



MEDIA KIT 2024/25

AUSTRALIAN MEDICAL
ASSOCIATION SA

About AMA SA

The Australian Medical Association (AMA SA) is the peak professional body for doctors in South Australia, standing as a distinguished membership organisation, uniting doctors across various medical disciplines.

We take pride in promoting and protecting the professional interests of doctors and the healthcare needs of all Australians.

AMA SA provides opportunities for advertisers seeking a premium platform to connect with a diverse and influential audience in the health sector. Through targeted advertising, you can position your brand directly in front of medical professionals, practices and administrators actively engaged in various fields of medicine.

medicSA is AMA SA's feature premium publication, produced quarterly, written by locals, professional medical contributors, experts and specialists.



@ama_south_australia



@AMASouthAustralia



Australian Medical Association SA



ama.com.au/sa

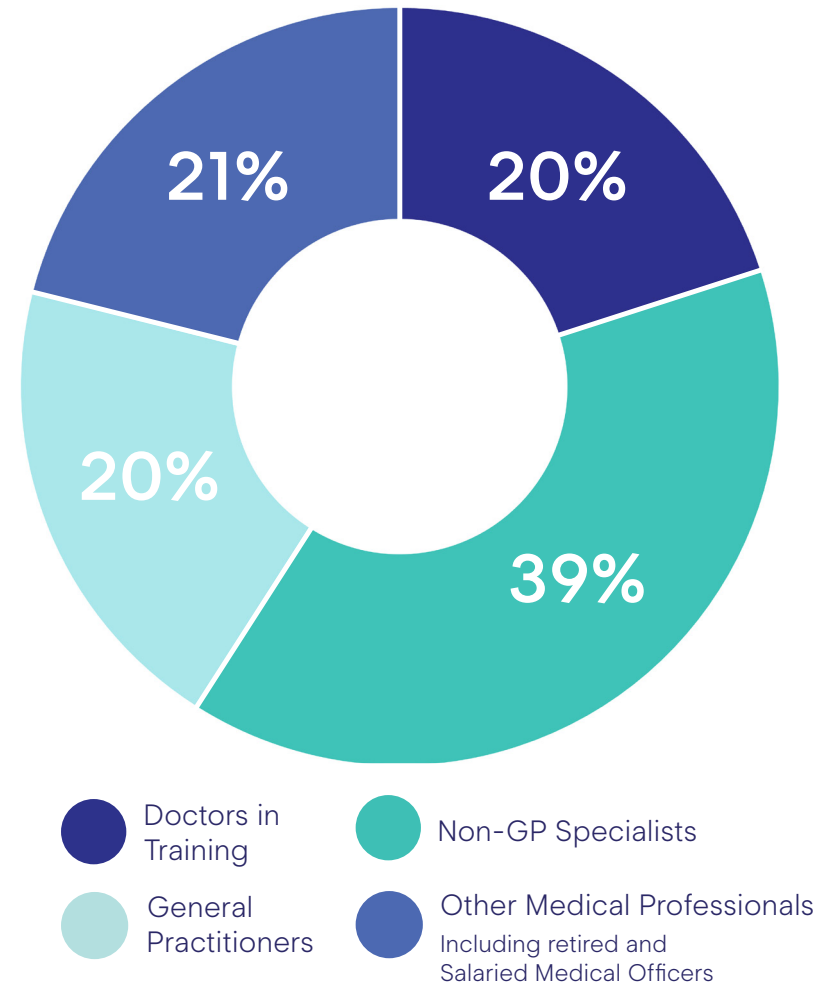
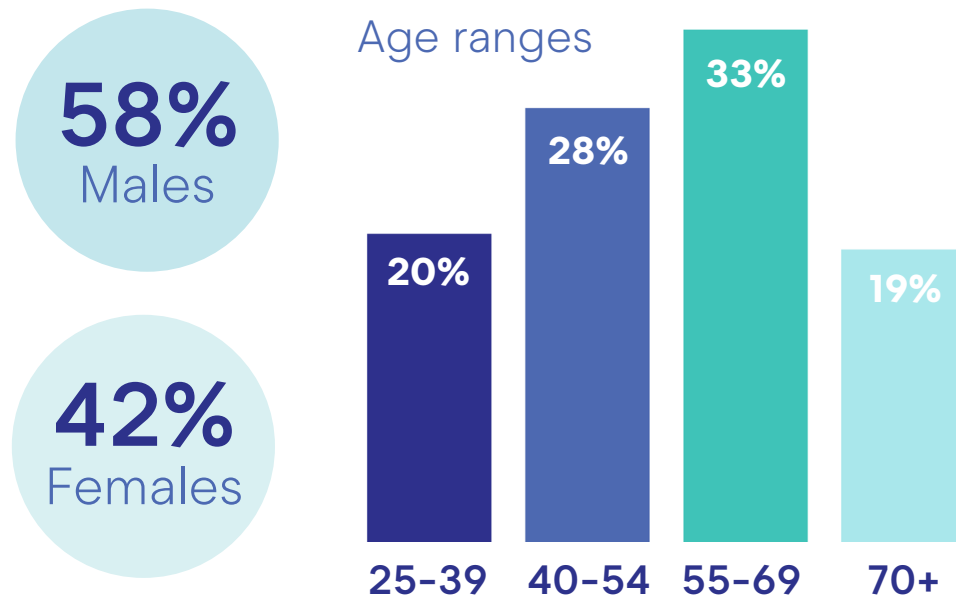


Our Member Profile

Get to know your audience.

As a premier membership organisation, AMA SA is committed to delivering a professional representation to the medical community.

Our support, visionary leadership, promotion and dedicated advocacy serve medical professionals at all stages of their career.



+ over 900 student members

medicSA

Our flagship publication for over 20 years, *medicSA*, is the premier publication for doctors in South Australia. *medicSA* is a premium channel, used to communicate with the medical profession and broader health sector in South Australia.

medicSA is produced quarterly in both a print and digital format. A clinician led Editorial Committee ensures it caters to the diverse interests of general practitioners, specialists, urban and rural doctors, senior and junior doctors as well as medical students.

Content includes a mix of articles on latest industry news, information about medical professions, lifestyle features, university and students features, member benefits, events and interviews with key industry representatives, doctors and specialists.

medicSA Digital

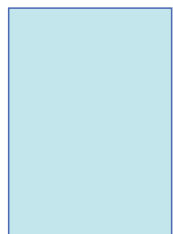
3,400 Subscribers

Figure as at September 2024



medicSA Size & Advertising Specs

medicSA magazine is 210mm wide x 297mm high. It has approximately 60 pages, printed on a high quality satin stock. The magazine is published quarterly and is free to members.



Full page

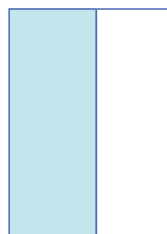
210mm x 297mm

Type safe area:
190mm x 277mm



Half page Horizontal

174mm x 120mm



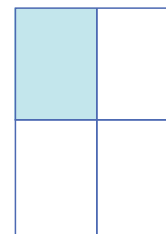
Half page Vertical

105mm x 297mm



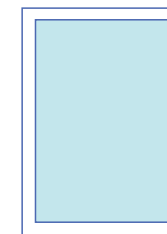
Third page Horizontal

174mm x 77mm



Quarter page

82.5mm x 120mm



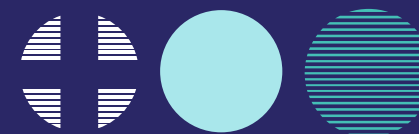
Advertorial

Full page with 300
words and 2 images

Specifications

Using the sizing guide in this media kit, advertising artwork is to be supplied as:

- A CMYK press grade PDF
- Images and logos of a resolution no less than 300dpi
- 5mm bleed with trim mark
- Formats such as PSD, PNG, TIFF, or EPS are acceptable if the same guidelines are followed
- Type should not be smaller than 6 points
- Print-ready or 'finished' artwork must be supplied with all fonts and URLs embedded or supplied



medicSA Ad Rates & Deadlines

Display Rates

Prices listed are per issue and include GST.
Discounts apply to multiple issue bookings.

	1 ISSUE
FULL PAGE	\$2,300
HALF PAGE	\$1,300
THIRD PAGE	\$900
QUARTER PAGE	\$700
ADVERTORIAL	\$POA - Get in touch with us

Position Loading

Loading is added to the display rate cost if one of the preferred positions below are specified.

FEATURE STORY	20%	INSIDE BACK COVER	15%
INSIDE FRONT COVER	25%	BACK COVER	25%
FIRST 15 PAGES	15%		

Deadlines

medicSA is produced quarterly. Dates subject to change.

ISSUE	LIVE	ADVERTISING DEADLINE	ARTWORK DEADLINE
SUMMER 2024	10 DEC	30 OCT	13 NOV
AUTUMN 2025	14 MAR	27 JAN	12 FEB
WINTER 2025	13 JUN	30 APR	14 MAY
SPRING 2025	12 SEPT	30 JUL	13 AUG
SUMMER 2025	9 DEC	29 OCT	12 NOV

The Pulse eDM

Our flagship digital newsletter The Pulse, a fortnightly highlight for medical professionals, is a cornerstone of communication with updates and news from our vibrant community and the wider health sector.

All prices are GST inclusive.

eDM Banner Ad

1 x clickable banner

RATE PER ISSUE

1 eDM	\$550
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2 eDMs	\$450
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4 eDMs	\$350
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Specifications

- JPG only
- 1200px wide x 225px high
- Hyperlink to one of the following:
 - Website
 - Email

eDM Tile Ad

1 x square tile, copy & linked button

RATE PER ISSUE

1 eDM	\$650
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2 eDMs	\$550
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Specifications

- JPG only
- Square: 1080px wide x 1080px high
- Headline: 4-8 words
- Copy: 50 words max
- Hyperlink to one of the following:
 - Website
 - Email

3,400

Registered
Subscribers



THE PULSE
News from the Australian
Medical Association (SA)



Gambling ads, doctor abuse & EDs under pressure

In his latest President's update Dr John Williams reinforces the impacts of gambling advertising and shines a spotlight on a new campaign promoting respectful behavior towards frontline health staff.


There's also an update on his advocacy work on payroll tax and the pressure in hospital emergency departments.

[Read more](#)

On the road - the President's Rural Tour

Dr Williams is heading to the Limestone Coast - the next stop on his rural tour. He's encouraging local doctors to join him for dinner at The Barn, Mount Gambier on Thursday 29 August to share insights about the rewards and challenges of rural medicine. The night includes 2 hours of CPD accredited educational training. Members and non-members are welcome.

[Last chance to book](#)



President's Rural Tour 2024
Limestone Coast

YOUR BANNER GOES HERE

YOUR TILE AD GOES HERE

Your heading goes here

YOUR TEXT GOES HERE
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

[Read more](#)

AMA SA Intern Guide

The AMA SA Intern Guide is an essential annual resource packed with useful advice and information to help all new interns navigate their first year of practicing medicine. Senior clinicians and current doctors in training sharing insights about how to make the most of the internship year.

All interns have access to the AMA SA Intern Guide, where it is distributed across the universities, intern-specific events, January orientation events and hospitals.

Display Rates

All prices are GST inclusive.

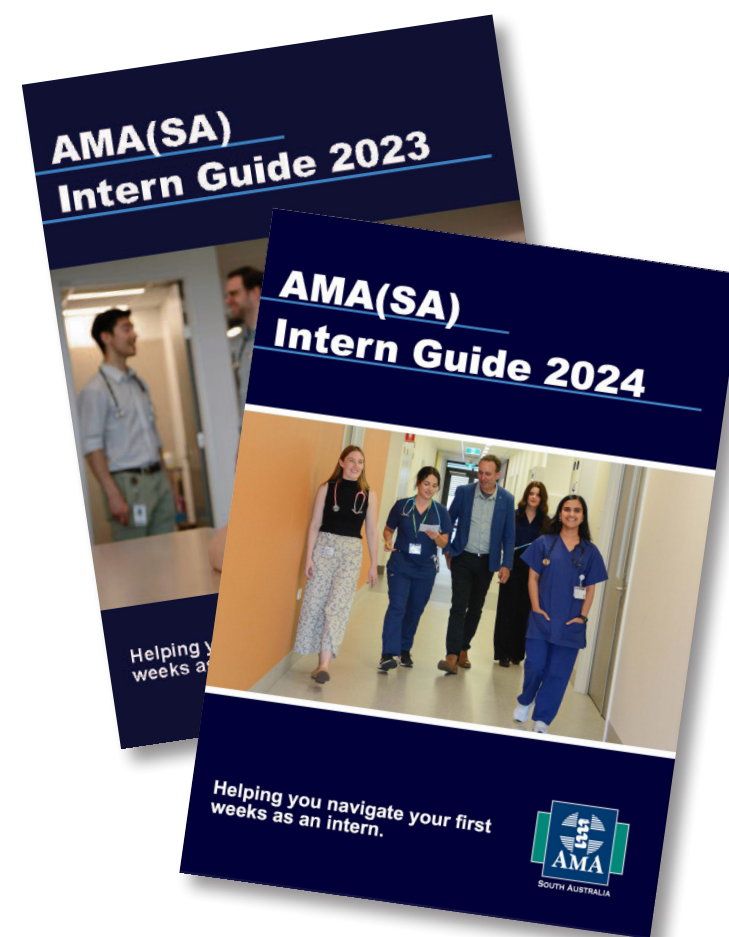
INSIDE FRONT COVER	\$1,500
INSIDE BACK COVER	\$1,400
BACK COVER	\$1,500
FULL PAGE	\$1,200
HALF PAGE	\$700

Specifications

- 210mm x 297mm
- Include 5mm bleed and crop marks
- Supplied as CMYK high-res/
print ready PDF

Distribution & Deadline

- **Booking** - 1 November
- **Artwork** - 14 November
- **Distribution** – December/January



Advertising Conditions

Terms & Conditions

- All prices are GST inclusive
- Advertising restrictions apply due to corporate partner exclusive agreements
- All advertising is subject to the discretion of the Editor and/or CEO
- Cancellation can be made before the booking deadline without a cost being incurred
- Cancelling your booking after the booking deadline may incur a fee
- Payment of invoices is required by due date
- AMA SA reserves the right to refuse or withdraw advertising at any time
- It is the advertiser's responsibility to ensure that the advertisement is accurate and complies with Australian laws

While AMA SA will do everything possible to ensure advertising material is reproduced as intended, the responsibility is firmly with the client/advertiser to supply advertising material according to specifications.

Artwork Specifications

- Printed artwork must be supplied as high-resolution PDF files in CMYK colour mode with no RGB spot or PMS colours
- All images for digital purposes are to be 300dpi in RGB
- All fonts must be embedded in a PDF
- Ads require crop marks, and a 5mm bleed
- Type should not be smaller than 6 points
- URLs must be provided if advertising is to be linked to the advert



Get in Contact

Advertising

medicSA@amasa.org.au

Content

editor@amasa.org.au

8361 0100

ama.com.au/sa