



PharmacyToday Media kit 2019

Pharmacy Today is New Zealand's leading pharmacy trade publication and is recognised as essential reading for pharmacists and those wanting to keep abreast of the rapidly changing health sector.

The publication provides pharmacists, pharmacy staff, the pharmaceutical industry and wider health sector with comprehensive news, engaging features, analysis of the health sector and ENHANCED-accredited education. Pharmacy Today is the industry's platform for relevant conversations inspired by trusted content.

Pharmacy Today has long supported the profession and pharmaceutical industry through its involvement in:

- Annual awards event
- Annual publication of the *Healthcare Handbook* incorporating the OTC Products Guide
- Pharmacy Today ELearning platform offering pharmacy staff bespoke product and condition training.

The publication is available by subscription.



FREQUENCY

Eleven issues per year, published at the beginning of each month (combined December/January issue).

CIRCULATION – 2200

- 90 per cent of community and hospital pharmacists and pharmacy staff
- Pharmacists, technicians, locums and pharmacy students, assistants and retail managers
- The pharmaceutical industry, a range of allied health professionals, academics, health officials, DHB and PHO managers.

EDITORIAL ARCHIVES

Pharmacy Today's website: pharmacytoday.co.nz provides the latest edition's leading story headlines. Access to electronic story archives from year 2000 onward is available to subscribers through our archive service providers Knowledge Basket (knowledge-basket.co.nz).

SUBSCRIPTIONS

The annual subscription fee for Pharmacy Today is **\$109.00** (including GST). Special rates apply to overseas subscribers. For further subscription details phone +64 9 488-4286 or visit our website: pharmacytoday.co.nz

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CLASSIFIEDS AND PRODUCTION

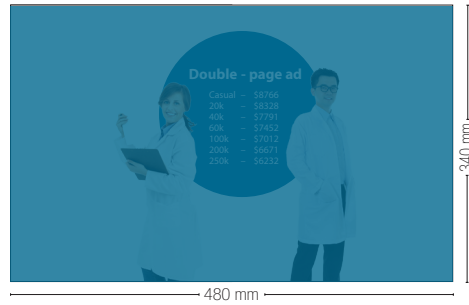
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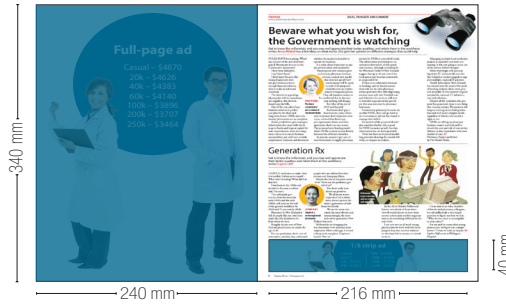
DOUBLE PAGE SPREAD

Trim: 480mm W x 340mm H
 Copy: 432mm W x 316mm H
 Bleed: 490 mm W x 350 mm H
 Marks: Crop marks required



FULL PAGE

Trim: 240mm W x 340mm H
 Bleed: 5mm bleed on all edges
 Marks: Crop marks required



EIGHTH HORIZONTAL STRIP

Trim: 216mm W x 40mm H
 Bleed: No bleed edge
 Marks: No crop marks

HALF PAGE

Trim: 216mm W x 157mm H
 Bleed: No bleed edge
 Marks: No crop marks



TWO-COLUMN VERTICAL

Trim: 105.5 mm W x 316mm H
 Bleed: No bleed edge
 Marks: No crop marks

QUARTER PAGE (PONY)

Trim: 105.5 mm W x 157mm H
 Bleed: No bleed edge
 Marks: No crop marks



ONE-COLUMN VERTICAL

Trim: 50.25 mm W x 316 mm H
 Bleed: No bleed edge
 Marks: No crop marks

TWO-PAGE FALSE COVER

Trim: 340mm W x 278mm H
 Bleed: 5mm on all edges
 Marks: Crop marks
 Fold: Fold at 100mm



FOUR-PAGE FALSE COVER

Front: 240mm W x 278mm H
 Back: 240mm W x 340 mm H
 Bleed: 5mm on all edges
 Crop: Crop marks required





Rate level is calculated on your total spend across all The Health Media Ltd titles over a 12-month period. Advertising rates are fully commission-bearing and exclusive of GST. Specific page placement requests attract a 20 per cent loading fee.

2019 RATES

	Full-page	DPS	½ horizontal	¼ pony	1/8 horizontal	2 col vertical	1 col vertical
Casual	\$4870	\$8766	\$3409	\$2976	\$2273	\$3409	\$2976
20k	\$4626	\$8328	\$3236	\$2798	\$2159	\$3236	\$2798
40k	\$4383	\$7791	\$3068	\$2630	\$2051	\$3068	\$2630
60k	\$4140	\$7452	\$2900	\$2472	\$1948	\$2900	\$2472
100k	\$3896	\$7012	\$2728	\$2348	\$1850	\$2728	\$2348
200k	\$3707	\$6671	\$2554	\$2208	\$1758	\$2554	\$2208
250k	\$3464	\$6232	\$2456	\$2111	\$1672	\$2456	\$2111

For an additional 20 per cent, your print ad can appear on the *Pharmacy Today* website for that month.

HOSTED CONTENT - 1 page.....	\$4950
HOSTED CONTENT - 2 page.....	\$9682
FALSE COVER - 2 page.....	\$8900
FALSE COVER - 4 page.....	\$14,000
INSERTS.....	\$2400
ONSERT - soft glued.....	\$2600

2019 PUBLISHING DATES

Publishing date	Booking deadline	Material deadline
February	Wednesday, 21 November 2018	Wednesday, 5 December 2018
March	Wednesday, 23 January 2019	Tuesday, 5 February 2019
April	Wednesday, 20 February 2019	Wednesday, 6 March 2019
May	Wednesday, 20 March 2019	Wednesday, 3 April 2019
June	Wednesday, 17 April 2019	Wednesday, 8 May 2019
July	Wednesday, 22 May 2019	Wednesday, 5 June 2019
August	Wednesday, 26 June 2019	Wednesday, 10 July 2019
September	Wednesday, 24 July 2019	Wednesday, 7 August 2019
October	Wednesday, 28 August 2019	Wednesday, 11 September 2019
November	Wednesday, 25 September 2019	Wednesday, 9 October 2019
December	Wednesday, 30 October 2019	Wednesday, 13 November 2019
February	Wednesday, 27 November 2019	Friday, 13 December 2019

REPRINTS

Educational articles from Pharmacy Today make excellent sales and learning tools.

How To Manage article (monthly) and Pharmacist Clinic (bi-monthly) are *Pharmacy Today's* educational articles independently written by clinical experts and endorsed by the Pharmaceutical Society's ENHANCE programme for pharmacist CPD points. Pharmacists must earn 70 CPD points per recertification cycle, 18 of which must be about cultural competency or Haora Māori. These point requirements motivate pharmacists to read these educational features for professional requirements. How To Manage and Pharmacist Clinic articles are also hosted on ELearning for two years.

- Print advertisementssee 2019 rates
- Print + ELearning advertisement – in Pharmacy Today and online in ELearning..... 2019 rates+ 20%
- Sole Sponsorship + Reprints POA
- Purchase exclusive use of this article by sponsoring reprints of these features. We reformat the feature into an A4-sized booklet and provide printed handouts to give to healthcare professionals. This offering also includes a branded advertisement within the A4 reprint and on the ELearning online training material.
- A bespoke cover is optional. POA



Packages and information available. **Call Grayson Cobb 027-545 8390**

CLASSIFIED ADVERTISING

Pharmacy Today Classifieds is the ideal place to advertise a job vacancy, list a pharmacy or item for sale, deliver conference, seminar or course information and promote your business. A variety of classified advertising options are available and can be delivered online, in print and in the @PharmacyToday eNewsletter.

RATES:

NZ\$32 per column centimetre excluding GST
 Classified advertising rates are non-commission bearing.

To place an advertisement go to **pharmacytoday.co.nz/professional-classifieds.co.nz** or contact **Ali Jacobs**

Ali Jacobs
 T +64-9-488 4299
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ADVERTISING MATERIAL

CMYK PDFs only. All materials must be greater than 300dpi and submitted as a flattened CMYK PDF. A **TAPS** approval number is required on all advertising material. An InDesign packaged file including all links and fonts is required if changes or design work is required from *Pharmacy Today*. Our designer's time will be charged at \$150.00 per hour excluding GST.

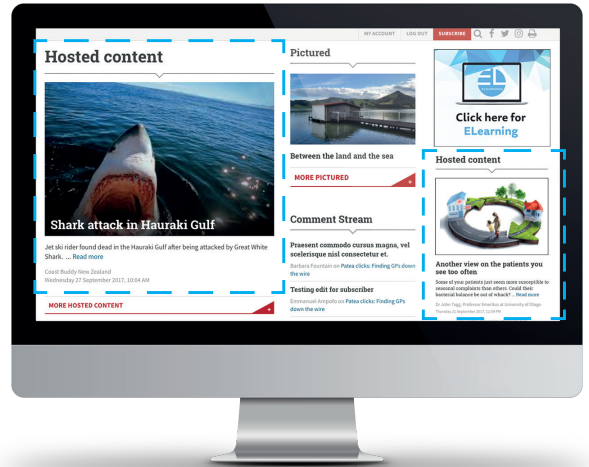
Colour accuracy is to normal commercial printing standards; however, The Health Media accepts no responsibility for colour accuracy unless a four-colour proof is supplied. Fifth colour available upon request – additional charges apply.

PLEASE SEND ALL ADVERTISING MATERIAL TO:

Attention: Ali Jacobs
ajacobs@thehealthmedia.co.nz
 on or before the material deadline date.

Digital

Pharmacy Today reaches a varied pharmacy audience through their website, eNewsletters, ELearning and Facebook.



PHARMACY TODAY WEBSITE

Updated daily during the week, now you can connect with pharmacists who regularly log on, and check out the latest in the world of pharmacy. There are news updates, business stories, blogs, videos and the chance to have your say through online polls and comments.

WEBSITE DISPLAY ADVERTISING SPECIFICATIONS

Run of site top banner \$250 per week
 Maximum 4 x rotations and must provide all three ad sizes

Desktop 970 pixels W x 250 pixels H
 Desktop scrolling 980 pixels W x 120 pixels H
 (the ad sits at the top of the article as it scrolls underneath)
 Mobile 300 pixels W x 250 pixels H

Medium rectangle tile ad \$250 per week
 Two small positions or one large position available
 (both spaces pictured)

Small 300 pixels W x 250 pixels H
 Large 300 pixels W x 600 pixels H

Up to four unique ad spaces available per location.
 Ads rotate with each click and refresh.

HOSTED CONTENT

Integrated among *Pharmacy Today's* editorial content, our new hosted content is the space to develop a relevant and interesting conversation with our readers, launch new products, or remind customers of your point of difference in the market.

Treated as an article rather than an advertisement space, the content is mobile and tablet-friendly, searchable and sharable through social media. This content also benefits from our related-links feature, click through, to an internal or external website and is saved in our archives. Finally, this is available to everyone as viewers don't need to log in to read your content.

The below spaces are the specs for the synopsis or preview on the *Pharmacy Today* home page. This will click through to a full web page containing your content.

Large \$1600 per month
 Measurements 627 pixels W x 595 pixels W

Small \$1200 per month
 Measurements 215 pixels W x 204 pixels W

Press releases FREE

Packages available

Acceptable file formats for all web content include gif, jpeg, animated gif, or HTML5 (must be embedded with the click tag). For website advertisements, all artwork must be 50kb or less and accompanied by a URL.

Hosted content's main image (the image/video on the Home page) must be less than 50mb.

eNEWSLETTERS THROUGH @PHARMACYTODAY

Currently published each Wednesday. More than 1500 pharmacists and staff have opted to have this e-newsletter delivered weekly, direct to their inbox.

35–40 per cent open rate compared to industry standard of **20.87 per cent**

Medium rectangle\$250 per newsletter
 Measurements 300 pixels W x 250 pixels H

All rates are net of agency commission and exclude GST. The acceptable file formats are jpg and gif. Maximum file size is 20kb. Advertising artwork must be accompanied by a URL to link to, eg, www.yourname.co.nz



For information on developing training courses, contact Grayson Cobb on +64 27-545 8390.

FACEBOOK

The *Pharmacy Today* Facebook page is our most popular social platform. It is used primarily to support promotional activity, such as boosting views of ELearning training courses, hosted content on the website, or an independent story printed in *Pharmacy Today*.

The boosted posts may be shared across our ELearning and *New Zealand Doctor* Facebook pages to connect your brand's message to all our readers.

Monthly impressions~50,000
 Followers 4500
 Boosted post \$250 per post



ELEARNING

ELearning is a digital library containing all *Pharmacy Today's* ENHANCE-accredited articles, such as *How to Manage and Pharmacist Clinic*, and a selection of product training courses. Courses are added monthly and all registered users are notified of new courses through monthly EDMs. Every pharmacy user must access the library through this screen.

Medium rectangle\$250 per week
 Measurements300 pixels W x 250 pixels H

Large rectangle\$500 per week
 Measurements300 pixels W x 550 pixels H

NEWS

Written by staff journalists

- New Zealand pharmacy and health sector news
- Individual pharmacy and pharmacist news – who is doing what?
- Sector governing body news – PG, PSNZ, PC
- *Comment*: Generation Rx – views from a young pharmacist
- *Comment*: Dispensing Wisdom – a Q&A taking an in-depth look at issues facing pharmacy

BUSINESS

Written by staff journalists and industry experts

- Business news, company profiles, report analysis and wider trends in the sector
- Bi-monthly column offering business advice for pharmacists

RETAIL

Written by staff journalists and community pharmacists

- Awkward Corner article discusses customer's embarrassing issues
- Spotlight article covers common conditions and treatments for pharmacy staff
- Advice for other pharmacy staff – selling, customer service etc.
- New and popular products
- General retail pharmacy topics

EDUCATION

OVER THE COUNTER

Written by Carmen Fookes, clinical editor of the *Healthcare Handbook*

- Case study and practical advice about a common condition
- Forms part of the *Healthcare Handbook ELearning Path* for pharmacy staff
- Hosted on ELearning for two years

HOW TO MANAGE

Written by commissioned subject experts

- Monthly section that educates pharmacists about a medical topic
- Forms part of the Group 2 learning for pharmacists
- Hosted on ELearning for two years

PHARMACIST CLINIC

Written by out-sourced healthcare professionals:

- Clinical medication review by clinical advisory pharmacists
- ENHANCE-accredited Group 2 learning for pharmacists
- All articles published on the ELearning library (including ads contained in the printed article)

COMPLEMENTARY HEALTH

Alphabetical look into natural health by Shaun Holt

TE AO MĀORI

Views on the industry from the Māori Pharmacists' Association

TREATMENT FOCUS

Monthly in-depth look at a wider pharmacy topic for pharmacists, by pharmacists

BEYOND PHARMACY

Interview with pharmacists about hobbies, talents and unique interests