

CANBERRA Doctor

Advertising Kit 2026



Quality reporting
and insightful
analysis on the
healthcare issues
that matter most
to the medical
community
in the ACT



What is Canberra Doctor?

A news magazine for the Canberra medical community. Canberra Doctor is the official publication of the Australian Medical Association, ACT Branch.

Canberra Doctor combines quality reporting and insightful analysis on the healthcare issues that matter most to doctors in the Canberra region

As the flagship publication of the AMA ACT since 1988, our readers include doctors, doctors-in-training and medical students, studying and working in the ACT. This

includes GPs, specialists, junior and senior clinicians working in the private and public sectors.

Canberra Doctor readership includes both AMA members and non-members. It also extends beyond our membership, to include academics, politicians and others with an interest in the Canberra health sector.



To find out more about the AMA ACT, visit ama.com.au

Benefits of advertising with us

We are independent

Our media is targeted to doctors and medical students with select advertisers only.

Brand awareness

Canberra Doctor can help you increase brand awareness. Repeated advertising reinforces your brand message each issue.

Niche target audience

Canberra Doctor is the only publication of its kind in the ACT and surrounding regions and enjoys a niche market.

Professional production

Canberra Doctor is produced in the AMA ACT office by a team of talented professionals with decades of experience in journalism and editorial design. Our in-house capabilities give us the ability to work directly with you on the production of your ad or advertorial.

'AB' Demographic

We have a loyal and engaged audience with influence and spending power. *Canberra Doctor* reaches medical professionals including surgeons, medical

specialists, physicians and GPs who represent a demographic of high net worth individuals that have a high disposable income. Advertising in *Canberra Doctor* ensures your message reaches this time-poor yet high-disposable income group.

Credibility and trust

For over 38 years, *Canberra Doctor* has delivered high quality medical analysis to influential practitioners and researchers in medicine. It is well received by the profession and read with interest by local politicians and senior bureaucrats.



Publication

Content

Canberra Doctor includes a wide range of content, such as:

- ACT and national health news
- Profiles and opinion pieces
- Medico-political articles
- Financial, industrial and practice advice
- Lifestyle articles and reviews
- Doctors' wellbeing
- Events
- Classifieds – professional listings, healthcare employment opportunities, real estate

Print + Digital editions

There are six issues per year, which includes a physical print and online digital version

- | | |
|-------------|------------|
| • Feb/Mar | • Aug/Sept |
| • Apr/May | • Oct/Nov |
| • June/July | • Dec/Jan |

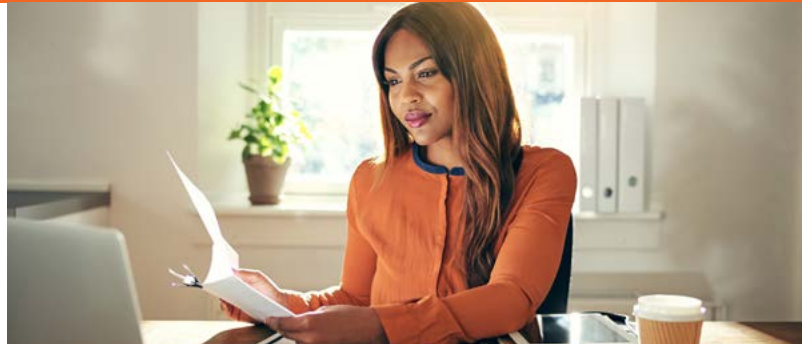
Print:

- Full colour, professionally printed magazine in newspaper-style format (275mm wide x 325mm high)
- Minimum 16-pages

Digital:

- Available online in a digital flip-book format (Issuu)





Distribution

Physical edition

Canberra Doctor magazine is distributed to approximately **1400 readers** in the ACT and surrounding region, to homes and workplaces.

Subscription to the physical edition of the magazine is free to readers, as a service to the medical community (regardless of their AMA member-status).

Digital edition

Canberra Doctor magazine is also published as a digital edition via online flip-book platform Issuu. This digital version has **clickable links** for all advertisements (where a link has been provided to us), providing a direct communication channel for readers to access your website, contact form or other collateral.

EDM

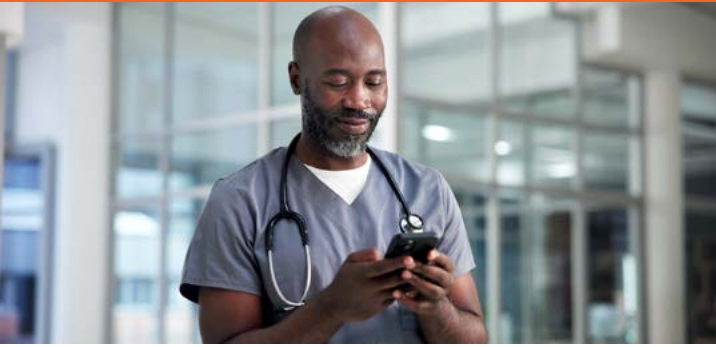
Canberra Doctor magazine is distributed to an email list of approximately **1200 subscribers** via our EDM which is sent out at the publication of each issue. The EDM links to the digital edition (Issuu).



EDM Statistics

- Average Open Rate 30%
- Average Click rate 10%

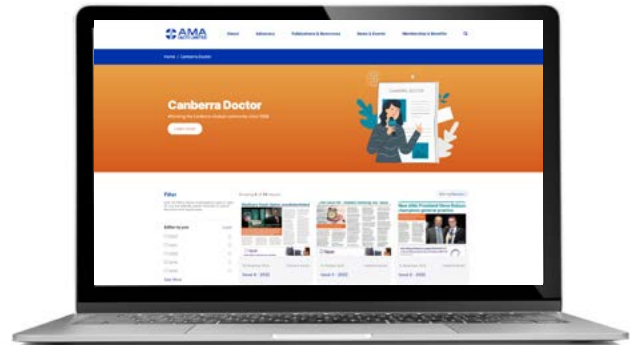




Promotion

Social Media & AMA ACT website

In addition to our EDM, *Canberra Doctor* is promoted through the AMA ACT Facebook and LinkedIn pages. The AMA ACT website also has a dedicated *Canberra Doctor* page where all our published issues are listed.



Facebook

- Currently our most active and engaged platform, with the largest audience.
- **860 Followers**

A monthly snapshot: June-July 2026 Insights

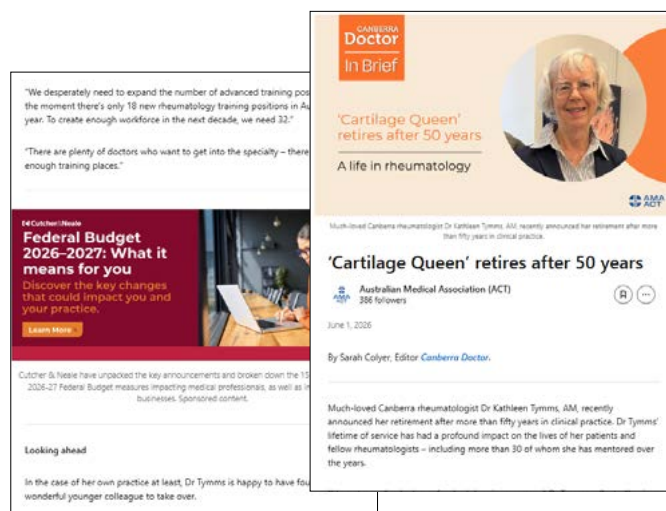
- **Views** (The number of times content was played or displayed): 26.4K
- **Viewers** (number of Meta Accounts that viewed content at least once): 11.1K
- **Content Interactions** (number of likes or reactions, saves, comments, shares and replies on content): 565
- **Link clicks:** 42
- **Visits to page:** 431
- **Page follows:** 15

LinkedIn

We have been growing our AMA ACT LinkedIn page, which now has **386 followers**.

Our recently launched LinkedIn Newsletter, called “**Canberra Doctor: In Brief**” is a snapshot of stories from *Canberra Doctor*, with one article published per week. It is accruing a fast following, with **187 subscribers** in the first month.

Canberra Doctor: In Brief is an exciting new way for us to share content from the main *Canberra Doctor* publication. Plus, it provides an additional platform for advertising, with one advertising banner available per article.





Audience

We can form a picture of our audience demographics based on the following:

AMA ACT Membership

New members of AMA ACT are automatically added to our mailing lists for both physical and digital (EDM) editions of Canberra Doctor.

Membership Overview

(Full fee paying members, excludes Medical Student Members)

- median age is **48 years**
- Gender: **54% male 46% female**

Discipline	Percentage
Doctor In Training	26%
General Practice	21%
Psychiatry	6%
Obstetrics & Gynaecology	4%
Emergency Medicine	4%
Physician	4%
Surgery - General	3%
Orthopaedic Surgery	2%
Anaesthesia	2%
Medicine General	2%
Ophthalmology	2%
Cardiology	1%
Public Health Medicine	1%
Other	22%

Approx **300** Medical Student Members

Canberra Doctor EDM Mailing List

(Includes full fee paying Members and Student Members)

- 46% Male
- 35% Female
- 18% Other/Unknown

Social Media demographics

LinkedIn followers – top job categories:

- Healthcare Services 122 (31.6%)
- Education 39 (10.1%)
- Business Development 35 (9.1%)
- Community and Social Services 18 (4.7%)

Facebook audience by gender and age:

- Our biggest audience on Facebook is **women (63%** of all our followers),
- with the largest age group **35-44** (accounting for 25% of women followers),
- followed by 25-34 year olds.

General ACT demographics

(Regardless of AMA membership), based on data from Ahpra and AIHW

- **General Practice:** Female GPs outpace males in overall headcount and deliver the majority of GP care in the ACT.
- **Specialists:** Non-GP specialists remain predominantly male; women account for about 45% of total medical practitioners across Australia.
- **Surgery:** Historically underrepresented, women now make up approximately 30% of the surgical registrar workforce in the ACT.

Artwork Specifications

Just let us know if you have any questions, we are happy to help



Printed Artwork Specifications

- Artwork must be supplied as print-ready PDF file
- CMYK colour mode with no RGB, spot or PMS colours.
- All images must be high-resolution (at least 300dpi @ 100% size), converted to CMYK colour mode and embedded within the PDF.
- All fonts must be embedded in the PDF or converted to outlines.
- No type (font) should be smaller than 6 points.

Double page and full page ads:

- no crop marks (or any other printing marks)
- 5mm bleed
- 5 mm margin (No text within 5mm of the edge of the ad)

All other ads:

- no crop marks (or any other printing marks)
- No bleed
- 3 mm margin (No text within 3mm of the edge of the ad)
- 2.5mm black stroke (border line) around artwork. If not included, this will be added by our designer during layout.

Digital Artwork Specifications

- Static JPG or PNG
- RGB colour
- No transparency
- Max 150ppi at 100% size.

Please note: No responsibility will be taken for quality of production if these specifications are not met.

Supplying content

Just let us know if you have any questions, we are happy to help



Want us to design your ad?

- Where an advertisement requires design, a proof in PDF format will be sent by email for review prior to printing. This usually occurs in the week prior to publication.
- Initial design and layout is included in the cost of the advertising booking. This includes 1 PDF proof and 1 final print-ready artwork PDF. Subsequent changes may be charged at \$100 per hour (min \$50 per change).

What we need from you:

- **Copy (text)** supplied in a Word document or email. Copy must be ready to print - that means you've checked spelling, grammar and accuracy of content. (We can write the copy for you however copywriting fees apply).
- **Images** must be high resolution (minimum 150dpi). If you are not sure we are happy to check them for you. If you need us to source images, please provide a clear brief to let us know if there are particular things you want to include or avoid.
- **Logo** - any logo files must be supplied as vector (EPS preferable), or high resolution JPG/PNG (300dpi).

Supplying content for EDMs

- **Copy (text)** should be limited to **100 words**.
- **Tone of voice:** Copy should be written from the perspective of AMA. Example: "We are excited to let you know about this new offer from our partner [Company Name]"
- **Hierarchy:** Copy should include a heading, subheading (optional), and body. Example:

Heading: The New 5% Deposit Rule

Sub-heading: How it's helping first home buyers and what it means for doctors

Body: As of 1 October 2025, all eligible first home buyers are able to purchase a home with just a 5% deposit and no Lenders Mortgage Insurance, which is a perk doctors have long had access to. But with this rule now opening to everyone, what does it mean for medical professionals already in the market? Find out how this change could impact your next property move.

- **Banner artwork** should be supplied as static JPG or PNG (no transparency), sized **1200px wide by (up to) 500px high**.
- **Link:** Provide a URL to a web page or email address.



Next steps

Book your ad

You can book your ad by filling out the **Advertising Agreement** form at the end of this kit and emailing it (or scan and email) to:

Juliette Dudley jdudley@ama-act.com.au

How do I know my ad is booked?

Your ad is not booked until you have received written confirmation from us, letting you know that it is available and we have reserved your placement.

Ad placements are subject to availability. If your requested placement is not available, we will let you know of alternative options.

Get in touch

We would love to have a chat with you about what advertising options we can offer, to suit your needs and budget – reach out to one of the email addresses below.

You can also call us on **02 6270 5410** (please note we work part time Mon-Wed).

Email us

Editorial

Sarah Colyer
sarah-colyer@ama-act.com.au

Design & Advertising

Juliette Dudley
jdudley@ama-act.com.au

General Inquiries

reception@ama-act.com.au

Advertising Agreement for Canberra Doctor 2026

How to fill this form: *Option 1:* Fill the editable fields on your computer, save and email to jdudley@ama-act.com.au
Option 2: Scan the filled form and email to jdudley@ama-act.com.au

Advertiser Details

Company:

AMA Member Name (if applicable):

Mailing Address:

Contact Name:

Phone:

Email:

URL for digital edition (optional):

Artwork Options (Tick one box only)

- ☐ I will supply new print-ready artwork
- ☐ Please design new ad (I will supply images and text)
- ☐ Please use existing print-ready artwork on file
- ☐ Please design new ad (AMA will source images and text)

Issues Tick all that apply (pricing on following pages):

2026	2027	2028
Issue Number	Issue Number	Issue Number
Issue 1	Issue 1	Issue 1
Issue 2	Issue 2	Issue 2
Issue 3	Issue 3	Issue 3
Issue 4	Issue 4	Issue 4
Issue 5	Issue 5	Issue 5
Issue 6	Issue 6	Issue 6

Payment Tick one only:

- Booking type: Single advertisement**
Advertiser will be invoiced at the time of booking.
- Booking type: 6 issues bundle**
Advertiser will be invoiced per issue, ahead of publication.
- OR**
Advertiser will be invoiced for the total amount (6 issues) at the time of booking, to receive an additional **3% discount** on their total invoice.

2026 Publication Schedule

Please note that the following dates may be subject to change. Please contact us to confirm the most up-to-date schedule.

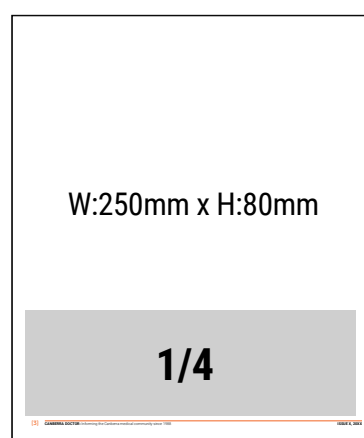
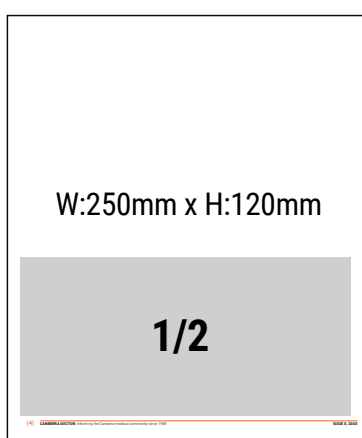
Booking and ad material (images, copy if applicable) to be received **by close of business** on these dates.

Issue Number	Ad booking deadline	Ad material deadline	Publication (subject to change)
Issue 1	28/1/26	11/2/26	Feb/March: Wed 25 Feb
Issue 2	25/3/26	8/4/26	April/May: Wed 22 April
Issue 3	27/5/26	10/6/26	June/July: Wed 24 June
Issue 4	29/7/26	12/8/26	Aug/Sept: Wed 26 Aug
Issue 5	30/9/26	14/10/26	Oct/Nov: Wed 28 Oct
Issue 6	10/11/26	24/11/26	Dec/Jan: Tues 8 Dec

Select ad type/size (All prices are GST inclusive)

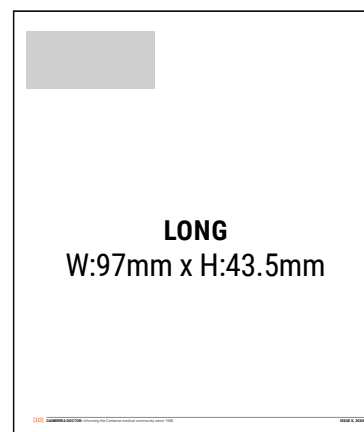
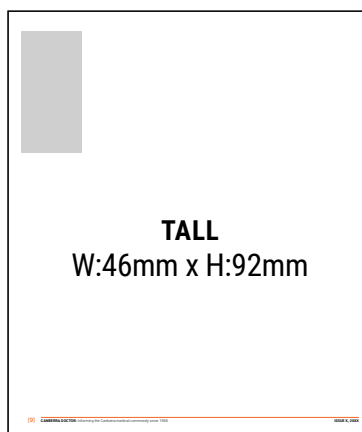
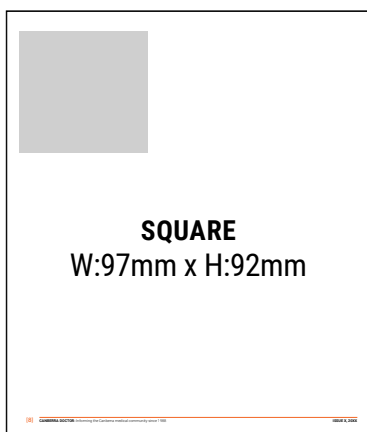
General News

Size	Non Member x1	Non Member x 6 10% Discount	Member x 1 15% Discount	Member x 6 20% Discount
Front page strip (250mm x 80mm)	\$1,650.00	\$8,900.00	\$1,405.00	\$7,910.00
1/4 page strip (250mm x 80mm)	\$1,325.00	\$7,155.00	\$1,130.00	\$6,355.00
1/2 page strip (250mm x 120mm)	\$2,095.00	\$11,310.00	\$1,785.00	\$10,045.00
Full page (275mm x 325mm)	\$4,365.00	\$23,550.00	\$3,710.00	\$20,935.00



Classifieds

Size	Non Member x 1	Non Member x 6 10% Discount	Member x 1 15% Discount	Member x 6 20% Discount
Long (97mm x 43.5mm)	\$280.00	\$1,500.00	\$240.00	\$1330.00
Tall (46mm x 92mm)	\$280.00	\$1,500.00	\$240.00	\$1,330.00
Square (97mm x 92mm)	\$550.00	\$2,970.00	\$470.00	\$2,635.00



Terms

Please read and sign below:

1. DEFINITIONS

In these Terms:

booking form means the form that these Terms are attached to;

you means the company that signs these Terms;

your content means your logo and any other material submitted by you to us for publication; and

we or **us** means Australian Medical Association Limited (ABN 37 008 426 793).

2. YOUR RESPONSIBILITIES

You warrant that:

- you own the intellectual property in your content or have the right to authorise us to use and publish your content;
- you have obtained the consent of any individuals whose personal information appears in your content;
- your content does not breach any law, is not defamatory or obscene and does not infringe the rights of any other person or body;
- your content does not contain any virus, disabling or malicious device or code, worm, Trojan, time bomb or other harmful or destructive code; and
- you have the right to represent the individual, entity, product or service mentioned in your content.
- your content complies with:
 - applicable advertising laws;
 - Australian Association of National Advertisers (AANA) Codes (if relevant);
 - Therapeutic Goods Act requirements where applicable;
 - and AHPRA's advertising requirements.

You must indemnify and keep indemnified, us and our officers, employees and agents and each of its related bodies corporate from and against any loss incurred arising from any claim by any person where such loss arises out of:

- breach of these terms by you;
- any breach of any law by you; any allegation that your content breaches any intellectual property rights or moral rights of any third party; and
- any other civil or criminal liability

we may be exposed to as a result of publication of your content.

Bookings where you are **supplying print-ready artwork**:

- Supplied artwork must meet the Artwork Specifications in the Advertising Kit.

3. OUR RIGHTS

We may, at our sole discretion, refuse to publish some or all of your content.

We may also cancel or suspend publication of your content in the event of any delay or non-performance due directly or indirectly to wars, terrorism, strikes, lockouts, delays or defaults of suppliers, acts of God, or any other cause beyond our reasonable control.

Subject to clause 4, if we do not publish your content for any reason, we will only be liable to refund you the fees paid by you for the publication of your content. If we partially delivered the services (for example by publishing your content on the wrong page), we will only be liable to refund you the amount you paid for the services that were not delivered.

We reserve the right to vary the number and timing of editions.

We reserve the right to identify your content as advertising, sponsored content or advertorial.

We reserve the right to edit, resize, reformat or reposition your content where reasonably necessary for publication

Advertising prices may be subject to change.

4. FEES ARE NOT REFUNDABLE

No refunds are payable where we did not publish your content because you:

- notified us after you signed the booking form that you no longer wished to proceed; or
- failed to provide us with your content in an appropriate format by the date specified in the booking form.

5. PAYMENTS

- All prices are GST inclusive.
- Advertisers must choose one of the following options for booking type:

1) Booking type: Single advertisement

Advertiser will be invoiced at the time of booking.

2) Booking type: 6 issues bundle

Advertiser will be invoiced per issue, ahead of publication.

OR

3) Advertiser will be invoiced for the total amount (6 issues) at the time of booking, to receive an additional 3% discount on their total invoice.

- Payment of accounts are required within 30 days from invoice date.
- We may withhold publication of any advertisement where any amounts are over due.

6. NO WARRANTY

To the extent permitted by law, we give no express or implied warranties.

While every care will be taken to ensure prompt and accurate insertion of your content, we are not liable for any direct or indirect, special, incidental or consequential damage of any kind, loss of profit, loss of opportunity, loss of business or goodwill or interruption of business arising out of or in connection with the publication or non-publication of your content.

To the maximum extent permitted by law, our total aggregate liability arising out of or in connection with these Terms is limited to the fees paid by you for the relevant advertisement.

7. PRIVACY

Our privacy policy is available from <https://www.ama.com.au/privacy-policy>

Any information provided by you or for on your behalf is being collected for the purposes of publishing and processing your content and keeping you informed of upcoming products, services and other related offers.

8. GENERAL

If any part of these Terms is held invalid that part will be severed, and the rest of these Terms will continue to be valid and enforceable.

Termination of these Terms will not end those provisions that are capable of surviving.

These Terms are governed by the laws of the Australian Capital Territory and each party agrees to the non-exclusive jurisdiction of the courts of the Australian Capital Territory.

I agree to the above terms and conditions:

(Signature)

(Date)