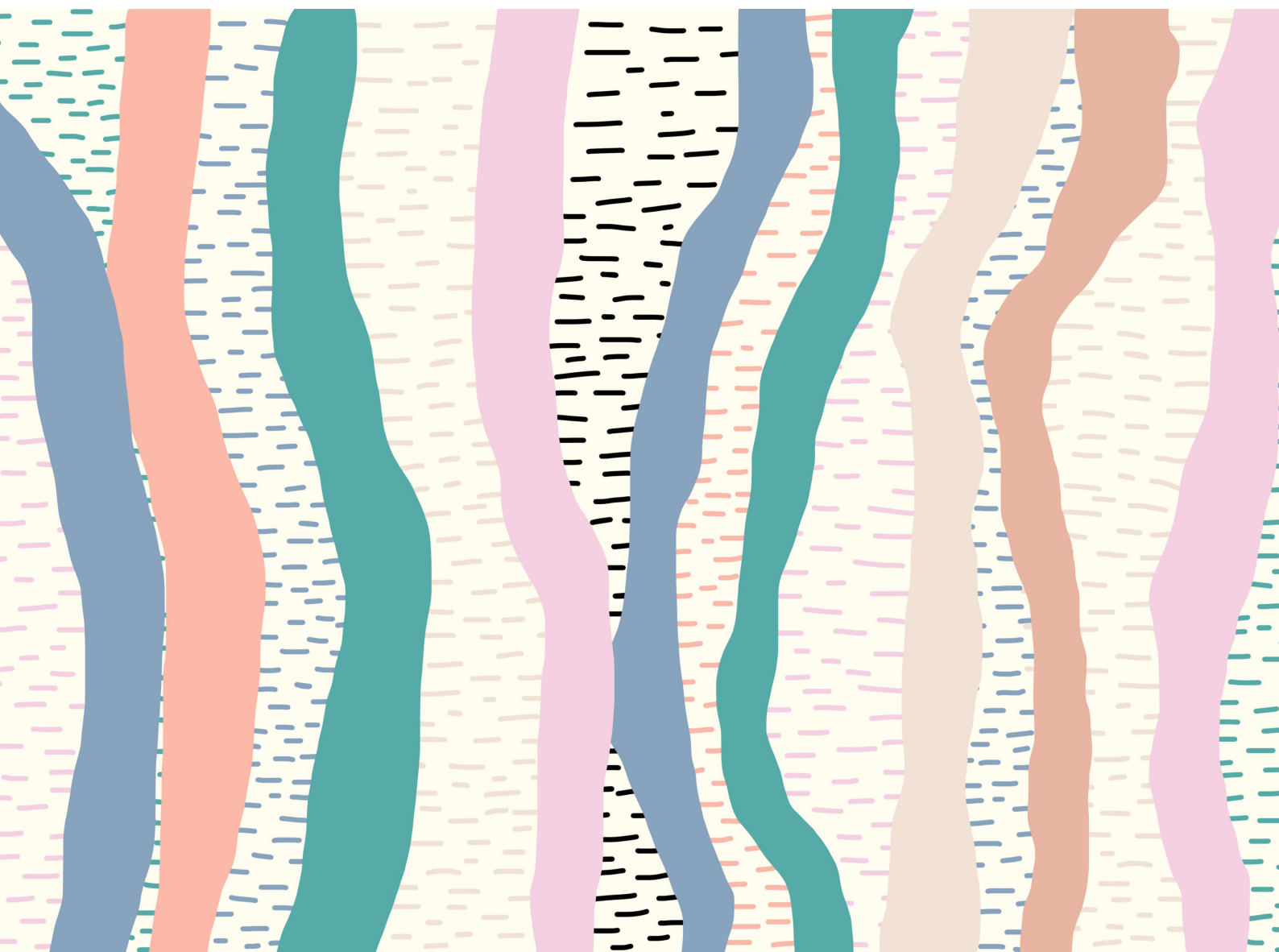


AUSTRALIAN MEDICAL ASSOCIATION (VICTORIA) LIMITED

MEDIA KIT 2020



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.

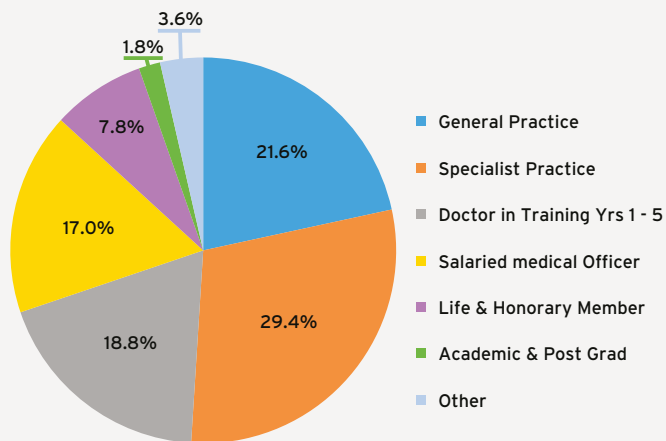
Our history dates back to the late nineteenth century when branches of the British Medical Association (BMA) were formed in Australia. Before Australia's specialists colleges were formed, branches of the BMA held regular meetings to discuss medical developments and unusual cases. The BMA branches formally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

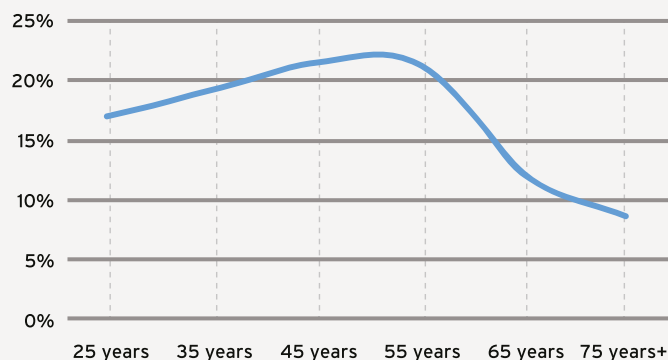


OUR AUDIENCE 2020

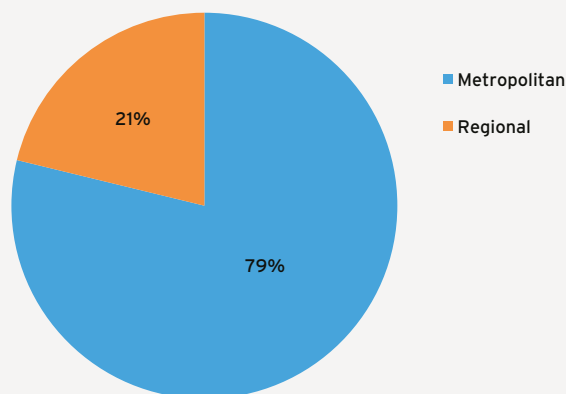
Category of Doctor



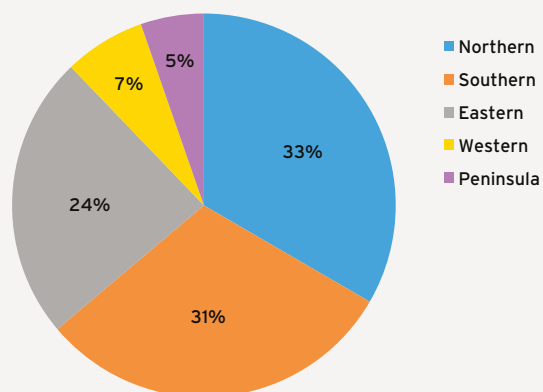
Age Demographic



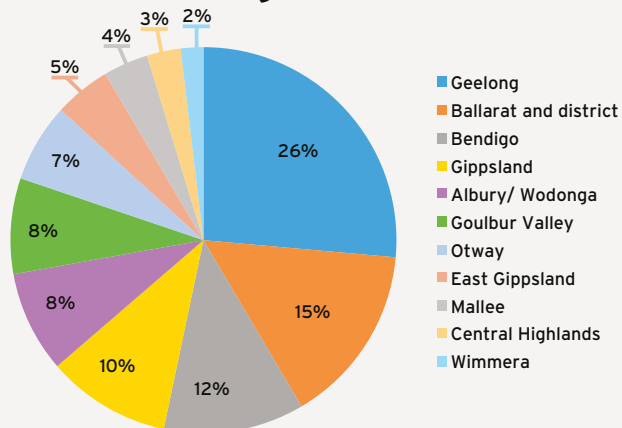
Location in Victoria



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 10,000 doctors, across all disciplines of medicine.

ARTWORK SPECIFICATIONS

Please refer to the accompanying Partica Media Kit for artwork specifications. If you have any additional queries, please contact AMA Victoria on (03) 9280 8722.

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.

SPECIAL EDITIONS

AMA Victoria has two special editions of *Vicdoc*, which is viewed by over 20,000 medical professionals (including non-members).

ADVERTISING OPTIONS 2020

Advertisement	Type of Advertising	Size	Type	Price \$
Banner Header	Banner Advertising	728 x 90	Per month	\$1,450
Banner Footer	Banner Advertising	728 x 90	Per month	\$850
Banner in one article	Banner Advertising	Various	Per month	\$500
Campaign Title	Premium Advertising	1170 x 220	Per month	\$1,150
Video advertising in article	Premium Advertising	Various	Per article	\$700
Advertisement in article	Premium Advertising	Various	Per article	\$500
Advertisement as article	Premium Advertising	Various	Per article	\$700
Special section	Special advertising	Various	Per section	From \$2,000

NOTE: THESE PRICES ARE SUBJECT TO CHANGE.

ADVERTISEMENT DEFINITIONS 2020

BANNER HEADER: This advertisement is placed at the top of every single article on every single page for a period of one month. Advertisers pay (run of sight) by month.

BANNER FOOTER: This advertisement is placed at the bottom of every single article on every single page for a period of one month. Advertisers pay (run of sight) by month.

BANNER IN ONE ARTICLE: This is an advertisement that runs within one article only.

CAMPAIGN TITLE: This advertisement is placed at the top of the homepage.

VIDEO ADVERTISING: Videos are placed in the middle of an article and can be up to 90 seconds in length.

ADVERTISEMENT IN ARTICLE: Advertisement is placed within an article and can include a call to action button.

ADVERTISEMENT AS AN ARTICLE: Advertisement is presented as an article.

SPECIAL SECTION: This is a number of a different articles in a special section devoted to a particular topic.

DEADLINES 2020

Publication dates	Booking Deadline	Artwork Deadline	Editorial Deadline
1 March	7 February	14 February	31 January
1 June	1 May	11 May	24 April
1 August	1 July	10 July	26 June
1 October*	1 September	10 September	25 August
1 December	2 November	10 November	26 October

* SPECIAL EDITIONS REACH UP TO 20,000 DOCTORS IN VICTORIA

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 10,000 doctors* each fortnight.

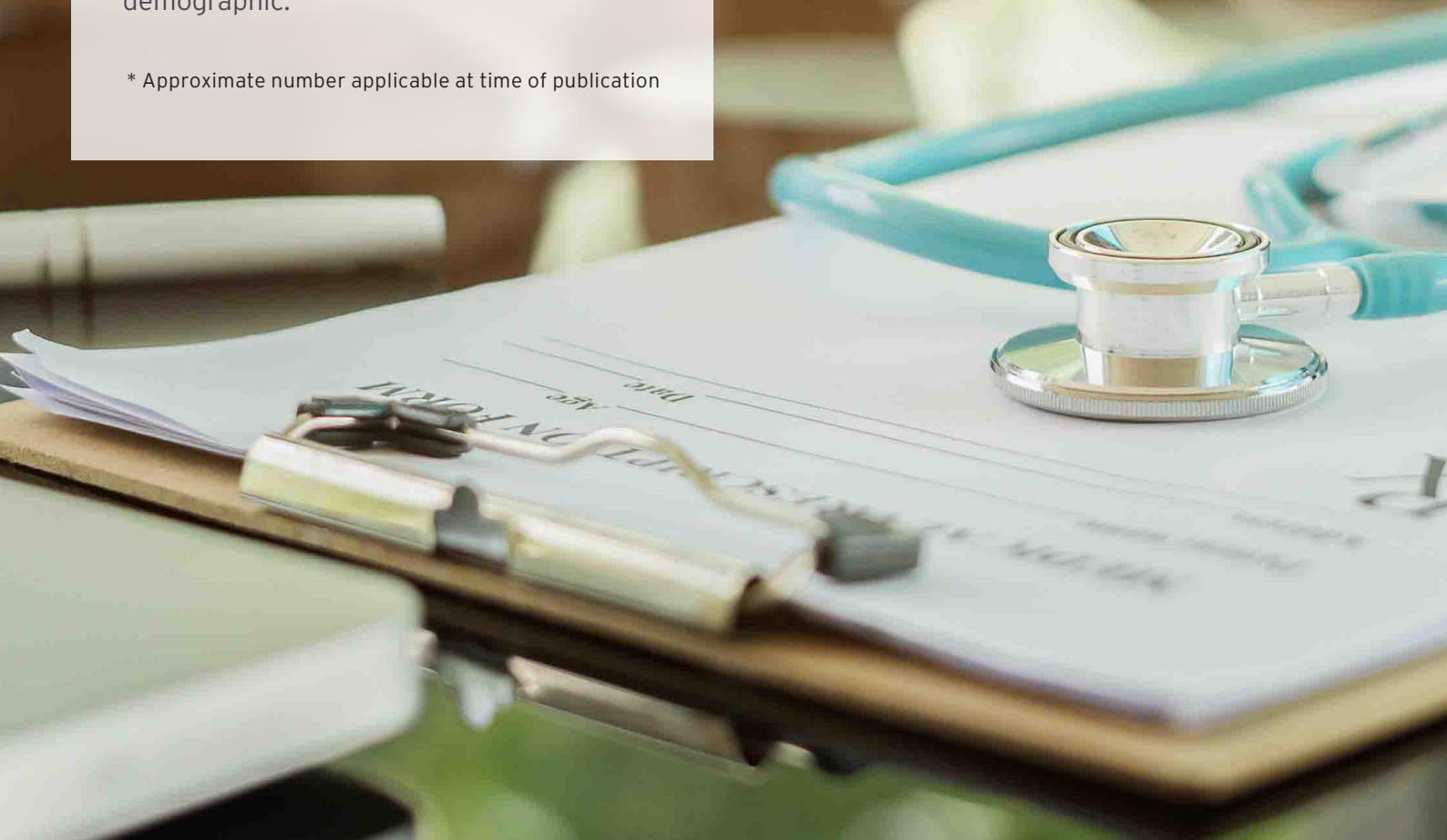
WHY SHOULD I ADVERTISE IN FORTNIGHTLY CHECK-UP?

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.

Every month there is also a junior doctor edition of the newsletter, which delivers in-depth news targeted at a younger demographic.

* 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 jpeg file
- maximum file size of 500kb

PUBLICATION DEADLINE

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

AMA VICTORIA FORTNIGHTLY CHECK-UP ADVERTISING RATES 2019* (EXCLUDES GST)

Banner Advertisement	Cost per Ad
Casual	\$550
x 5	\$485
x 9	\$450
x 24	\$240

***Subject to change and availability.**

DISCOUNTS

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

AUSTRALIAN MEDICAL ASSOCIATION (VICTORIA) LIMITED

ENQUIRIES

Frances Morell | Stakeholder Engagement Manager

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e: francesm@amavic.com.au

AMA Victoria 293 Royal Parade, Parkville VIC 3052

