



PharmacyToday

KAITIAKI RONGŌĀ O TE WĀ

Media kit 2025

Pharmacy Today Kaitiaki Rongōā o te Wā 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 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 publication of the *Healthcare Handbook* incorporating the OTC Products Guide
- Pharmacy Today supports pharmacists with completing their recertification through the use of CLASS and CAPTURE and pharmacy staff bespoke product and condition training.

The publication is available by subscription.

CONTACT

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Mailing Address: PO Box 37590, Parnell, Auckland 1151 c/o The Health Media

Physical Address: Suite B, Level 2, 20 Augustus Terrace, Parnell, Auckland 1052

FREQUENCY

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

CIRCULATION – 1800

- Readership is higher than the circulation as the print copy is shared with others in the business
- 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 **\$150.00** (including GST).

Special rates apply to overseas subscribers.

For further subscription details phone +64-9-488-4286 or visit our website: pharmacytoday.co.nz

ADVERTISING & BUSINESS MANAGER

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CLASSIFIEDS & PRODUCTION

Ali Jacobs

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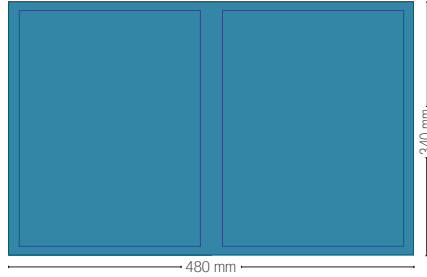
E ajacobs@thehealthmedia.co.nz

ADVERTISING SPECIFICATIONS

Material – Files to be supplied as high resolution (300dpi), CMYK PDF. Including crop marks and 3mm bleed on all edges.

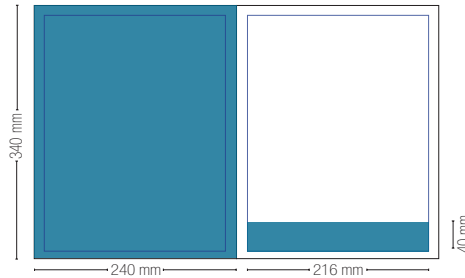
DOUBLE PAGE SPREAD

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



FULL PAGE

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

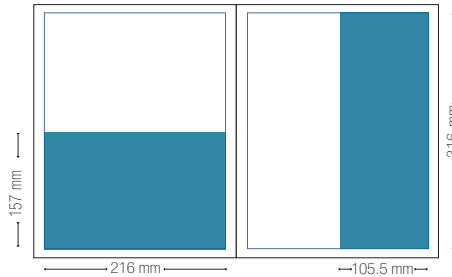


EIGHTH HORIZONTAL STRIP

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

HALF PAGE

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

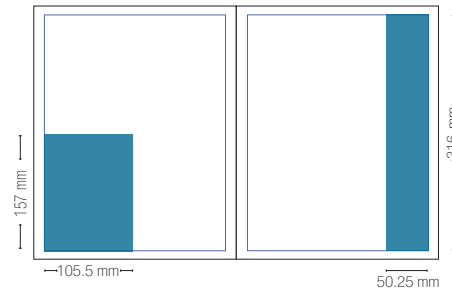


TWO-COLUMN VERTICAL

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

QUARTER PAGE (PONY)

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



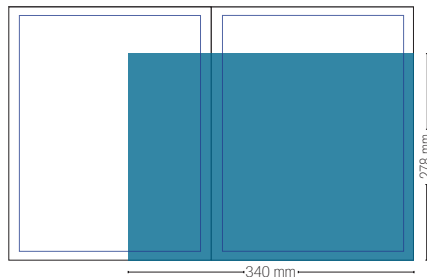
ONE-COLUMN VERTICAL

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

** This size can only be run in the front sections of the publication*

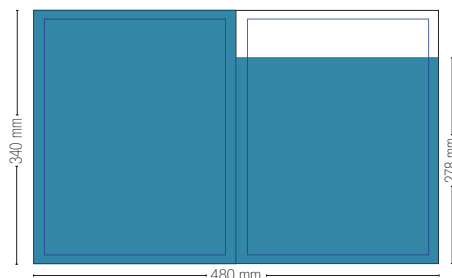
TWO-PAGE FALSE COVER

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



FOUR-PAGE FALSE COVER

Front: 240 mm W x 278 mm H
Back: 240 mm W x 340 mm H
Bleed: 5 mm 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.

2025 RATES

	Full-page	DPS	½ horizontal	¼ pony	⅓ horizontal	2 col vertical	1 col vertical
Casual	\$5,170	\$9,300	\$3,620	\$3,160	\$2,410	\$3,620	\$3,160
60k	\$4,650	\$8,260	\$3,250	\$2,790	\$2,170	\$3,250	\$2,790
100k	\$4,390	\$7,910	\$3,080	\$2,630	\$2,070	\$3,080	\$2,630
200k	\$3,930	\$7,080	\$2,710	\$2,340	\$1,860	\$2,710	\$2,340

FALSE COVER - 2 page..... by negotiation
 FALSE COVER - 4 page..... by negotiation

INSERTS \$2600
 ONSERT - soft glued \$2900

2025 PUBLISHING DATES

Publishing date	Booking deadline	Material deadline	Delivery date
February	Wednesday, 4 December 2024	Friday, 10 January 2025	Wednesday, 1 February 2025
March	Friday, 14 February 2025	Friday, 28 February 2025	Wednesday, 1 March 2025
April	Friday, 14 March 2025	Friday, 28 March 2025	Saturday, 1 April 2025
May	Thursday, 17 April 2025	Friday, 2 May 2025	Monday, 1 May 2025
June	Friday, 16 May 2025	Friday, 30 May 2025	Thursday, 1 June 2025
July	Friday, 13 June 2025	Friday, 27 June 2025	Saturday, 1 July 2025
August	Friday, 18 July 2025	Friday, 1 August 2025	Tuesday, 1 August 2025
September	Friday, 15 August 2025	Friday, 29 August 2025	Friday, 1 September 2025
October	Friday, 19 September 2025	Friday, 3 October 2025	Sunday, 1 October 2025
November	Friday, 17 October 2025	Friday, 31 October 2025	Wednesday, 1 November 2025
December	Friday, 14 November 2025	Friday, 28 November 2025	Friday, 1 December 2025
February	Monday, 15 December 2025	Friday, 16 January 2026	Thursday, 1 February 2026

PLEASE SEND ALL ADVERTISING MATERIAL TO: Ali Jacobs | ajacobs@thehealthmedia.co.nz on or before the material deadline date.

REPRINTS

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

Pharmacy Today's educational articles are independently written by clinical experts. The articles offer the tools needed to keep pharmacists motivated and organised to deliver on their recertification requirements.

- Print advertisementssee 2025 rates
- Sole Sponsorship + ReprintsPOA
- 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.



Advertising packages and information available.
Call Rhonda Jackson +64-21-746 475 or email rjackson@pharmacytoday.co.nz

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, through facebook, in print and in the @PharmacyToday eNewsletter.

RATES:

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

<p>To place an advertisement go to pharmacytoday.co.nz/product/13 or contact Ali Jacobs</p>	<p>Ali Jacobs T +64-9-488 4299 E ajacobs@thehealthmedia.co.nz</p>
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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 making therapeutic claims. 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.

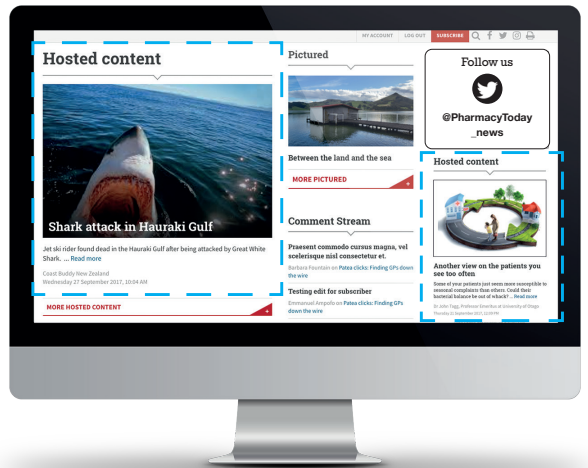
Colour accuracy is to normal commercial printing standards; however, The Health Media accepts no responsibility for colour accuracy unless a four-colour proof is supplied. Fifth colour available upon request – additional charges apply.

PLEASE SEND ALL ADVERTISING MATERIAL TO:

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

Digital

Pharmacy Today reaches a varied pharmacy audience via the website www.pharmacytoday.co.nz, @PharmacyToday newsletter, and Pharmacy Today facebook page.



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.....\$600 per week
Maximum 4 x rotations and must provide all three ad sizes

Desktop970 pixels W x 250 pixels H
Desktop scrolling980 pixels W x 120 pixels H
(the ad sits at the top of the article as it scrolls underneath)
Mobile300 pixels W x 250 pixels H

Medium rectangle tile ad\$400 per week
Two small positions or one large position available

Small300 pixels W x 250 pixels H

Ads rotate with each click and refresh.

Depending on your requirements, your online advertisements can be displayed to logged-in subscribers only or all site visitors.

HOSTED CONTENT

Integrated among Pharmacy Today's editorial content, our 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.....\$2200 per month
Measurements 627 pixels W x 353 pixels H

Small\$1800 per month
Measurements 300 pixels W x 225 pixels H

Paid press releases\$100

File Formats

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 200kb or less and accompanied by a URL.

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



@PharmacyToday eNewsletter

Published each Wednesday.

Medium rectangle \$300 per newsletter

Measurements 300 pixels W x 250 pixels H

All rates exclude GST.

The acceptable file formats are jpg and gif. Maximum file size is 200kb.

Advertising artwork must be accompanied by a URL to link to, eg, www.yourname.co.nz

CLASS

CLASS is a digital library containing all *Pharmacy Today's* ENHANCE-accredited articles, and a selection of product training courses.

These can be found under the Educate button on our website pharmacytoday.co.nz/article/educate Courses are added monthly and all registered users are notified of new courses monthly via email.



CONTACTS

For online display and PT newsletter enquiries and booking, please contact

Rhonda Jackson
 M 021-746 475
rjackson@pharmacytoday.co.nz

For advice about advertising in the Free Classifieds section and pricing options for advertising in the Professional Classifieds section, please contact

Ali Jacobs
 T +64 9-488 4299
ajacobs@thehealthmedia.co.nz