

the private practice magazine

RATES CARD: Sept - Dec 2011



Distribution of over 20,000 per edition.

The latest practice, financial and lifestyle management ideas for health care professionals.

Over 20,000 high net worth readers with incomes of \$250,000 – \$500,000+

Delivered direct to the desktops of medical practitioners and specialists across Australia

THE PRIVATE PRACTICE E-MAGAZINE

The Private Practice Magazine is the only magazine providing practice, financial, and lifestyle management information and education direct to medical practitioners. This custom publication will help raise medical practitioners' awareness, and increase their knowledge, of business and financial fundamentals.

OTHER PRIVATE PRACTICE INITIATIVES

Private Practice courses ranging from half to three days in duration will be run throughout 2011 and beyond.

The Private Practice is an official education partner of several Medical Colleges, Societies and Associations including The Australasian College of Dermatologists, The Royal Australian & New Zealand College of Obstetricians & Gynaecologists, the Australian Rheumatology Association, the Australian and New Zealand Society of Geriatric Medicine, the Private Cancer Physicians of Australia, the Australasian College of Cosmetic Surgeons and more.

The Private Practice is a unique publication that provides advertisers direct access to this wealthy community of general practitioners and medical specialists in Australia.

Don't miss the **SPECIAL FEATURE** on **RHEUMATOLOGY** in the September issue

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The Private Practice Magazine is published 6 times per year. Publication dates for the remainder of 2011 are:

2011 PUBLICATION DATES

| On Sale Dates | Booking deadline | Material deadline |
|---------------|------------------|-------------------|
| 17 October | 15 September | 22 September |
| 12 December | 15 November | 22 November |

2011 ADVERTISING RATES

| Full Colour | \$A Casual | \$A x 3 | \$A x 6 |
|----------------------|------------|---------|---------|
| Double page spread | 3500 | 3325 | 3150 |
| Full page | 2100 | 1995 | 1890 |
| Half page vertical | 1800 | 1710 | 1620 |
| Half page horizontal | 1600 | 1520 | 1440 |
| Quarter page | 800 | 760 | 720 |

* All rates exclude GST and Agency Commission

DISPLAY AD SIZES (height x width)

| Full Colour | Type (mm) | Trim (mm) | Bleed (mm) |
|----------------------|-----------|-----------|------------|
| Double page spread | 242 x 400 | 275 x 420 | 5 |
| Full page | 242 x 186 | 275 x 210 | 5 |
| Half page vertical | 121 x 186 | 137 x 210 | 5 |
| Half page horizontal | 242 x 95 | 275 x 105 | 5 |
| Quarter page | 121 x 95 | 137 x 105 | 5 |

LOADING

Inside Front Cover: 20%

RHS or preferred placement: 10%

ARTWORK SPECIFICATIONS

Preferred artwork specifications are as a print-ready high resolution (300dpi) PDF on CD or via email with all fonts embedded.

Other acceptable formats for completed artwork include Adobe InDesign CS5 (or earlier versions). All links and fonts must be included.

Scans must be 300dpi at 100%.

The Private Practice Magazine can assist in the design of your advertisement for an additional cost. Please contact Streamline Creative if you wish to take advantage of this service.

BOOKINGS

For all advertising bookings and enquiries, please contact:

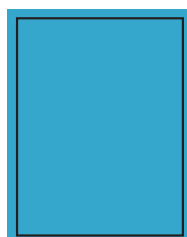
Streamline Creative

Ph: 02 6260 5100

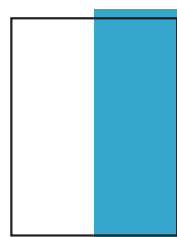
Email: studio@streamlinecreative.com.au



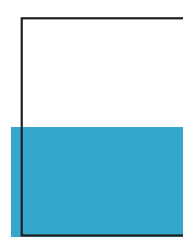
Double page spread with bleed



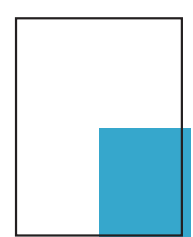
Full page with bleed



Half page vertical with bleed



Half page horizontal with bleed



Quarter page with bleed