

MEDIA KIT



‘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)

Aesthetic Medical Practitioner is a 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 every plastic surgeon, cosmetic surgeon, cosmetic physician, aesthetic doctor, cosmetic dentist and cosmetic dermatologist in Australia.

Since the magazine is only distributed to the medical profession, Schedule 4 products may be promoted by name.

Direct product comparisons, results of clinical trials and individual doctor experiences can be published. EOFY and end of year 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.

TECHNICAL SPECIFICATIONS

Artwork can be supplied by email, uploaded to our Hightail account or supplied on a CD.

High resolution print ready PDFs are preferred, with 5mm bleed and crop marks. 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.



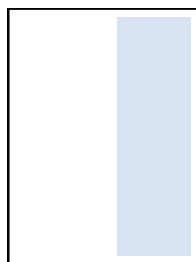
Double Page Spread

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

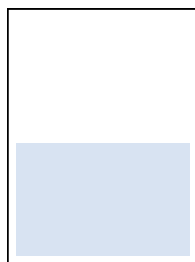


1/2 page - Vertical

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



1/4 page - Vertical

125(h) x 90mm

Send your advertisement artwork or material to:

Bella Media

Level 1, 42a Frenchmans Road
Randwick, NSW 2031 Australia
telephone 02 9398 2755
fax 02 9398 2855
email design@bellamedia.com.au

For website/EDM specifications

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

Aesthetic
MEDICAL PRACTITIONER

RATES & DEADLINES

Magazine advertising rates

Front Cover position.....	\$POA
Full page + 2 pages advertorial.....	\$4,000
Half page + 1 1/2 pages advertorial	\$2,500

Full page cover positions

Inside Front Cover spread + 6 pages advertorial	\$9,000
Inside Front Cover + 4 pages advertorial	\$5,000
Inside Back Cover + 4 pages advertorial	\$4,500
Outside Back Cover + 4 pages advertorial	\$6,000

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	ADVERTISING DEADLINE	MATERIAL DEADLINE
4	Spring/Summer 2015	25 Sept 2015	2 Oct 2015
5	Summer/Autumn 2016	18 Dec 2015	15 Jan 2016
6	Autumn/Winter 2016	25 March 2016	8 April 2016
7	Winter/Spring 2016	24 June 2016	1 July 2016

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:

- Disk? (InDesign, Photoshop, Illustrator files only)
 Email pdf?

or do you want:

- Australian Medical Practitioner Magazine 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 may incur charges if changes are requested after the ad has been approved.

Technical specification

Artwork can be supplied by email or sent on CD
High resolution images should be supplied at 300dpi
PDF file it must be at 300dpi (embed all fonts)
PDF files to be supplied in CMYK format
Files to be supplied as single pages
InDesign or Illustrator files must include all images at 300dpi, CMYK format and fonts (must be Mac fonts)

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:

Bella Media Level 1, 42a Frenchmans Road Randwick NSW 2031 Australia

telephone +61 2 9398 2755 fax +61 2 9398 2855

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

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