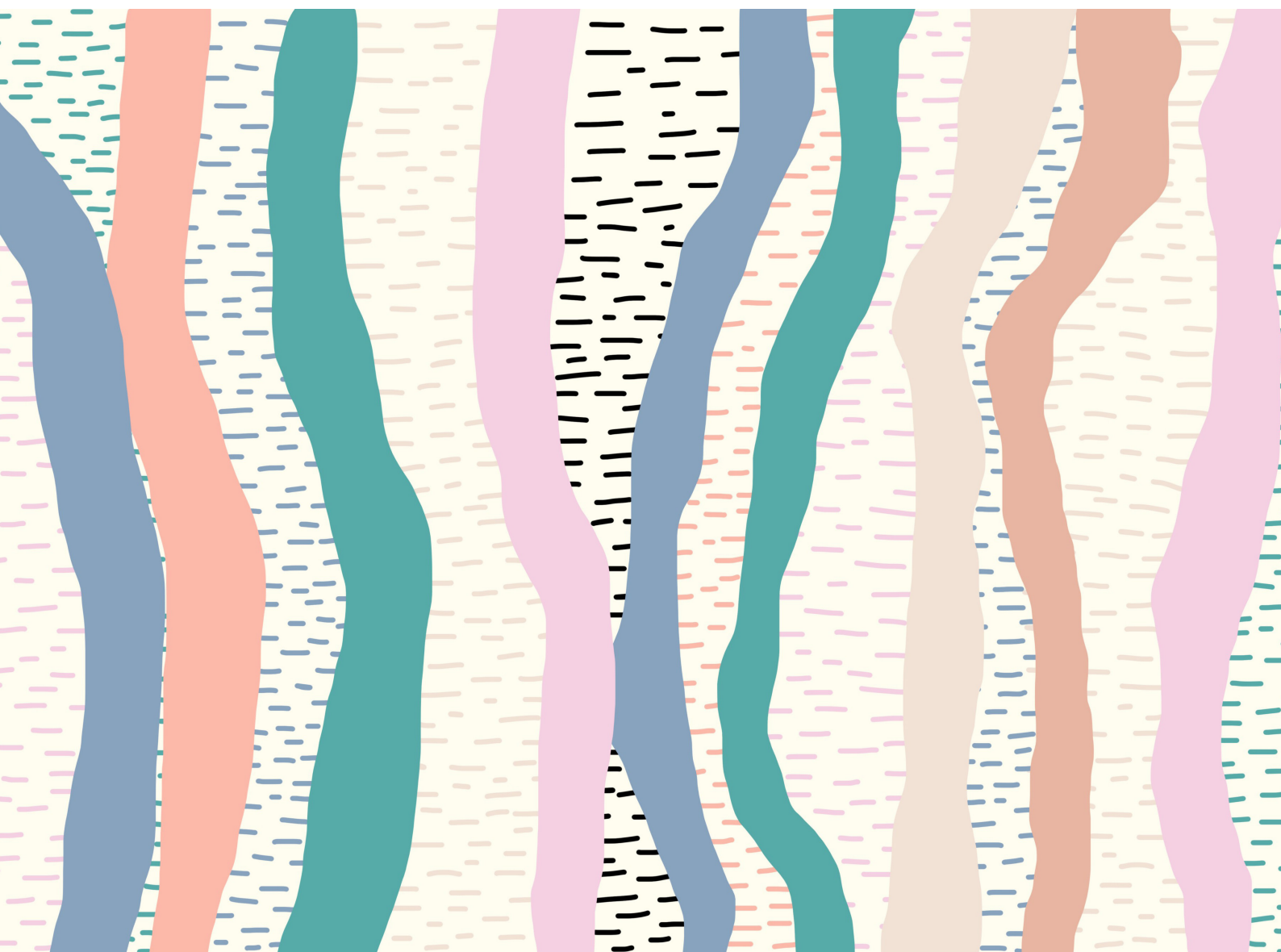


AUSTRALIAN MEDICAL ASSOCIATION (VICTORIA) LIMITED

MEDIA KIT 2021



AMA VICTORIA

The Australian Medical Association Victoria is the most influential membership organisation representing registered medical practitioners and medical students in Victoria.

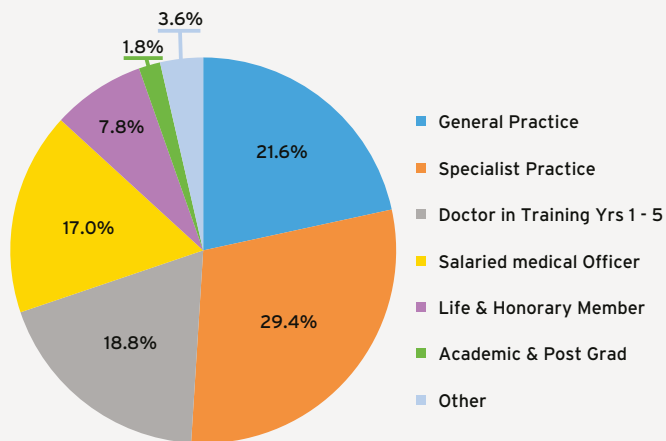
We exist to promote and protect the interests of doctors and the health care needs of patients and communities.

Our history dates back to the late nineteenth century when branches of the British Medical Association (BMA) were formed in Australia. Before Australia's specialists colleges were formed, branches of the BMA held regular meetings to discuss medical developments and unusual cases. The BMA branches formally merged to form the Australian Medical Association (AMA) in 1962.

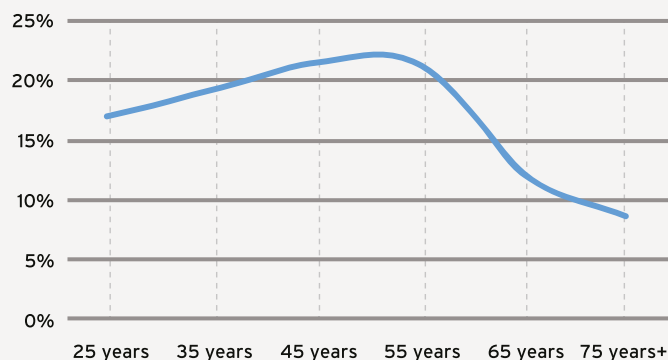
Today, AMA Victoria not only advocates for and represents doctors, we also provide an extensive range of services and benefits that support doctors in their practices, careers and lifestyles.

OUR AUDIENCE 2021

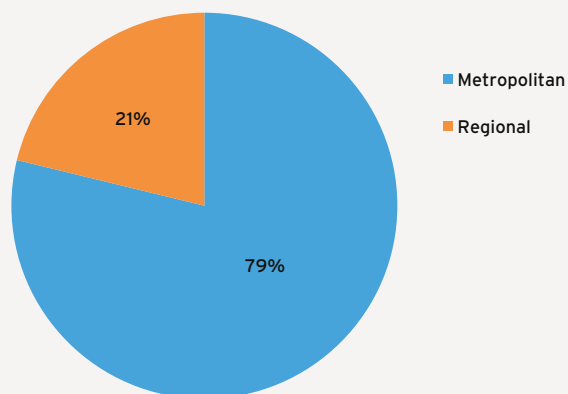
Category of Doctor



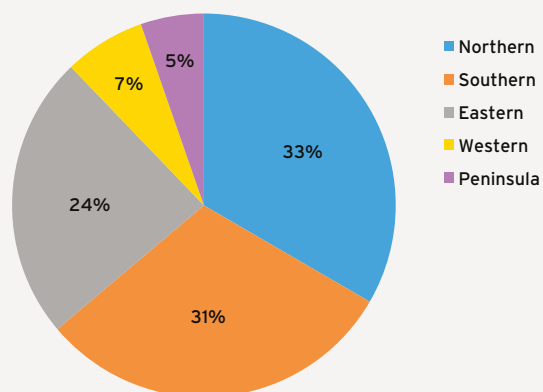
Age Demographic



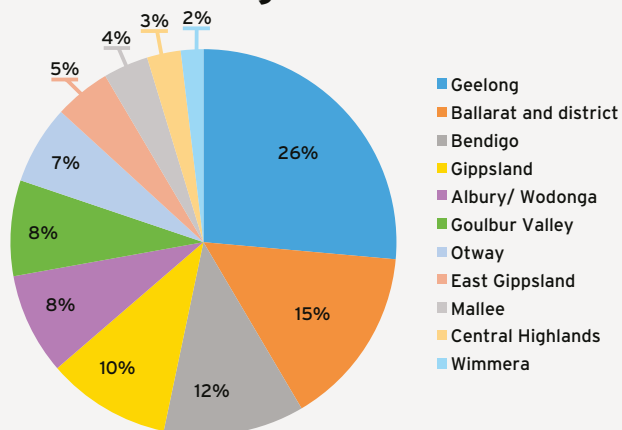
Location in Victoria



Melbourne Metropolitan Locations



Victorian Regional Locations



vicdoc

WHY SHOULD I ADVERTISE IN VICDOC DIGITAL?

Vicdoc digital magazine is the official publication of AMA Victoria. It is an independent journal dedicated solely to the Victorian medical profession.

The publication contains essential industrial, legal and health policy information for practising doctors. This ensures that your message will not be lost in the increasingly cluttered digital and print environments in the medical advertising space.

The publication is produced five times a year and viewed by over 9,000 doctors*, across all disciplines of medicine.

*Approximate number at time of publication.

WHO RECEIVES VICDOC?

Vicdoc is sent to a wide range of stakeholders including:

- Medical workplaces
- Practice managers & staff
- Hospitals
- Universities
- Government bodies
- Key decision makers in the health industry

ONLINE

With a strong online presence, *Vicdoc* magazine provides even more exposure to key industry stakeholders. Maximise your reach and promote your brand online and through social media.

SOCIAL MEDIA

Vicdoc is supported by social media through Facebook, Twitter and LinkedIn.

ADVERTISING OPTIONS 2021

Advertisement	Size	Type	Price \$
Full page	210mm (w) 297mm (h)	Per edition	\$1,200
Half page horizontal	190mm (w) 134mm (h)	Per edition	\$650
Inside front cover	210mm (w) 297mm (h)	Per edition	\$1,900
Inside back cover	210mm (w) 297mm (h)	Per edition	\$1,600
Back Page	210mm (w) 297mm (h)	Per edition	\$1,400
Advertorial (1 page - 500 words)	Various	Per month	\$1,200

ALL PRICES EXCLUDE GST.

NOTE: THESE ARE INTRODUCTORY RATES AS WE TRANSITION TO A DIGITAL MAGAZINE AND PRICES ARE SUBJECT TO CHANGE DURING THE YEAR. AS A RESULT, WE ARE CURRENTLY ONLY TAKING BOOKINGS FOR THE FIRST EDITION OF VICDOC, WHICH IS DUE OUT MARCH 2021.

DEADLINES 2021

Publication dates	Booking Deadline	Artwork Deadline	Editorial Deadline
March	5 February	15 February	29 January
June	26 April	7 May	19 April
August	2 July	12 July	21 June
October	3 September	13 September	23 August
December	1 November	9 November	21 October

Fortnightly check-up

WHAT IS FORTNIGHTLY CHECK-UP?

The *Fortnightly Check-Up* is AMA Victoria's flagship newsletter sent by Electronic Direct Mail (EDM). It reaches up to 9,000 doctors* each fortnight.

WHY SHOULD I ADVERTISE IN FORTNIGHTLY CHECK-UP?

The *Fortnightly Check-Up* is sent to all AMA Victoria members including medical students. It is highly regarded by our members due to its breadth and relevance. It contains engaging content including industry trends, Medicare updates, FairWork wage information, AMA policy submissions and AMA Victoria member news.

AMA Victoria's *Fortnightly Check-Up* is the perfect way for doctors to 'check in' on the issues that matter to them.

* Approximate number applicable at time of publication

FORTNIGHTLY CHECK-UP ADVERTISING

Fortnightly Check-Up is a must-read for doctors. It covers news that directly impacts their professional lives, training and dates for the diary. A limited number of advertising places are offered in our fortnightly e-newsletter.

ARTWORK REQUIREMENTS

Advertisers should supply artwork in:

- 72 DPI
- gif or jpg file
- maximum file size of 500kb

ARTWORK SPECIFICATIONS

- Banner 1000px x 200px
- Static or animated

PUBLICATION DEADLINE

Deadline for artwork is 5pm Friday prior to the dates the advertisement is scheduled to appear.

PUBLICATION SCHEDULE

The first edition will be published on 21 January 2021 and every fortnight thereafter.

AMA VICTORIA FORTNIGHTLY CHECK-UP ADVERTISING RATES 2021* (EXCLUDES GST)

Banner Advertisement	Cost per Ad
Casual	\$750
x 5	\$685
x 12	\$600

***Subject to change and availability.**

DISCOUNTS

AMA Victoria members and AMA Victoria Partners: 10% discount on advertising rate.

BOOK YOUR 2021 ADVERTISING



PLEASE FILL IN YOUR DETAILS

ORGANISATION INFORMATION / INVOICE DETAILS

Advertiser:

Contact name:

Street (1):

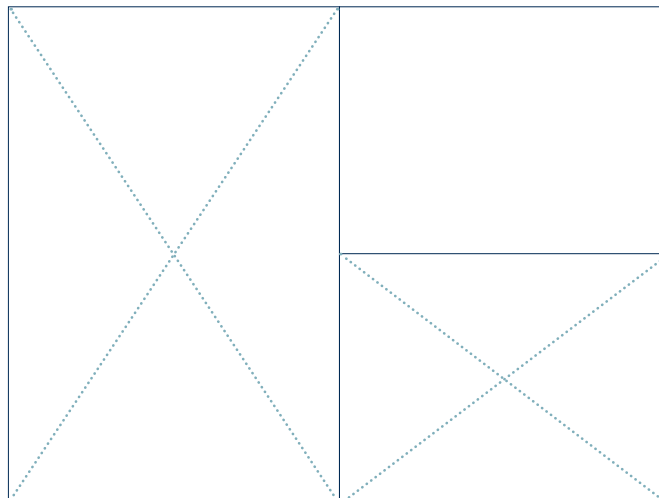
Street (2):

Suburb:

State:

Mobile:

Personal email:



CHOOSE YOUR ADVERTISING

VICDOC MAGAZINE	FULL PAGE	HALF PAGE	BACK PAGE	INSIDE F/COVER	INSIDE B/COVER	ADVERTORIAL
March 2021	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
June 2021	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
August 2021	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
October 2021	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
December 2021	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

FORTNIGHTLY CHECKUP

Casual

X 5

X 12

CONFIRMATION OF BOOKING

Please place my booking. I/We acknowledge that I/we have read and understood the full set of terms and conditions for advertising.

Signature:

Date: / /

Date(s) of booking(s):

TERMS AND CONDITIONS

I/We have submitted/will submit artwork for publication by AMA Victoria and acknowledge that I/we take full responsibility for the content provided. I/We have ensured that the artwork adheres to the specifications outlined in AMA Victoria's Media Kit and understand that AMA Victoria reserves the right to refuse to publish the artwork/advertorial and takes no responsibility for any errors within the artwork/advertorial supplied.

TERMS AND CONDITIONS: Prices are GST exclusive. Prices outlined do not include any agency commissions or rebates. Advertising restrictions do apply as exclusivity contracts with suppliers are in agreement. All advertising is subject to the discretion of the editor and publications committee. Advertising options outside the opportunities mentioned in this document are POA and may have unique deadlines and terms. Cancellation policy of 100% applies to all bookings confirmed in writing.

PLEASE COMPLETE FORM AND PDF TO: amavic@amavic.com.au

AUSTRALIAN MEDICAL ASSOCIATION (VICTORIA) LIMITED

ENQUIRIES

Frances Morell | Stakeholder Engagement Manager

m: (03) 9280 8754

e: amavic@amavic.com.au

AMA Victoria 293 Royal Parade, Parkville VIC 3052

