

MEDIA KIT

2018

Aesthetic
MEDICAL PRACTITIONER

ISSUE 10 • WINTER 2017

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FILLER
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ALL COSMETIC INJECTORS SHOULD CONSIDER OFFERING PRINCESS AS AN ALTERNATIVE FOR THEIR PATIENTS
PAGES 44 & 80



Aesthetic Medical Practitioner is a b2b professional publication offering a unique opportunity to present your products and services directly to the decision maker – the aesthetic medical practitioner.

The magazine is a popular and sought-after read and is sent **FREE OF CHARGE** to plastic surgeons, cosmetic surgeons, cosmetic physicians, aesthetic doctors, cosmetic dentists, cosmetic nurses and cosmetic dermatologists in Australia.

Direct product comparisons, results of clinical trials and individual doctor experiences can be published. EOFY and sale items can be catalogued, capital equipment leasing options can be detailed, plus ROI predictions and clinic profitability studies can be included.

Regular topics include HR, marketing, medico-legal issues, life coaching and financial investment opportunities.

Every edition contains pertinent discussion and coverage of topical industry issues, with input from key stakeholders and associated professional bodies

The associated professional website www.aestheticmedicalpractitioner.com.au has a secure log-in for doctors who wish to access extra information about products and services, current industry news and local and international events. This offers a new vehicle to have your company's collateral at the fingertips of your direct customers – the aesthetic medical practitioners.



The magazine is only distributed to members of the medical profession and nurses, therefore **SCHEDULE 4 PRODUCTS MAY BE PROMOTED BY NAME.**

“I enjoyed reading AMP from cover to cover and was pleasantly surprised by the high quality and relevance of the articles.”

– Mr Craig Rubinstein (VIC)

“AMP is shaping up to be a magazine I prefer reading as I find it factual and informative.”

– Mr Gary Kode (TAS)

“What impresses me most about the new magazine AMP is that all the factual information I need about the different products is in one place and easy to find.”

– Dr John Flynn (QLD)

TECHNICAL SPECIFICATIONS

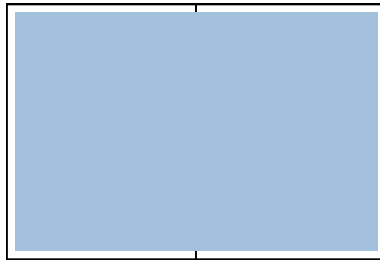
2018 MEDIA KIT

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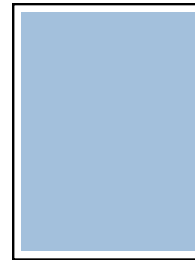
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We do not accept artwork supplied in Word, Powerpoint, Publisher or any Microsoft Software.

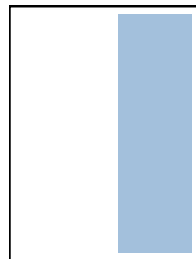
Ads must be supplied with 5mm bleed (as below), crop marks and to the correct specifications.



Double Page Spread
276(h) x 410mm + 5mm bleed
Type Area
256(h) x 185mm each side
Please supply as two PDF files

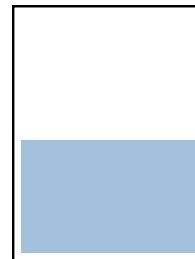


Full Page
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256(h) x 185mm



1/2 page - Vertical
256(h) x 90mm (no bleed)

Full 1/2 page
276(h) x 100mm + 5mm bleed



1/2 page - Horizontal
125(h) x 185mm (no bleed)

Full 1/2 PAGE
135(h) x 205mm + 5mm bleed

Email your advertisement artwork
or material to design@bellamedia.com.au

Bella Media

Level 1, 42a Frenchmans Road
Randwick, NSW 2031 Australia
telephone 02 9398 2755

For website/EDM specifications

call Bill Dunk
telephone 02 9398 2755
email bill@bellamedia.com.au

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RATES & DEADLINES

Magazine advertising rates

Front Cover position.....	\$POA
Full page + 2 pages advertorial.....	\$6,000
Half page + 1 1/2 pages advertorial	\$4,000

Full page cover positions

Inside Front Cover spread + 6 pages advertorial	\$13,500
Inside Front Cover + 4 pages advertorial	\$7,500
Inside Back Cover + 4 pages advertorial	\$7,000
Outside Back Cover + 4 pages advertorial	\$11,000

Website advertising rates

Various tailored packages \$POA

Production costs*

\$900 per full page magazine ad design (less for smaller ads and website ads). Copywriting and photography charges on application.

*Waived for first time clients

Payment

Normal terms are 50% deposit on booking.
Balance due 30 days after invoicing.

NOTE: All rates quoted exclude GST.

ISSUE NO.	DISTRIBUTION PERIOD
13	Autumn 2018
14	Winter 2018
15	Spring 2018
16	Summer 2019

To book display advertising space in *Aesthetic Medical Practitioner*

Advertiser details:

Advertiser

Address

.....Postcode.....

Telephone.....Fax.....

Size and orientation of display advertisement required (see rate card)

.....

Preferred position (see rate card for loadings)

Inside front cover Inside back cover Outside back cover

Artwork

Will you supply completed artwork:

Email pdf?

or do you want:

Australian Medical Practitioner to design?
(see rate card for fee and details)

Are you booking the space for one issue only?

or will you take a booking schedule:

Across two consecutive issues?

Across four consecutive issues?

Payment details

Booked by.....

Position

Agency (if applicable).....

Signature.....

Date..... Cost \$..... (excl GST)

NOTE: 10% GST will be applied to all invoices as required by law.
Normal terms are 30 days after invoice.

Advertising conditions

No responsibility will be accepted if publication is delayed or prevented by factors beyond the control of the publisher. No responsibility will be accepted for errors in copy, or for any loss arising from the failure of an advertisement or any part thereof to appear.

Cancellations will not be accepted later than two weeks prior to the booking deadline. The advertiser will incur charges if changes are requested after the ad has been approved. If a schedule has been booked, pro rata charges will be added to nullify the schedule discount.

Technical specification

Artwork to be supplied by email as high resolution pdf (embed all fonts)

High resolution images should be supplied at 300dpi

PDF files to be supplied in CMYK format

Files to be supplied as single pages

50% deposit required to secure booking

PAYMENTS

• **Credit Card** Visa M/card Amex

Card No _____ Exp Date ____/____/____

Cardholders Name

Cardholders Signature

Total Amount now due (add 10% GST) _____

2.5% surcharge on Amex from 1 Jan 2012

• **Cheque** Send cheque made payable to 'Bella Media Group' to:

Level 1, 42a Frenchmans Road, Randwick, NSW 2031 AUSTRALIA

OFFICE USE

All advertising enquiries to Bella Media telephone +61 2 9398 2755

Send your advertisement artwork or material to:

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email info@bellamedia.com.au website www.bellamedia.com.au

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