



about New Zealand Doctor Rata Aotearoa

# New Zealand Doctor Rata Aotearoa

## MEDIA KIT 2024

New Zealand Doctor Rata Aotearoa's award-winning team of experienced health reporters and clinical contributors provide New Zealand's only source of news on general practice and primary care.

We are New Zealand's national medical newspaper and a must-read for anyone wanting to keep up with the ever-changing health-sector landscape.

A subscription package provides access to a monthly print publication, daily email newsletter and website.

New Zealand Doctor is proud to have been in primary care for over 30 years.



## How often?

New Zealand Doctor newspaper is published every month. Our website, nzdoctor.co.nz is updated daily, and each weekday afternoon we send out our email newsletter, +DailyTriage.

## How many?

Around 2500 people subscribe to our publication and over 80 per cent of general practices receive a copy. Around 15,000 users check out our website each week and 2200 people subscribe to our email newsletter, +DailyTriage.

## Who reads us?

Subscribers include GPs, GP registrars, GP locums, practice nurses, nurse practitioners, practice managers, PHO and DHB leaders and a broad range of specialists, primary care practitioners, allied health professionals, politicians, lawyers, accountants and NGOs.

## EDITORIAL CONTENT

**News** – Covering the gamut of general practice and primary care – business, politics, people at the coalface and at the national level.

**Opinion** – Editor's column, invited contributors, regular columnists and letters to the editor. Regular bulletins from sector groups.

**Business** – Content includes practice management, human resources, health IT, and app reviews.

**Practice** – The clinical section is commissioned from GPs and specialists practising in the areas of sports medicine, occupational health, elder health, pathology, immunology, cardiology, mental health, medicolegal, dermatology, eye health, genetic medicine and child health. It also provides clinical updates and case studies on topical issues.

**How to Treat** – In alternate issues, GP experts and specialists discuss in detail the treatment of a particular clinical condition.

**Off duty** – Music, film, travel and other miscellany

GP's can earn CPD points by reading the clinical content

## SOCIAL MEDIA

The New Zealand Doctor newsroom is active on LinkedIn – New Zealand Doctor Rata Aotearoa – and Instagram – @newzealanddoctor.

## CONTACT

**New Zealand Doctor Rata Aotearoa** T +64-9-488 4286

**Mailing Address:** PO Box 37590, Parnell, Auckland 1151 c/o The Health Media

**Physical Address:** Suite B, Level 2, 20 Augustus Terrace, Parnell, Auckland 1052

### ADVERTISING MANAGER

**Rhonda Jackson**

M 021-746 475

E rjackson@nzdoctor.co.nz

### EDITOR

**Barbara Fountain**

T +64-9-488 4266

M 027-521 5772

E editor@nzdoctor.co.nz

### CLASSIFIEDS AND PRODUCTION

**Ali Jacobs**

T +64-9-488 4299

E ajacobs@thehealthmedia.co.nz

## ADVERTISING IN PRINT

### Display advertising

The display rates are based on a volume discount basis and on the total spend in our publication over a 12-month period. Our rate card includes a number of sizing alternatives, but we would be happy to discuss any special requirements you may have. Specific page placements attract a \$200 loading fee.

### Inserts and onserts

Inserts can be inserted into the newspaper or placed into a specified page within the issue. This is a great way of getting additional information to the doctors and primary care professionals in a standard form. Inserts are ideal if you already have a brochure printed and are seeking a way to distribute these to the profession.

Onserts are glued to a certain page. Again, an excellent way to give out additional information that can be kept, or to make up part of a launch or special project.

Contact Rhonda Jackson for delivery details. Please deliver inserts and onserts seven days prior to issue date.

### Sponsorship of educational articles from New Zealand Doctor make excellent sales and learning tools

How to Treat and Practice are *New Zealand Doctor's* educational articles independently written by clinical experts and endorsed by the RNZCGP for GP CPD credits.

To maintain the right to be issued with a practising certificate, doctors must meet recertification and CPD requirements. These requirements motivate GPs to read these educational articles. How To Treat and clinical Practice articles are also hosted online for two years.

Print advertisements ..... see 2024 rates

Print + Education Sponsorship in New Zealand Doctor and online .....POA

Sole Sponsorship + Reprints .....POA

Purchase exclusive use of this article by sponsoring reprints. We reformat the feature into an A4-sized booklet and provide printed handouts to give to healthcare professionals. This offering also includes a branded advertisement within the A4 reprint. A bespoke cover is optional.

Packages and information available. Contact Rhonda Jackson for details.

### Professional classified advertising

For job vacancies, event listings and items for sale, the Professional Classifieds section offers good value. This advertising package includes both print and online advertising and design work for your ad.

Booking deadline is 8 working days prior to publication.

## CONTACTS

Advertising and business manager for display, inserts & onserts, & online

**Rhonda Jackson**

**M 021-746 475**

**rjackson@nzdoctor.co.nz**

Advertising coordinator for classified advertising

**Ali Jacobs**

**T +64 9-488 4299**

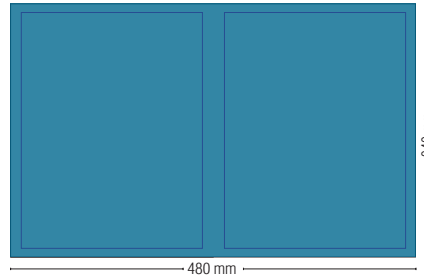
**ajacobs@nzdoctor.co.nz**

## ADVERTISING SPECIFICATIONS

**Material** – Files to be supplied as high resolution (300dpi), CMYK PDF. Including crop marks and 3mm bleed on all edges.

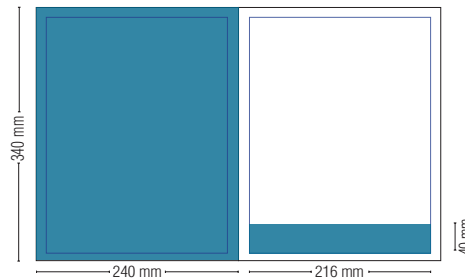
### DOUBLE PAGE SPREAD

Trim: 480mm W x 340mm H  
Copy: 432mm W x 316mm H  
Bleed: 490 mm W x 350 mm H  
Marks: Crop marks required



### FULL PAGE

Trim: 240mm W x 340mm H  
Bleed: 5mm bleed on all edges  
Marks: Crop marks required

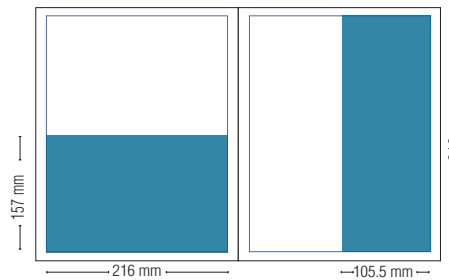


### EIGHTH HORIZONTAL STRIP

Trim: 216mm W x 40mm H  
Bleed: No bleed edge  
Marks: No crop marks

### HALF PAGE

Trim: 216mm W x 157mm H  
Bleed: No bleed edge  
Marks: No crop marks

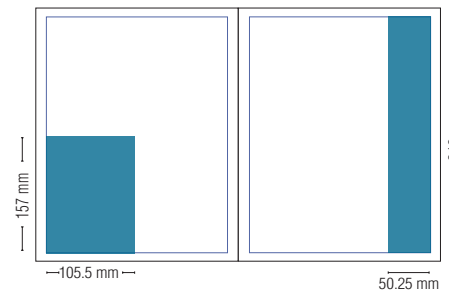


### TWO-COLUMN VERTICAL

Trim: 105.5 mm W x 316mm H  
Bleed: No bleed edge  
Marks: No crop marks

### QUARTER PAGE (PONY)

Trim: 105.5 mm W x 157mm H  
Bleed: No bleed edge  
Marks: No crop marks



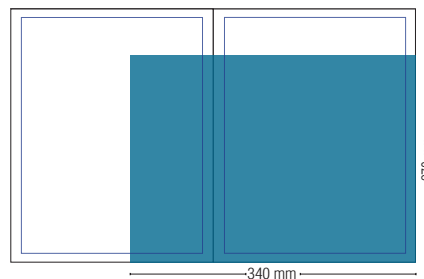
### ONE-COLUMN VERTICAL

Trim: 50.25 mm W x 316 mm H  
Bleed: No bleed edge  
Marks: No crop marks

*\* This size can only be run in the front sections of the publication*

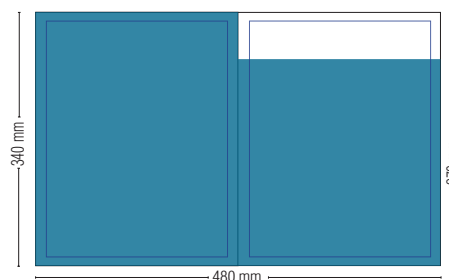
### TWO-PAGE FALSE COVER

Trim: 340mm W x 278mm H  
Bleed: 5mm on all edges  
Marks: Crop marks  
Fold: Fold at 100mm



### FOUR-PAGE FALSE COVER

Front: 240mm W x 278mm H  
Back: 240mm W x 340 mm H  
Bleed: 5mm on all edges  
Crop: Crop marks required



**Advertising formats and rates (exclusive of GST) 2024**  
**Circulation quantity – 2200\***

	Full-page	1/2 horizontal	1/4 pony	1/8 horizontal	2 column vertical	1 column vertical
Casual	\$4900	\$3510	\$3290	\$2240	\$2690	\$2240
20K	\$4800	\$3410	\$3210	\$2200	\$2660	\$2200
60K	\$4690	\$3310	\$2180	\$2180	\$2590	\$2180
100K	\$4590	\$3210	\$2590	\$2140	\$2530	\$2140
150K	\$4490	\$3110	\$2880	\$2040	\$2430	\$2040
200K	\$4360	\$3020	\$2800	\$1980	\$2360	\$1980
250K	\$4240	\$2940	\$2720	\$1930	\$2290	\$1930

\$200 loading on above rates for specific page placement

*\*Readership is higher than this as the print copy is shared with others in the business.*

**Inserts (a sample or mock-up must be supplied before rates are confirmed)**

Loose insert	DL card or A4 page/s (up to 8 pages)	\$2500
	Over 8 pages	By negotiation
Glued onsert – specific page		\$3500
Bound insert	Maximum stock weight 150gsm	By negotiation
False cover		By negotiation

**Professional Classified advertising**

The Classifieds package includes both print and online advertising. The cost depends on the size of your ad and the number of placements. Please contact Ali Jacobs at [ajacobs@thehealthmedia.co.nz](mailto:ajacobs@thehealthmedia.co.nz) for a quote and more information. Classified advertising rates are non-commission bearing.

**Material specifications**

Files to be supplied as single page PDF (Acrobat 4); output resolution of 2400 dpi; composite CYMK; high-quality JPEG or lossless Zip compression; resolution for color and grayscale images is 300 dpi; resolution for monochrome images is 1200 dpi; fonts must be embedded and subsetted 100% as well as other characteristics.

This format is acceptable for full or partial pages. Trapping is the responsibility of the file provider.

Ink specifications: 4/C process.

Density: Total density should not exceed 300%.

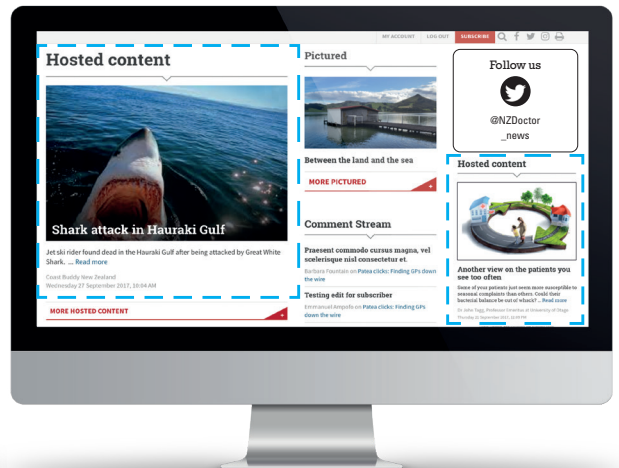
Marks: All marks (trim, bleed) should be included in all colors and must be located 1/4" (4.25 mm) from trim and not to invade the live or bleed areas.

All ads making therapeutic claims **must have a TAPs** approval number.

## Publishing schedule 2024

Issue date	Booking deadline	Material deadline
31 January	Friday, January 12	Wednesday, 17 January
14 February	Friday, January 26	Wednesday, 31 January
28 February	Friday, February 9	Wednesday, 14 February
13 March	Friday, February 23	Wednesday, 28 February
27 March	Friday, March 8	Wednesday, 13 March
10 April	Friday, March 22	Wednesday, 27 March
24 April	Friday, April 5	Wednesday, 10 April
8 May	Friday, April 19	Wednesday, 24 April
22 May	Friday, May 3	Wednesday, 8 May
5 June	Friday, May 17	Wednesday, 22 May
19 June	Friday, May 31	Wednesday, 5 June
3 July	Friday, June 14	Wednesday, 19 June
17 July	Friday, June 28	Wednesday, 3 July
31 July	Friday, July 12	Wednesday, 17 July
14 August	Friday, July 26	Wednesday, 31 July
28 August	Friday, August 9	Wednesday, 14 August
11 September	Friday, August 23	Wednesday, 28 August
25 September	Friday, September 6	Wednesday, 11 September
9 October	Friday, September 20	Wednesday, 25 September
6 November	Friday, October 18	Wednesday, 23 October
11 December	Friday, November 22	Wednesday, 27 November

# Digital



## NEW ZEALAND DOCTOR WEBSITE

Updated daily, nzdoctor.co.nz lets you connect with GPs who regularly log on, and check out the latest in the world of general practice. There are news updates, business stories, blogs, videos and the chance to have your say through online polls and comments.

## WEBSITE DISPLAY ADVERTISING SPECIFICATIONS

Run of site top banner ..... \$850 per week

Must provide all three ad sizes

Desktop ..... 970 pixels W x 250 pixels H

Desktop scrolling ..... 980 pixels W x 120 pixels H  
(this is where the ad sits at the top of the article as it scrolls underneath)

Mobile ..... 300 pixels W x 250 pixels H

Medium rectangle tile ad ..... \$550 per week

Size ..... 300 pixels W x 250 pixels H

Ads rotate with each click and refresh.

## HOSTED CONTENT

Integrated among *New Zealand Doctor's* editorial content, our hosted content is the space to develop a relevant and interesting conversation with our readers, launch new products, or remind customers of your point of difference in the market.

Treated as an article rather than an advertisement space, the content is mobile and tablet-friendly, searchable and sharable through social media. This content also benefits from our related-links feature, click through, to an internal or external website and is saved in our archives.

Below are the specs for the synopsis or preview on the *New Zealand Doctor* Home page. This will click through to a full web page containing your content.

Large ..... \$4200 per month  
Measurements ..... 627 pixels W x 355 pixels H

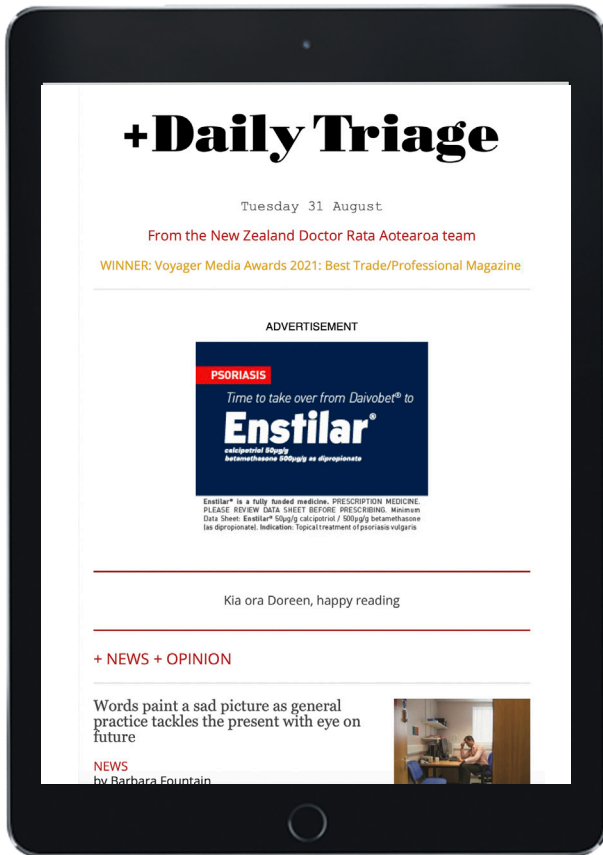
Small ..... \$2200 per month  
Measurements ..... 300 pixels W x 225 pixels H

Press releases ..... \$100 per link per month

**Depending on your requirements, your online advertisements can be displayed to logged-in subscribers only or all site visitors.**

Acceptable file formats for all web content include gif, jpeg, animated gif, or HTML5 (must be embedded with the click tag). For website advertisements, artwork must be 200kb or less and accompanied by a URL.

Hosted content's main image (the image/video on the Home page) must be less than 50mb.



**DAILY TRIAGE**

Daily Triage is *New Zealand Doctor's* e-newsletter, providing daily updates.

Island ad ..... \$400 per newsletter  
Measurements ..... 300 pixels W x 250 pixels H

The acceptable file formats are jpg and gif.  
Maximum file size is 200kb.

Advertising artwork must be accompanied by a URL to link to, eg, [www.yourname.co.nz](http://www.yourname.co.nz)

**EDUCATE**

Educate is a digital library containing *New Zealand Doctor's* How to Treat and clinical Practice articles. These can be found on the website. [nzdoctor.co.nz/article/educate](http://nzdoctor.co.nz/article/educate)

Courses are CPD accredited and added monthly. All registered users are notified of new courses through fortnightly EDMs.

Please contact Rhonda Jackson about sponsorship opportunities.



**CONTACTS**

For online display and Daily Triage enquiries and booking, please contact

**Rhonda Jackson**  
M 021-746 475  
[rjackson@nzdoctor.co.nz](mailto:rjackson@nzdoctor.co.nz)

For advice about advertising in the Free Classifieds section and pricing options for advertising in the Professional Classifieds section, please contact

**Ali Jacobs**  
T +64 9-488 4299  
[ajacobs@nzdoctor.co.nz](mailto:ajacobs@nzdoctor.co.nz)