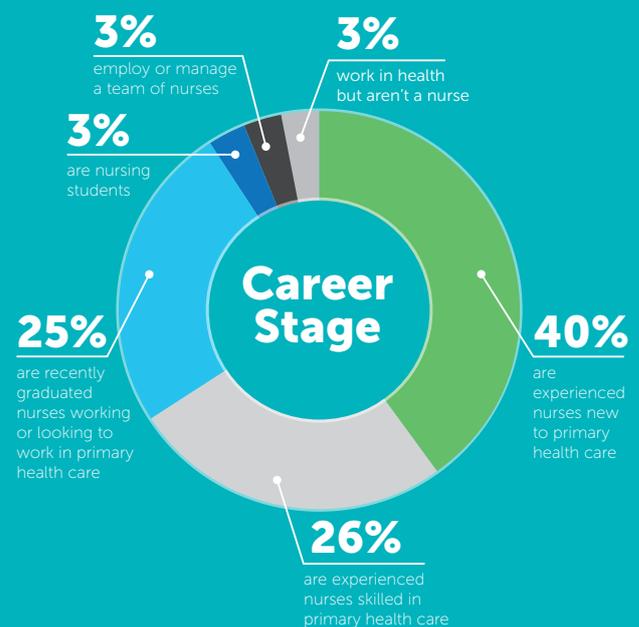
APNA is the peak professional body for nurses working in primary health care. APNA champions the role of primary health care nurses; to advance professional recognition, ensure workforce sustainability, nurture leadership in health, and optimise the role of nurses in patient-centred care. APNA is bold, vibrant and future-focused. We reflect the views of our membership and the broader profession by bringing together nurses from across Australia to represent, advocate, promote and celebrate the achievements of nurse in primary health care.



Primary health care nurses work in a range of settings sharing the characteristic that they are part of the first level of contact in the Australian health care system

- 78%** General Practice Nurse
- 5%** Accredited Nurse Immuniser
- 3%** Community Health Nurse
- 3%** Manager/Team Leader
- 3%** Nurse Manager
- 2%** Women's Health Nurse
- 2%** Diabetes Educator
- 2%** Aboriginal and Torres Strait Islander Health Nurse
- 2%** Other

APNA membership continues to grow with nurses working across all sectors of primary health care



Primary Times

Primary Times reaches nurses practicing in primary health care and general practice. Distributed to more than 4,100 APNA members.

Primary Times is APNA's quarterly research and news publication for primary health care nurses.

The journal provides all the latest news and features on all aspects of primary health care nursing.

It has tips, techniques and practical applications for the day to day working lives of primary health care nurses.

Regular sections include message from the APNA President and CEO, research and professional development articles, clinical care and practice updates.

As APNA's official journal, Primary Times is the perfect setting to engage with nurses working in general practice and primary health care.

Primary health care nursing is wide ranging and covers many specialist areas;

- General practice
- Aboriginal health
- Aged care
- Occupational health and safety
- Telephone triage
- Palliative care
- Sexual health
- Drug and alcohol issues
- Women's health
- Men's health
- Infection control
- Chronic disease management
- Cardiovascular care
- Immunisation
- Cancer
- Asthma
- COPD
- Mental health
- Maternal and child health
- Health promotion
- Care plans
- Population health
- Diabetes
- Wound management



Circulation: 4,100

Frequency: Quarterly

Distribution by State

NSW	33%	WA	9%	ACT	2%
Vic	23%	SA	8%	NT	1%
Qld	21%	Tas	3%		

Primary Times

2019 Advertising Rates

Unit	Casual	2x	4x	8x
Display				
Full page	\$ 2290	2230	2180	2060
Double page spread	3890	3790	3710	3500
Half page	1490	1450	1420	1340
Third page	1140	1110	1090	1030
Sixth page	690	670	650	620
Premium positions				
Inside front cover	2750	2680	2610	2470
Inside front cover spread	5040	4940	4790	4530
Outside back cover	2860	2790	2730	2580
Preferred & consecutive positions	+10%			

Rates are subject to 10% GST. All rates are a flat rate for colour or mono. Advertising agency commission 10%.

2019 Insert Rates

Unit	Full run	NSW	Vic	Qld	SA&NT	WA	Tas	ACT
Quantity required	4300	1400	1000	900	400	400	150	100
Loose								
One sheet	\$ 1800	1290	920	830	830	830	830	830
Two sheet	2280	1630	1170	1050	1050	1050	1050	1050
Bound (centre)								
One sheet	\$ 2920	2090	1500	1350	1350	1350	1350	1350
Two sheet	3350	2400	1720	1540	1540	1540	1540	1540

Rates are subject to 10% GST. Advertising agency commission 10%. Min.charge based on 1000 inserts. Inserts not meeting the requirements will be refused or incur a surcharge for additional production. All inserts are restricted by postage weights. Inserts exceeding weights will be surcharged for additional postage.

Delivery of inserts 'Insert Delivery Advice' label will be supplied at time of booking and must be adhered to all boxes. Failure to attach will result in return of inserts at senders cost. Boxes to weigh no more than 16kg.

Insert requirements

Loose inserts are placed under the address flysheet. Loose inserts to be supplied trimmed or folded to A4 or folded to A4. **Recommended insert size:** 297mm x 210mm (flat or folded) **Minimum size:** 148mm x 105mm (flat or folded) **Accepted stock weight:** 100–250gsm only.

Bound inserts are placed centre and must be supplied flat and untrimmed. **One sheet bound insert size:** Supplied with a 55mm flap for binding. 297mm deep x 265mm (210mm+55mm) wide. **Two sheet bound insert size:** 297mm deep x 420mm wide. **Accepted stock weight:** 115-200gsm only

Primary Times

2019 Deadlines

Issue	Booking & Material	Bound inserts	Loose inserts	Distribution
Autumn 2019	1-Feb	9-Feb	15-Feb	1st week of March
Winter 2019	1-May	10-May	15-May	1st week of June
Spring 2019	1-Aug	10-Aug	15-Aug	1st week of September
Summer 2019	1-Nov	9-Nov	15-Nov	1st week of December

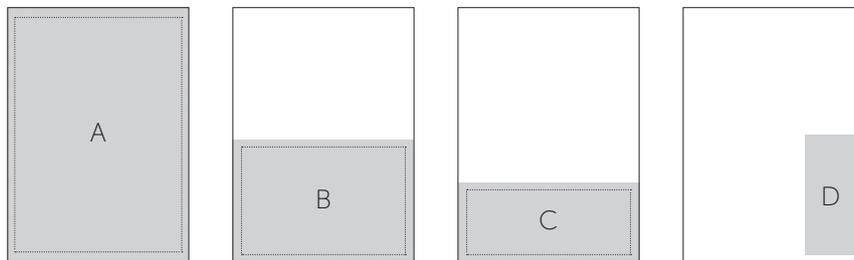
Cancellation same as booking & material deadline

Mechanical specifications

It is the responsibility of the client/agency to ensure that material instructions and advertising material are supplied to specification by the published material deadline. Preferred method of delivery of Primary Times advertising material is as a high res CMYK pdf. Email files to: jonathon@tremedia.com.au

Material instructions are to be provided by the published material deadline. Failure to provide material instructions for ongoing appearances will default as repeat last.

File type: High res CMYK pdf with 18 pt offset and 3mm bleed and crop marks offset by 5mm. **Fonts:** Ensure all printer fonts and font suitcases are supplied. Check carefully and do not supply unused fonts. **Colours:** Ensure all colours used are CMYK. **Screens:** 130 (mono), 150–175 (4 colour) lines per inch. **Pics:** Ensure all colours used are CMYK and that all pics are high resolution at 300 dpi. **Proofs:** Only accepts certified 3DAP Papertype 1 proofs. Primary Times is calibrated to ensure colour consistency. Cannot guarantee exact match due to printing processes, or if there are inaccuracies in electronic files supplied. Changes after proof charge is \$300+GST.



Unit	Type w x d	Trim w x d	Bleed
A Full page	190 x 274	210 x 297 (A4)	3mm all round
B Half page horiz.	190 x 126	210 x 143	3mm left, right & foot only
C Third page horiz.	190 x 76	210 x 93	3mm left, right & foot only
D Sixth page		60 x 140	no bleed

Double page spreads: Please supply as 2 separate CMYK pdfs (left page and right page) and allow 16 mm across the gutter (8mm each side) for type to clear the binding.

Primary Times & The Connect package

Units – billed in total on first appearance	Rate
Primary Times 1x Full Page, placed best possible	\$4300
The Connect 4x Medium Rectangles. Placed as required.	

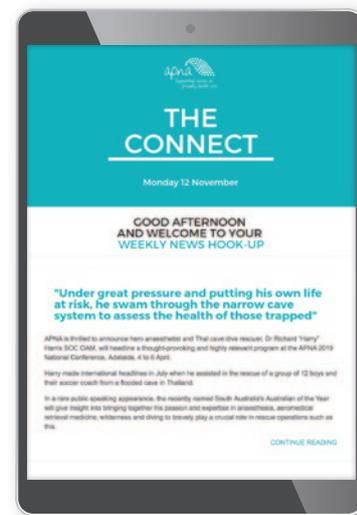
Rates are subject to 10% GST. Advertising agency commission 10%. Note advertising is subject to availability & APNA approval.

The Connect

APNA further engages with primary healthcare nurses with The Connect. More than 8,000 opt-in subscribers with average open rates of 36.1%.

The Connect is a weekly eNewsletter sent to 8,000 plus members and subscribers each Monday to ensure they are kept up to date with what's happening in the world of primary health care nursing.

[Note: Pharmaceutical prescription advertising is accepted and will be sent to health care professional audience only].



2019 advertising rates

The Connect	Casual	4x	8x	12x	18x	24x
Rate per week (1x issue)						
Medium Rectangle	\$ 710	690	670	660	610	560
Banner	600	590	570	560	520	470
Rate per month (only available with 4x consecutive issues)						
Medium Rectangle	2270	2210	2180	2110	1950	1790
Banner	1920	1890	1820	1790	1660	1500

Rates are subject to 10% GST. Advertising agency commission 10%. Note advertising is subject to availability & APNA approval

Deadlines

The Connect – Distributed each week on a Monday. Booking and material required by midday Thursday prior

Issue	Booking & Material	Issue	Booking & Material	Issue	Booking & Material	Issue	Booking & Material
7th January	3-Jan	1st April	28-Mar	1st July	27-Jun	30th September	26-Sep
14th January	10-Jan	8th April	4-Apr	8th July	4-Jul 7th	October	3-Oct
21st January	17-Jan	15th April	11-Apr	15th July	11-Jul	14th October	10-Oct
29th Jan (Tues)	24-Jan	23rd April (Tues)	17-Apr	22nd July	18-Jul	21st October	17-Oct
4th February	31-Jan	29th April	24-Apr	29th July	25-Jul	28th October	24-Oct
11th February	7-Feb	6th May	2-May	5th August	1-Aug	4th November	31-Oct
18th February	14-Feb	13th May	9-May	12th August	8-Aug	11th November	7-Nov
25th February	21-Feb	20th May	16-May	19th August	15-Aug	18th November	14-Nov
4th March	28-Feb	27th May	23-May	26th August	22-Aug	25th November	21-Nov
11th March	7-Mar	3rd June	30-May	2nd September	29-Aug	2nd December	28-Nov
18th March	14-Mar	11th June (Tues)	6-Jun	9th September	5-Sep	9th December	5-Dec
25th March	21-Mar	17th June	13-Jun	16th September	12-Sep	16th December	12-Dec
		24th June	20-Jun	23rd September	19-Sep		

Mechanical specifications

Static gif or jpg no more than 90kb. Digital ready artwork at 72 dpi.

Medium Rectangle: 300 pixels wide x 250 pixels high. **Banner:** 700 pixels wide x 150 pixels high.

Please also provide click-through web address and send files to: jonathon@tremedia.com.au

Contact

EDITORIAL

Australian Primary Health Care
Nurses Association (APNA)
Level 2, 159 Dorcas Street
South Melbourne Vic 3205
ABN 30 390 041 210

P: 03 9669 7400
F: 03 9669 7499
E: admin@apna.asn.au
www.apna.asn.au

Lorraine Bangera
Primary Times Editor
P: 03 9669 7406
F: 03 9669 7499
E: editor@apna.asn.au



ADVERTISING

Tremain Media
PO Box 5217
Turrumurra NSW 2074
ABN 87 791 821 985

P: 02 9988 4689
E: mediakit@tremedia.com.au
www.tremedia.com.au

Jonathon Tremain
P: 02 9988 4689
M: 0418 972 761
E: jonathon@tremedia.com.au

Jeff Johnston
P: 02 9871 5520
M: 0411 696 986
E: jeff@tremedia.com.au

