

# ArthritisToday

## Magazine Rate Card



*Arthritis Today is a high quality, full-colour publication that focuses on arthritis and osteoporosis and is issued three times per year. It delivers the latest news in research; self-management programs; exercise and diet; medications and treatment; seminars and events.*

### Advertise with Us

Marketing opportunities are endless as **Arthritis Today** is essentially a health and lifestyle magazine. When an **Arthritis Today** magazine is issued to a household, it is often read and enjoyed by a number of people and demographics.

### Reader Profile

**Arthritis Today** is issued to our database of 12,000 supporters who include:

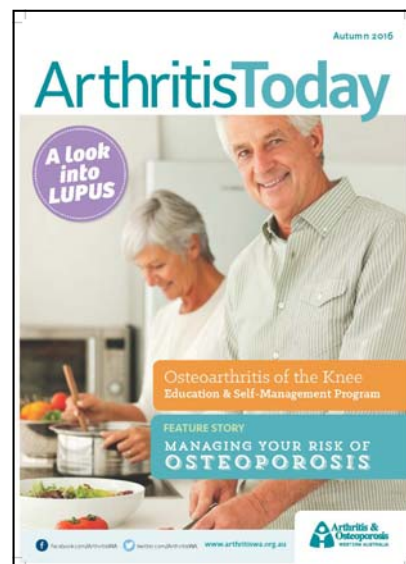
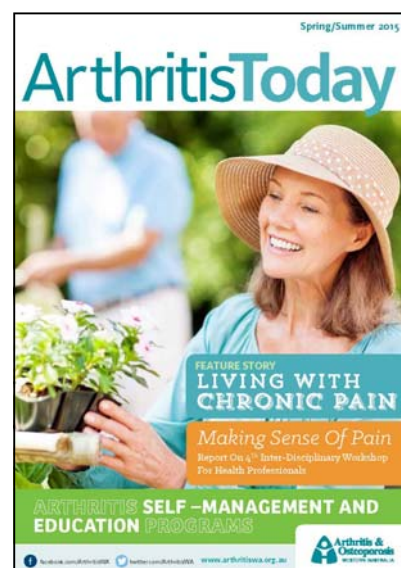
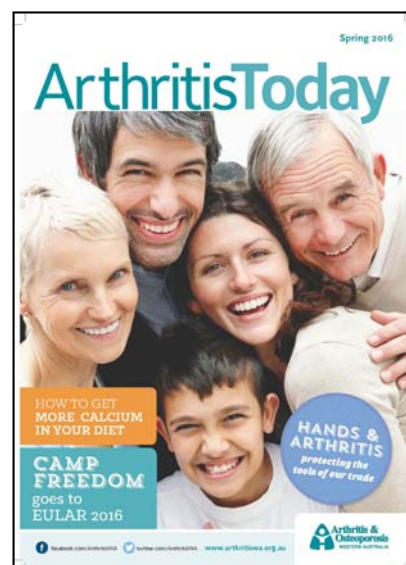
- A majority with arthritis and osteoporosis
- A majority of women
- A high number of retired individuals/couples aged 55 to 75 who live in the metro area
- People throughout WA
- Younger families and individuals of school and working age
- GP surgeries, rheumatologists and health care providers

### Issue Themes

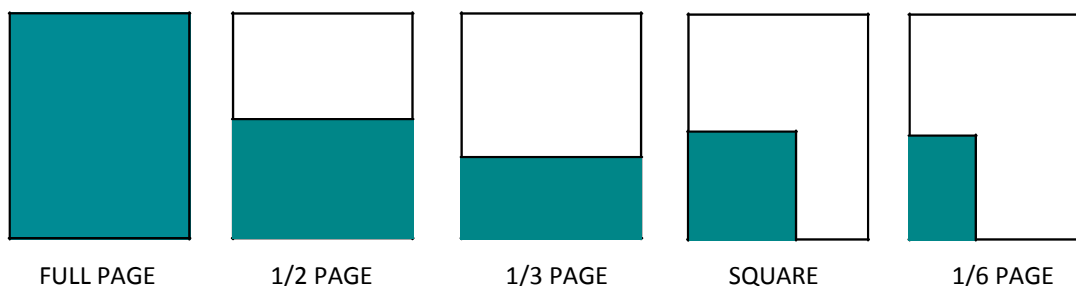
**Arthritis Today** publishes an Autumn, Winter and Spring/Summer edition. Each issue focuses on a specific type of musculoskeletal disease or discusses a hot topic that would concern many of our readers.

### Production Schedule for 2017

Autumn 2017	Deadline
Advertising booking & editorial copy	Tuesday 31st January 2017
Artwork Advertisements	Friday 3rd February 2017
<b>Magazine distribution</b>	<b>Monday 27th March 2017</b>
Winter 2017	Deadline
Advertising booking & editorial copy	Monday 24th April 2017
Artwork Advertisements	Wednesday 26th April 2017
<b>Magazine distribution</b>	<b>Tuesday 13th June 2017</b>
Spring/Summer 2017	Deadline
Advertising booking & editorial copy	Tuesday 8th August 2017
Artwork Advertisements	Thursday 10th August 2017
<b>Magazine distribution</b>	<b>Tuesday 3rd October 2017</b>



## STANDARD DISPLAY ADVERTISING RATES



	FULL PAGE	1/2 PAGE	1/3 PAGE	SQUARE	1/6 PAGE
<b>COST (CASUAL)</b>	\$825	\$605	\$450	\$310	\$180
<b>COST (3 ADS)</b>	\$2200 (save \$275)	\$1650 (save \$165)	\$1200 (save \$150)	\$850 (save \$80)	\$480 (save \$60)
<b>SIZE (W X H) MM</b>	185 x 273 (with margins) 210 x 297 (to edge with 4mm bleed on all sides)	185 x 136	185 x 90	121 x 124	60 x 136

## PREFERRED PLACEMENTS

You can request your advertisement be placed in any section of **Arthritis Today** as per the rates below; however size and space restrictions do apply. All placements will be confirmed prior to publication.

	INSIDE FRONT (FULL PAGE ONLY)	BACK COVER (FULL PAGE ONLY)	INSIDE BACK (FULL PAGE ONLY)	CONTENTS (SQUARE ONLY)	SPECIFIC SECTIONS
<b>PLACEMENT ADS</b>	\$1090	\$1090	\$1090	\$370	+10% LOADING

## ARTWORK SPECIFICATIONS

### Images, picture files and logos

All adverts to be supplied as Hi Res PDF's in CMYK, 300dpi. Adverts not meeting this standard will be unacceptable. Full page articles that are to be edge to edge must allow for 4mm bleed on all sides.

### Line art

- To 600 dpi resolution (@ 100 per cent) half tones to 250-300 dpi (@ 100 per cent)
- Print ready material to be supplied as high resolution PDF file
- Embedded fonts via email or disk, accompanied by a colour laser proof print. Microsoft Word documents or email are suitable for submitting copy only.

### Production

Artwork to be supplied to Arthritis WA in the appropriate format as advised at time of booking

### Creative

Arthritis WA can put you in touch with a designer to create your artwork if required.



# ADVERTISING BOOKING FORM

To confirm your booking please complete, sign and return to Arthritis WA by fax 08 9388 4488 or email [LilyL@arthritiswa.org.au](mailto:LilyL@arthritiswa.org.au)

Please book my company for the following: (please tick)

Tick ✓	Edition/s	Tick ✓	Size	Tick ✓	Preferred Placement
	Autumn 2017		1/6 Page		Back Page*
	Winter 2017		Square		Inside Front*
	Spring/Summer 2017-2018		1/3 Page		Inside Back page*
	<b>Special Promotion:</b> 4x Full page adverts for the price of 3.		1/2 Page		Contents*
			Full Page		Main Articles
			A4 insert		Support Groups
			A5/DL insert		Other

\*Subject to availability

## Special Promotion Price:

Purchase 3x full-colour, full-page advertisements for \$2,200 (includes gst) and you will receive another full-colour, full-page advertisement for **FREE** (valued at \$734). Advertisements are to run consecutively and only one advertisement per issue. **Plus, receive a FREE advertisement in our monthly E-newsletter that is distributed to our 6,000 subscribers.**

## COST

Base ad/insert fee \$ \_\_\_\_\_ + placement loading \$ \_\_\_\_\_ x no. of editions \_\_\_\_\_ = \$ \_\_\_\_\_ Total

All costs are confirmed at time of booking. See page 2 for rates and loadings.

Advertisement (incl. GST) only & does not include art production and despatch costs.

Payment must be made within 7 days of receipt of Tax Invoice from Arthritis & Osteoporosis WA.

COMPANY NAME:	
PRODUCT ADVERTISED:	
PHONE:	FAX:
EMAIL:	MOBILE:
MAILING ADDRESS:	
CONTACT NAME:	SIGNATURE:
JOB TITLE:	

Please Note: All advertisements to be placed in the magazine will need to be approved by the editorial team before being published.

