

ASA Media Pack

Australian Anaesthetist



Australian Society of
Anaesthetists™

About Australian Anaesthetist

Australian Anaesthetist informs readers about the latest industrial, medical, ethical and economic issues facing the speciality of anaesthesia. It offers opinions on current topics relating to the medical profession and reports on activities of leading groups and committees. Australian Anaesthetist offers advertisers a unique ability to reach an interested, focused and affluent niche audiences. The professional focus of the editorial content enhances the credibility of the advertising, adding prestige to your product.

Statistics

- Circulation of over 3,900 copies
- Printed in March, June, September and December
- Size of 215 x 280mm

Advertising Information

- All advertisements are included in the online and App versions free of charge
- All amounts are specified in Australian Dollars inclusive of 10% GST and must be paid in advance
- Frequency discounts are only available for multiple bookings paid in advance
- Advertising cancellations will not be accepted after artwork deadline. Full insertion rate will be charged in this instance

Artwork and Copy Deadlines

- March Issue: 25 January
- June Issue: 25 April
- September Issue: 25 July
- December Issue: 25 October

Artwork Specifications

- Digitally prepared advertising
- 300 dpi resolution
- CMYK
- Printed insert details: Quantity to be confirmed. A4 must be folded to fit A5. Weight 25g. Postage is determined by weight - further fees will be charged if extra costs are incurred.
- NO spot colours (convert all logos/images to CMYK)
- Embedded fonts
- Press ready PDF

Please send enquiries to advertising@asa.org.au



NEW DESIGN

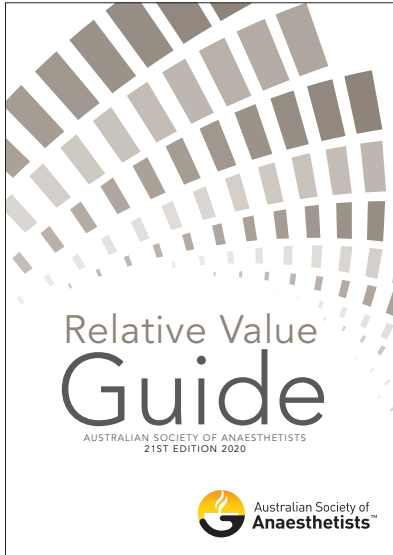
Advertising Rates 2021

Full page back cover colour	\$4,140
Full page inside front cover colour	\$4,140
Full page colour	\$3,660
Half page colour	\$2,090
Quarter page (vertical only)	\$1,200
Flyer loose inserts (flyer inserted into magazine)	\$4460
Flyer loose onserts (flyer loose under flysheet)	\$3660
*Advertorial	\$1,500
**Educational Article 2 page max.	\$500 Per page.

*An advertorial can only be purchased with an advertisement

**An educational article is subject to approval by the editor

Artwork Specifications	Width x Height (mm)
Full page trim/cover	215 x 280 + 5mm bleed
Full page box (vertical)	190 x 235mm
Half page box (horizontal)	190 x 115mm
Quarter page (vertical)	90 x 115mm
All advertising is colour. To avoid disappointment please preflight your artwork. Check carefully for spelling errors stray spot colours and correct sizing.	



About the Relative Value Guide

The Relative Value Guide (RVG) contains up to date information and guidelines on billing and account information. The book is used both by members and also non-members in their practices for members of the ASA.

In our ASA Member Survey, nearly 60% of ASA members use the RVG at least once a week – making it a very important item in their practice. 58% of members rated it a 5/5 as being a valuable part of ASA membership.

The conveniently sized A5 book is sent to over 3,900 ASA members in January of each year.

Statistics

- Circulation of over 3,500 copies
- Printed in January every year
- Reference book format means very high re-read rate

Advertising Information

- All amounts are specified in Australian Dollars inclusive of 10% GST and must be paid in advance
- Advertising cancellations will not be accepted after artwork deadline. Full insertion rate will be charged in this instance
- Please contact the ASA for more information about advertising in the Relative Value Guide by emailing advertising@asa.org.au

Advertising Rates 2021

Full page back cover colour	\$6,000
Full page inside front cover colour	\$5,000
Full page inside back cover colour	\$3,500
Full page colour	\$1,800