



MEDIA KIT 2025

MEDICUS | MED e-LINK | INTERN GUIDE



MEDICUS

Journal of the Australian Medical Association WA | Sept - Oct 2024 Volume 64 | Issue 5 | amawa.com.au

COVER STORY - INDUSTRIAL AGREEMENT

BY THE MEMBERS, FOR THE MEMBERS

First ever ballot resoundingly endorses Public Hospital Industrial Agreement



The AMA WA has proudly announced that the Public Hospital Industrial Agreement (PHIA) has been resoundingly endorsed by the members of the AMA WA at a special meeting held on 28 September 2024. This marks a historic moment for the industry, as it is the first time that the members of the AMA WA have voted in favour of a new industrial agreement. The PHIA is a landmark agreement that will improve the lives of public hospital employees and patients alike. It includes provisions for improved pay, conditions, and training opportunities. The agreement also includes provisions for improved patient care and safety. The PHIA is a testament to the power of collective action and the commitment of the AMA WA to its members and the public. The agreement is a significant step towards a more equitable and sustainable healthcare system. It is a testament to the power of collective action and the commitment of the AMA WA to its members and the public. The agreement is a significant step towards a more equitable and sustainable healthcare system.

Bargaining journey goes a long way with Members

Careful steps taken to ensure transparency

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Log of Claims served

Following a series of meetings in November and December 2023, the AMA WA has proudly announced that the Public Hospital Industrial Agreement (PHIA) has been resoundingly endorsed by the members of the AMA WA at a special meeting held on 28 September 2024. This marks a historic moment for the industry, as it is the first time that the members of the AMA WA have voted in favour of a new industrial agreement. The PHIA is a landmark agreement that will improve the lives of public hospital employees and patients alike. It includes provisions for improved pay, conditions, and training opportunities. The agreement also includes provisions for improved patient care and safety. The PHIA is a testament to the power of collective action and the commitment of the AMA WA to its members and the public. The agreement is a significant step towards a more equitable and sustainable healthcare system. It is a testament to the power of collective action and the commitment of the AMA WA to its members and the public. The agreement is a significant step towards a more equitable and sustainable healthcare system.

Panel bargaining commences

With more than 50 public sector employees in negotiation over the PHIA, the AMA WA has proudly announced that the Public Hospital Industrial Agreement (PHIA) has been resoundingly endorsed by the members of the AMA WA at a special meeting held on 28 September 2024. This marks a historic moment for the industry, as it is the first time that the members of the AMA WA have voted in favour of a new industrial agreement. The PHIA is a landmark agreement that will improve the lives of public hospital employees and patients alike. It includes provisions for improved pay, conditions, and training opportunities. The agreement also includes provisions for improved patient care and safety. The PHIA is a testament to the power of collective action and the commitment of the AMA WA to its members and the public. The agreement is a significant step towards a more equitable and sustainable healthcare system. It is a testament to the power of collective action and the commitment of the AMA WA to its members and the public. The agreement is a significant step towards a more equitable and sustainable healthcare system.

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BY THE MEMBERS, FOR THE MEMBERS

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ABOUT MEDICUS

▶ **Authoritative, premium and thought-provoking content.**

A well-rounded read delivered for more than three decades to a captive high net-worth medico audience. Advertising in *Medicus* ensures your message reaches this time-poor yet high-disposable income group.

▶ **Robust mix of articles and special features.**

The aim is to inform, edify and interest including:

- Health industry news and updates on workplace relations;
- Cover stories on key health issues;
- Commentary from health leaders;
- Profiles and interviews;
- Clinical and research updates;
- Conferences, forums and events;
- Lifestyle offerings, such as motoring, finance, family law, book reviews and;
- Classifieds – professional listings, healthcare employment opportunities, real estate.

▶ **Media interest** – *Medicus* is often cited by a range of media outlets.



MEDICUS DISTRIBUTION & READERSHIP - PRINT

- ▶ **Printed and posted:** 3,000+ copies
- ▶ **Frequency:** Bimonthly (6 editions annually)
- ▶ **Size:** 60-page A4 glossy magazine
- ▶ **Target readership:** AMA (WA) members, state politicians and key players in government, media, universities and corporate healthcare.
- ▶ **Social media:** *Medicus* is strongly supported by the AMA (WA)'s social media channels - Facebook and LinkedIn.

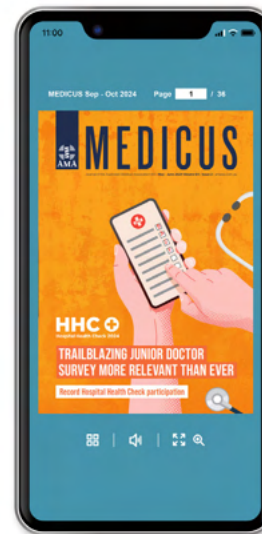


MEDICUS DISTRIBUTION & READERSHIP - ONLINE

- ▶ *Medicus* is available online in electronic format, with live links to facilitate direct communication channels with potential clients. Email media@amawa.com.au to request a recent electronic edition of *Medicus* to view.
- ▶ The online edition provides yet another platform for reader engagement, with our open and click-through rates exceeding industry benchmarks.
- ▶ *Medicus* open rates = 44.48%, CTR = 6.79%*.
- ▶ The digital versions of *Medicus* received more than 54,000 page views.

eDM (Electronic Direct Mail) Industry Standards

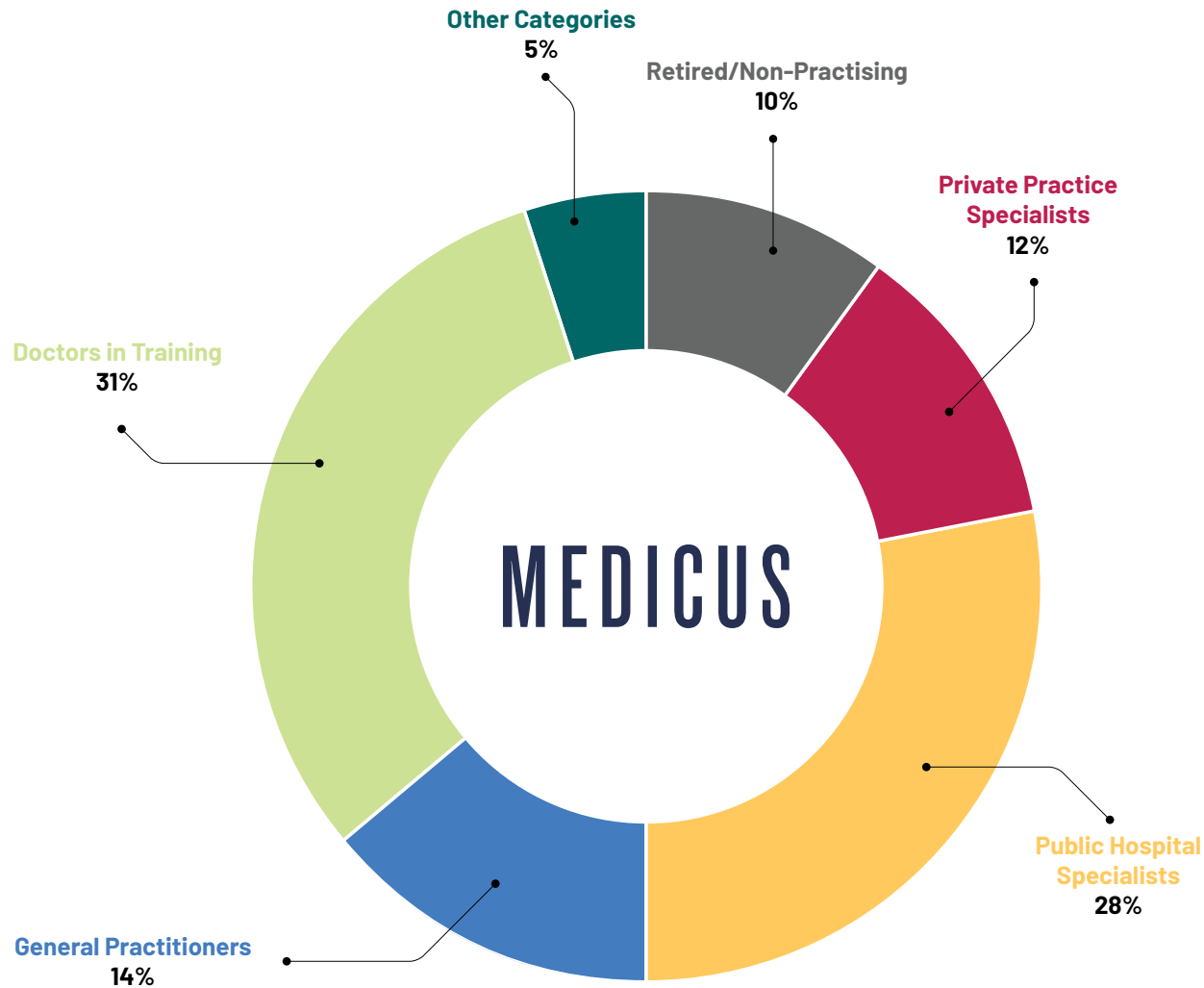
INDUSTRY	AVERAGE OPEN RATE	AVERAGE CLICK-THROUGH RATE
Medicus	44.48%	6.79%
Non-profit ^	40.04%	3.27%
All industries ^	35.63%	2.62%



* Open and click-through rates in 2024 (January-October)

^ [Email Marketing Benchmarks](#)

AMA (WA) MEMBER/ READERSHIP PROFILE



The AMA (WA) represents the interests of doctors across the WA health system.

We advocate. We represent. We influence attitudes. We steer change.

CATEGORY OF DOCTOR

- Doctors in Training (including Interns)
- General Practitioners (including GP Registrars)
- Public Hospital Specialists
- Private Practice Specialists
- Retired/Non-Practising
- Other Categories

MEDICUS ADVERTISING RATES

POSITION	SIZE	PRICE*
 Standard full page	210mm x 297mm	\$2,100
 Standard full page (floating ad)	190mm x 277mm	\$2,100
 Standard half page (horizontal)	180mm x 118mm	\$1,100
 Standard half page (vertical)	85mm x 270mm	\$1,100

PREMIUM POSITIONING	SIZE	PRICE*
Inside front cover (full page)	210mm x 297mm	\$2,500
Inside back cover (full page)	210mm x 297mm	\$2,400
Back cover (full page)	210mm x 297mm	\$2,600
Premium full page (first 30 pages of magazine)	210mm x 297mm	\$2,200
Premium double page (full page) (first 30 pages of magazine)	420mm x 297mm	\$5,500
Advertorial full page (first 30 pages of magazine)	210mm x 297mm	\$1,750

Note: These prices are subject to change. *All prices are exclusive of GST



REQUIREMENTS

ADVERTORIAL

Please refer to 'Editorial Placements' on page 9 for submission guidelines. For any specific requirements, email media@amawa.com.au.

COVER BELLY BAND

	WEIGHT	PRICE*
Single sided	150gsm Gloss Art	\$6,000*
Double sided	150gsm Gloss Art	\$6,300*

- Size: 100x520mm flat folded to suit A4 front cover

*Inclusive of printing, processing and distribution (based on a print run of 4,200 copies).



*All prices are exclusive of GST. These prices are subject to change.

INSERTS

	SIZE	WEIGHT	PRICE*
Single page A4		Less than 11g	\$2,300
Single page A4		11g plus	\$3,700

- Specific page insertions and printing of inserts will incur additional costs. Please contact the AMA (WA) for print run numbers.
- AMA (WA) members receive a 30% discount.

*All prices are exclusive of GST

ARTWORK REQUIREMENTS

- Please submit a high-resolution PDF with 5mm bleed and crop marks, CMYK/Process colour mode.
- All images used in the artwork should be 300dpi at actual size.
- *Medicus* is saddle stapled.

*For floating ads, NO bleed or crop marks are required.

DEADLINES

PUBLICATION	BOOKING DEADLINE	ARTWORK DEADLINE
Feb-Mar 2025	5 January	15 January
Apr-May 2025	5 March	15 March
Jun-Jul 2025	5 May	15 May
Aug-Sep 2025	5 July	15 July
Oct-Nov 2025	5 September	15 September
Dec-Jan 2025/26	5 November	15 November

- Distribution is approximately mid-month.

MEDICUS PROFESSIONAL PLACEMENTS

TWO DISTINCT SECTIONS



PROFESSIONAL NOTICES

An opportunity to ethically promote your medical services directly to fellow doctors, including GPs, across WA in both the print and online versions of *Medicus*.

What to include:

- ✓ special interests or expertise is important – treatments, procedures or investigations performed
- ✓ availability for personal phone advice
- ✓ location of consultation or procedures
- ✓ photos of the doctor and logos of the practice offer a personal touch and an important visual connection. Please note: these are charged at \$40 each.

CHARGES

All professional listings and classifieds are charged at a rate of \$4 per word for AMA (WA) members and \$6 per word for non-members.

Logos and photos incur an additional \$40 charge for each.

There is a minimum of 40 words per advertisement.

AMA (WA) members receive a 30% discount.

DEADLINES

Booking deadline: on the 5th of each month prior to the edition of publication. Please see page 7 for exact submission dates.

Artwork deadline: on the 15th of each month prior to the edition of publication. Please see page 7 for exact submission dates.

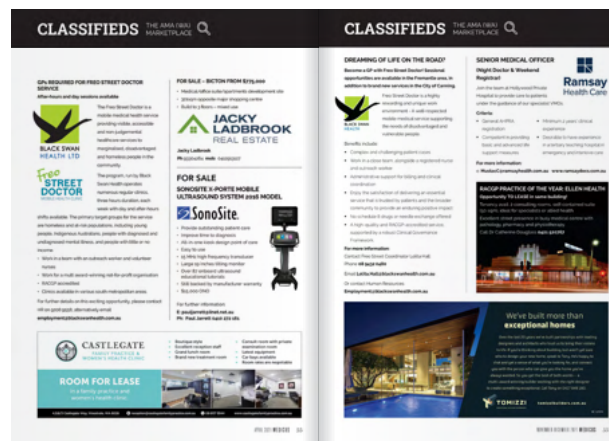
Cancellation deadline: on the 12th of each month prior to the edition of publication. Cancellations after this date will incur a cancellation fee equivalent to 50 per cent of total booking.

Distribution is approximately mid-month.

CLASSIFIEDS

A direct-to-doctors platform in both the print and online versions of *Medicus* to promote:

- ✓ Positions vacant (metro or rural)
- ✓ Locums wanted
- ✓ Practices or rooms for lease
- ✓ Practices for sale; equipment for sale or other general classified ads.



EDITORIAL PLACEMENTS

The editor accepts editorial contributions for consideration for *Medicus* and *Med e-Link*. Please send article ideas or proposed articles to media@amawa.com.au.

WORD LIMITS

- Single page: **600 words**
- Single page with an image (photo/graph): **500-550 words**

IMAGES

- High-resolution (**300 dpi**) at actual size
- **JPEG, TIF** or **PNG** format

AUTHOR INFO

- Author's title, full name, position, organisation
- Close-up headshot profile photo – high resolution (**300 dpi**) in **JPG, TIF** or **PNG** format

REFERENCES

- References can be indicated in the body copy as **superscript numbers** or as **in-text citations** (source named within brackets following the referenced text).
- When we are unable to include the list of references on the page, we will add the footnote: 'References available on request'.

EDITORIAL DEADLINES

ISSUE	BOOKING	SUBMISSION	RELEASE
Feb-Mar 2025	20 Dec	1 Jan	Mid-February
Apr-May 2025	20 Feb	1 Mar	Mid-April
Jun-Jul 2025	20 Apr	1 May	Mid-June
Aug-Sep 2025	20 Jun	1 Jul	Mid-August
Oct-Nov 2025	20 Aug	1 Sep	Mid-October
Dec-Jan 2025/26	20 Oct	1 Nov	Mid-December

EARN CPD HOURS WITH MEDICUS

Are you interested in publishing with *Medicus*?

AMA CPD Home Subscribers can include the time spent preparing to publish in *Medicus*. Whether it's writing an article, engaging as a peer reviewer or meeting with the editor, you can self-record up to 32.5 hours of 'Measuring Outcomes' CPD activities a year. Simply use the Activity Log to submit supporting evidence of your participation throughout the year. The log can be found in the Resources menu of your CPD Tracker.

Did you know you can earn CPD hours by reading *Medicus* articles?

AMA CPD Home Subscriber can record time spent reading *Medicus* articles that support their professional development. Look for the articles with the CPD Home Self-record CPD Activity logo. You can self-record up to 20 hours of Professional Reading as Educational Activities throughout the year.

MED e-LINK & MEMBER PORTAL

► **Med e-Link** is the AMA (WA)'s flagship fortnightly e-newsletter, sent to more than 8,700 WA doctors irrespective of AMA (WA) membership. Content includes:

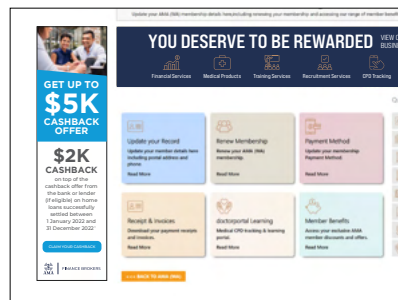
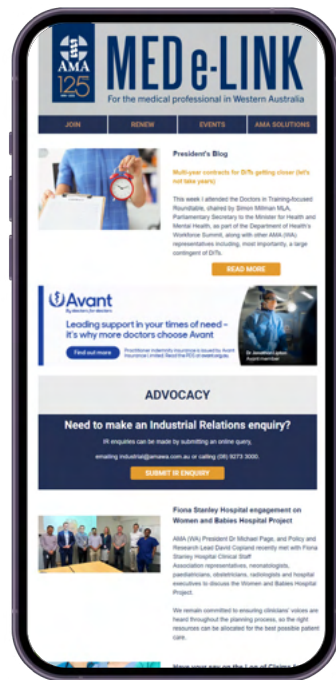
- News and updates about the AMA (WA)'s policy and advocacy activities in the media and behind the scenes;
- Updates on activities undertaken by various AMA (WA) business units with direct relevance to healthcare;
- Events and training; and
- Broader health industry news and information.

► Open rate = 41.02%, CTR = 5.36%*

► Read the most recent edition of *Med e-Link* here.

► Members can access the **Member Portal** page, to view and update their membership details, payment methods, access member benefits and other information. The portal has had more than 13,000 page views and 400 banner clicks from 1 Jan 2023 to 1 Dec 2023.

*2024 *Med e-Link* statistics (February - November)



Med e-Link

- Health industry news and updates on workplace relations;

TYPE OF AD	POSITIONING	SIZE	COST PER AD*
Banner ad (2 available)	Top half	768px wide x 222px high	\$800
Banner ad (2 available)	Bottom half	768px wide x 222px high	\$500
Advertorial	News section - lead item	Article consisting of Heading, Sub-Heading (optional), 75 words for body text, and a web link to accompany article + image 600px wide X 400px high	\$1,000

- Book a 3-month schedule of ads (6 editions of *Med e-Link*) at 10% discount.
- Book a 6-month schedule of ads (12 editions of *Med e-Link*) at 20% discount.
- Book a 12-month schedule of ads (24 editions of *Med e-Link*) at 30% discount.
- AMA (WA) members discount - 20% for individual placements and an additional 5% on scheduled bookings.

AMA (WA) Website Member Portal

TYPE OF AD	POSITIONING	SIZE	COST PER AD*
Vertical ad (2 available)	Left, right	340px wide x 1237px high	\$900 per month

These prices are subject to change. *All prices are exclusive of GST

INTERNSHIP 101

Internship 101 – finding your way as a new intern is packed with useful advice and information to help all new interns navigate their first year of practising medicine. Senior clinicians and current doctors in training share insights about how to make the most of the internship year. *Internship 101* (a 48-page edition in 2025) also contains valuable information from the AMA (WA) Workplace Relations Team on understanding payslips, work entitlements, salary packaging and more. Other useful inclusions are the Junior Medical Officer Referral Guide, salary rates and key information from the latest Hospital Health Check.

All interns who are AMA (WA) members receive the Intern Guide free of charge. They are also able to access the guide digitally on www.amawa.com.au where it is located behind a member wall.

Internship 101 is also handed out to attendees at a range of intern-specific events such as the AMA (WA) annual Intern Celebration, and orientation breakfasts held at hospitals across metropolitan Perth.



POSITION	SIZE	PRICE*
 Inside Front Cover (full page)	210mm x 297mm	\$990
 Inside Back Cover (full page)	210mm x 297mm	\$990
 Standard full page (floating ad)	190mm x 277mm	\$750
 Double Page	210mm x 297mm (x2)	\$1,290



ENQUIRIES



MEDIA KIT

www.amawa.com.au

media@amawa.com.au