

New Zealand Doctor Rata Aotearoa

MEDIA KIT 2025

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 35 years.



How often?

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

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, +Daily Triage.

Who reads us?

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

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, older people, pathology, immunology, cardiology, mental health, medicolegal, dermatology, eye health 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 and miscellany to help readers relax

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GPs can earn CPD points by reading the clinical content
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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

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

EDITOR

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E editor@nzdoctor.co.nz

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E rjackson@nzdoctor.co.nz

CLASSIFIEDS AND PRODUCTION

Ali Jacobs
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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 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 Practice articles are also hosted online.

Print advertisements see 2025 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

Sales and marketing administrator

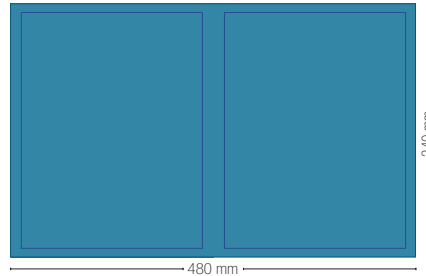
Annabelle Wong
M 027-357 2911
awong@thehealthmedia.co.nz

ADVERTISING SPECIFICATIONS

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

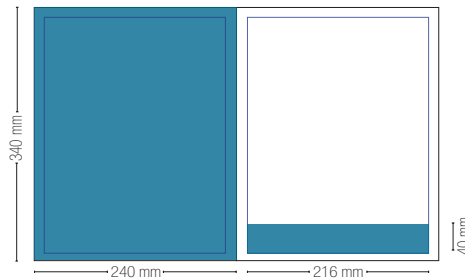
DOUBLE PAGE SPREAD

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



FULL PAGE

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

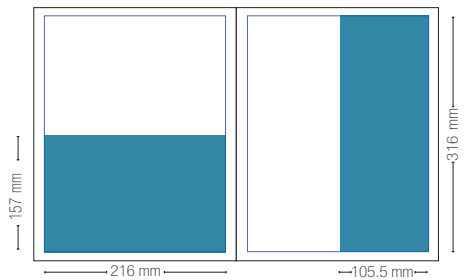


EIGHTH HORIZONTAL STRIP

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

HALF PAGE

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

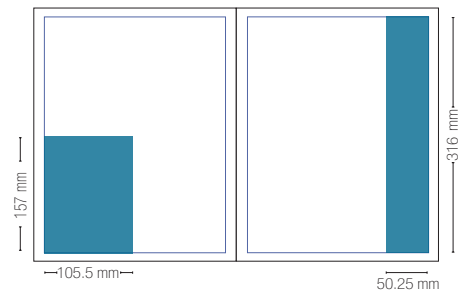


TWO-COLUMN VERTICAL

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

QUARTER PAGE (PONY)

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



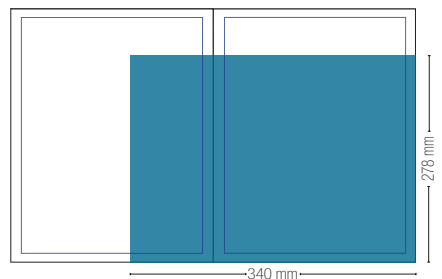
ONE-COLUMN VERTICAL

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*

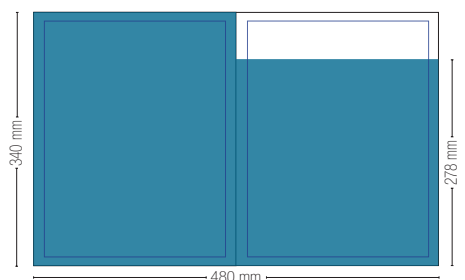
TWO-PAGE FALSE COVER

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



FOUR-PAGE FALSE COVER

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



Advertising formats and rates (exclusive of GST) 2025 Circulation quantity – 2200*

Rate level is calculated on your total spend across all The Health Media Ltd titles over a 12-month period.

	Full-page	1/2 horizontal	2 column vertical	1/4 pony	1 column vertical	1/8 horizontal
Casual	\$5290	\$3710	\$3710	\$2750	\$2750	\$2290
60K	\$4900	\$3510	\$3510	\$2690	\$2690	\$2240
100K	\$4800	\$3410	\$3410	\$2660	\$2660	\$2200
200K	\$4690	\$3310	\$3310	\$2590	\$2590	\$2180

\$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)	\$2900
	Over 8 pages	By negotiation
Glued onsert – specific page		\$3900
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 for a quote and more information.

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%.

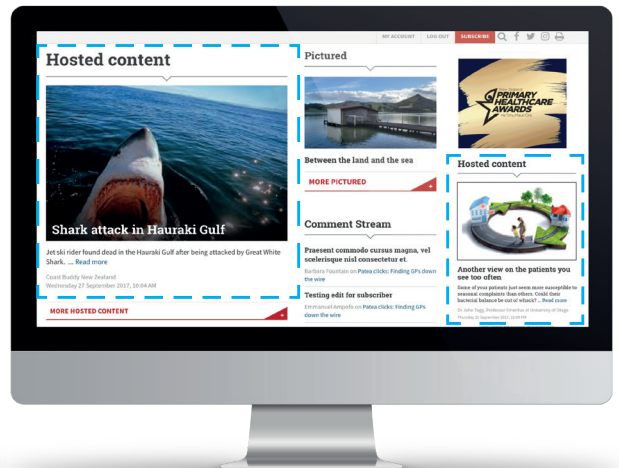
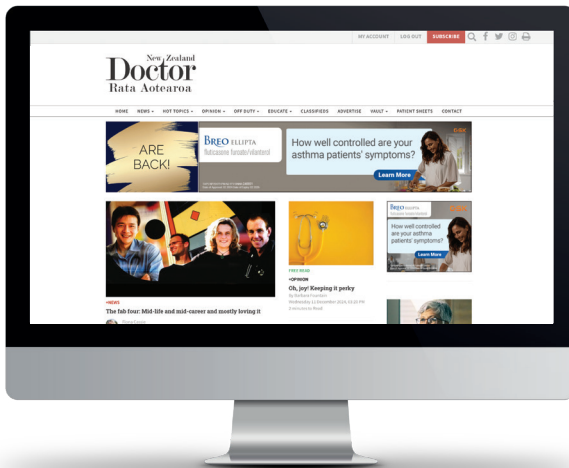
Marks: All marks (trim, bleed) should be included in all colors and must be located 4.25 mm from trim and not to invade the live or bleed areas.

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

Publishing schedule 2025

Issue date	Booking deadline	Material deadline
February	Friday, 13 December 2024	Wednesday, 15 January 2025
March	Friday, 31 January 2025	Friday, 14 February 2025
April	Friday, 28 February 2025	Friday, 14 March 2025
May	Friday, 28 March 2025	Friday, 11 April 2025
June	Friday, 2 May 2025	Friday, 16 May 2025
July	Friday, 30 May 2025	Friday, 13 June 2025
August	Friday, 27 June 2025	Friday, 11 July 2025
September	Friday, 1 August 2025	Friday, 15 August 2025
October	Friday, 29 August 2025	Friday, 12 September 2025
November	Friday, 26 September 2025	Friday, 10 October 2025
December	Friday, 31 October 2025	Friday, 14 November 2025
February 2026	Monday, 15 December 2025	Friday, 16 January 2026

Digital



NEW ZEALAND DOCTOR WEBSITE

Updated daily, nzdoctor.co.nz provides daily news updates, serialised news features, commentary, videos, podcasts, full digital archives and the opportunity for readers to their own say through online polls and comments.

WEBSITE DISPLAY ADVERTISING SPECIFICATIONS

Run of site top banner \$950 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 \$650 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 \$2500 per month
Measurements 300 pixels W x 225 pixels H

Press releases \$200 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.



digital advertising online

EDUCATE

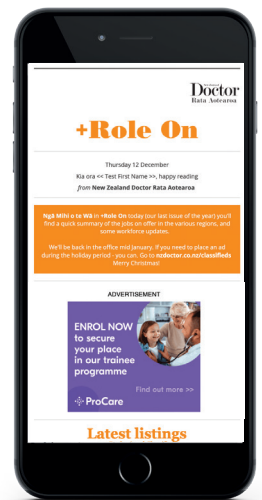
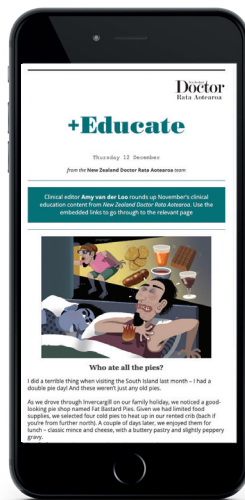
Educate is a digital library containing New Zealand Doctor's How to Treat and clinical practice articles. These can be found on the website. nzdoctor.co.nz/article/educate

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.



NEWSLETTERS



+DAILY TRIAGE

+Daily Triage is New Zealand Doctor's daily e-newsletter, providing a round-up of the day's news and commentary direct to readers' in-boxes in the late afternoon.

+EDUCATE

+Educate is a monthly e-newsletter from the clinical editor Amy van der Loo highlighting digital education content.

+Editor's Letter

Editor Barbara Fountain delivers e-newsletter +Editor's Letter every fortnight, highlighting content in the latest print issue and online, along with observations of the health sector at large and beyond.

+Role On

New Zealand Doctor readers can keep up to date with the situations vacant, practices for sale and people on the move in the sector with monthly e-newsletter +Role On

Island ad \$450 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

CONTACTS

For online display and newsletter enquiries and booking, please contact

**Rhonda Jackson | M 021-746 475
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**