

# Aesthetic

MEDICAL PRACTITIONER



**MEDIA  
KIT  
2021**



**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.

*“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)

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](http://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.

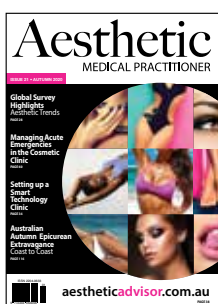
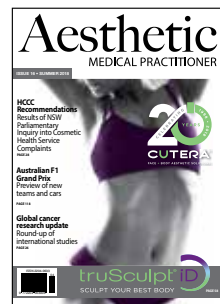
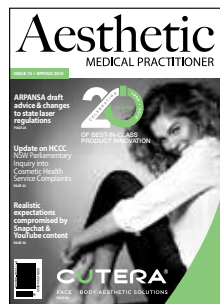
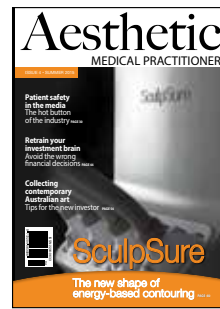
The magazine is a popular and sought-after read and is sent

**FREE OF CHARGE**

to plastic surgeons, cosmetic surgeons, cosmetic physicians, aesthetic doctors, cosmetic dentists, cosmetic nurses and cosmetic dermatologists in Australia.

**SCHEDULE 4 PRODUCTS  
MAY BE PROMOTED  
BY NAME**

The magazine is only distributed to registered medical health practitioners (doctors and nurses) and is also available online.





# DIGITAL MEDIA

## Aesthetic Medical Practitioner newsletter

is the associated eDM, delivered every two weeks to the inboxes of over 6000 decision makers in the aesthetic medical industry.

## [www.aestheticmedicalpractitioner.com.au](http://www.aestheticmedicalpractitioner.com.au)

is the professional website with all magazine and eDM articles uploaded as content. It also has a secure log-in for the thousands of practitioners who wish to access extra information about products and services, current industry news and local and international events. With more than 40,000 monthly page views, the website offers a vehicle to have your company's collateral at the fingertips of your direct customers, the aesthetic medical practitioners.

## CONTENT

Topics include the latest happenings in the aesthetic medicine arena, HR, marketing, medico-legal issues and pertinent discussion and coverage of relevant industry issues.

Limited advertising opportunities exist to present your products and services directly to this exclusive and difficult to reach market. These include banner ads, MRecs and sponsored content.

## SCHEDULE 4 PRODUCTS MAY BE PROMOTED BY NAME

Website sign-in is required to read online article if in newsletter.



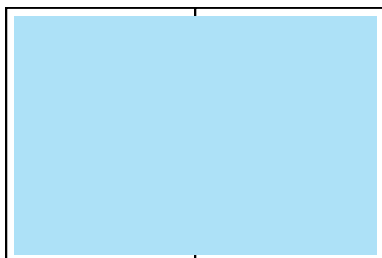
**To book or for package quotes call Michelle Kearney on 0419 624 246  
or email [michelle@bellamedia.com.au](mailto:michelle@bellamedia.com.au)**

# PRINT SPECIFICATIONS

Artwork can be supplied by email. High resolution print ready PDFs are preferred. All images should be 300dpi and fonts embedded.

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.



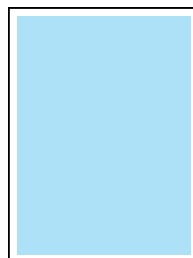
**Double Page Spread**

276(h) x 410mm + 5mm bleed

Type Area

256(h) x 185mm each side

Please supply as two PDF files

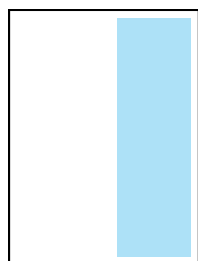


**Full Page**

276(h) x 205mm + 5mm bleed

Type Area

256(h) x 185mm

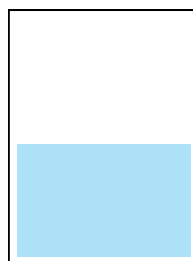


**1/2 page – Vertical**

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](mailto:design@bellamedia.com.au)

**Bella Media**

Suite 2201 Level 22 Westfield Tower 2  
101 Grafton St Bondi Junction NSW 2022  
telephone +61 2 8095 6265

**For website/EDM specifications**

Call Bill Dunk on 0410 528 582  
email [bill@bellamedia.com.au](mailto:bill@bellamedia.com.au)

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# PRINT ADVERTISING RATES

## Magazine advertising rates

Front Cover position .....	\$POA
Full page + 2 pages advertorial .....	\$6,800 + GST
Half page + 1 1/2 pages advertorial .....	\$4,800 + GST

## Full page cover positions

Inside Front Cover spread + 6 pages advertorial .....	\$15,000 + GST
Inside Front Cover + 4 pages advertorial .....	\$9,000 + GST
Inside Back Cover + 4 pages advertorial .....	\$8,500 + GST
Outside Back Cover + 4 pages advertorial .....	\$13,500 + GST

## 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
25	Autumn 2021
26	Winter 2021
27	Spring 2021
28	Summer 2022

# DIGITAL & NEWSLETTER RATES

## 1. Newsletter eDM rates per issue

**Custom Header Banner** – immediately under the newsletter masthead

Size 510 x 100 pixels (maximum 75kb) ..... \$750 + GST

**Custom Footer Banner** – at the bottom of the newsletter

Size: 510 x 100 pixels (maximum 75kb) ..... \$300 + GST

**Sponsored Post** (only one per newsletter)

1) click-through to existing article on

www.aestheticmedicalpractitioner.com.au ..... \$750 + GST

2) click-through to new article, includes upload and writing of article,

on www.aestheticmedicalpractitioner.com.au ..... \$1,500 + GST

## 2. Website

**Sponsored Post**

1) Content duplicated from Aesthetic Medical Practitioner print edition .. \$500 + GST

2) New post with content written specifically ..... \$1,000 + GST

**Main slider with 20% SOV**

Must be linked to sponsored content on site. It can't click through

to an external website directly, but the sponsored content can contain

a link through to an external site ..... \$1,000 + GST monthly

or ..... \$2,500 + GST for 3 months

Article will then be archived on www.aestheticmedicalpractitioner.com.au

**Header Banner with 20% SOV**

This is located in the header of each page.

It can click through to a an external website.

Size 768 x 90 pixels (maximum 75kb) ..... \$1,000 +GST monthly

or ..... \$2,000 +GST for 3 months

**MRec with 20% SOV**

This is located on the right-hand side of the page.

It can click through to external website.

Size 300 x 250 pixels (maximum 75kb) ..... \$750 + GST monthly

or ..... \$1,500 + GST for 3 months

**To book or for package quotes call Michelle Kearney on 0419 624 246**

**or email michelle@bellamedia.com.au**

**Payment** Normal terms are 50% deposit on booking.

Balance due 30 days after invoicing.

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# PRINT BOOKING FORM

## To book display advertising space in *Aesthetic Medical Practitioner*

### Advertiser details:

Advertiser .....

Address.....

Postcode..... Telephone ..... Email.....

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

Issue number/s.....

Preferred position (see rate card for loadings) ☐ Inside front cover ☐ Inside back cover ☐ Outside back cover

### Payment details

Booked by.....

Position .....

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 specifications

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

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

**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) \_\_\_\_\_

OFFICE USE

All advertising enquiries to Michelle mobile 0419 624 246  
or email michelle@bellamedia.com.au

**Bella Media** Suite 2201 Level 22 Westfield Tower 2  
101 Grafton St Bondi Junction NSW 2022  
**telephone** +61 2 8095 6265 **email** michelle@bellamedia.com.au  
**website** www.aestheticmedicalpractitioner.com.au

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