



AGED CARE INSite

Media Kit 2012

WE'VE GOT YOUR INDUSTRY COVERED

WHY USE AGED CARE INSITE

Aged Care InSite is Australia's highest circulating targeted aged care publication, reaching the most influential decision-makers in the residential aged care and community care sectors. *Aged Care InSite's* active involvement in the aged care sector, through in-depth reporting on key issues and regular attendance at conferences, ensures it delivers the most up to date, informative and relevant information to its readers.

CIRCULATION AND READERSHIP

Aged Care InSite has a targeted subscriber readership with a circulation of 8,728 (CAB audited September 2011). Our readers include:

- Proprietors
- Chief Executive Officers
- Company Directors
- Financial Controllers
- Senior Management
- Directors of Nursing
- Care Managers
- Nurse Unit Managers
- Procurement Officers
- Educators
- Nutritionists
- Hospitality Supervisors
- Nursing Staff
- Laundry Managers
- Catering Staff
- Personal Care Staff
- Commonwealth and State Government Agencies
- Association Board Members
- IT Managers

FACTS AT A GLANCE

- Bi-monthly publication
- 8,728 CAB audited as at September 2011
- Targeted subscribers
- Supporter of major industry conferences
- Residential and community care sector focus
- *Aged Care InSite's* advisory group comprises key industry leaders



OUR READERS, YOUR AUDIENCE

- 88% are decision makers or influencers
 - 72% recommend, decide or approve spending for staff training/ courses
 - 56% recommend, decide or approve spending for recruitment
 - 54% recommend, decide or approve spending for medical or hygiene products
 - 51% recommend, decide or approve spending for office equipment and furniture
 - 70% have considerable interest in furthering their education over the next 12 months
 - 60% will read then pass on *Aged Care InSite* to more than four people
 - 67% are CEO's, Company Directors, Senior Managers and Directors of Nursing
- *All statistics based on independent research by Micromex

RECRUITMENT ADVERTISING

Take the direct approach when looking to recruit within the aged care sector, and advertise on our online job board www.nursingandagedcarejobs.com.au, designed specifically for the aged care and nursing sector. Recruitment options range from standard listings to upgraded gold and platinum listings.

STATE DISTRIBUTION BREAKDOWN		INDUSTRY SEGMENT BREAKDOWN	
NSW and ACT	30%	Aged care homes	38%
VIC and TAS	29%	Community care providers	29%
QLD	18%	Public and private hospitals	17%
WA	12%	Aged care health professionals	11%
SA and NT	11%	Associated suppliers and service providers	5%

Contradictory claims on ACAR

Patrick McAuliffe, who was critical of the 'current design and application of ACAR', says 'Young planned retirement has been delayed as it can be said his members during the period of the Productivity Commission (PC) report's release and subsequent developments, said that he had not ever "deliberately" not commented on the ACAR.

He said that the minister and the department had consulted with the industry and were in a difficult position with limited options in the light of the forthcoming PC changes.

Skills council aware of Cert III issues

The Community Services and Health Industry Skills Council has said it believes the endorsement of a qualification should involve "an off-the-job demonstration of competence".

The Skills Group criticises the "highly variable quality" of Cert III training provided to aged care workers, as well as providers, academic and career in general of the Training and Assessment Council's public hearings.

In principle, registered training organisations (RTOs) were considered for not properly assessing a student's competence before awarding qualifications. Also, the award itself was aware of the issues and chief in 2011 "substantial" care which had that "qualifications can be obtained in 12 weeks in short time periods with poor job outcomes. These skills are not relevant to the aged care sector".

The council stressed it "had no authority over the training quality of RTOs" but said it submitted the newly formed Australian Skills Quality Authority (ASQA) "will be seeking to ensure providers meet properly to improve quality accreditation guidelines".

However, industry "if thought may not be enough, as both the College of Nursing and the RTOs have called for enhanced oversight of the sector.

College of Nursing CEO Tracy O'Keefe said the RTOs have called for enhanced oversight of the sector.

Similarly, Margaret Carr of the RTOA, said the college responded to "relevant practice framework".

Further, Marie Bennett, aged care researcher and director of the Centre for Health Equity Promotion, said that "the 'clinical context' are needed in aged care, while Dr Alan Manning of RTOA said the key was "the lack of recognition of prior learning (RPL)". "The RTOs should recognise the skills aged care workers possess and therefore their response further training", he said.

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- Low fat and gluten free

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CONTRIBUTOR PROFILES

Darragh O Keeffe – editor

Darragh has extensive experience working in regional and national newspapers and local radio in his native Ireland. In the features section of the national broadsheet, the *Irish Farmers Journal*, Darragh produced in-depth investigative articles. Darragh has written for the *Mail on Sunday*, the *Sligo Weekender* and the *Donegal Post*. He has also worked in local radio, as news anchor at *East Coast Radio*. In 2004 Darragh won the John Healy Journalism Award (print category) and in 2006 was awarded Young Journalist of the Year by the Guild of Agricultural Journalists for a feature on the suicides of three young men in a rural Irish village. Darragh graduated from Dublin Institute of Technology with a degree in journalism. He has been editor of *Aged Care INsite* since July 2007.



Natasha Egan – journalist

Natasha joined *Aged Care INsite* in mid 2011 after writing for education titles *Campus Review* and *Education Review*, using her experience gained from six years working as an English Language teacher in Sydney and Japan. Natasha also works at Sydney community radio station 2ser, where she co-presents the current affairs program *Razors Edge*. She is undertaking a Masters in Journalism at the University of Technology, Sydney where she has gained practical experience in print, radio, television and investigative journalism. Previously, Natasha worked extensively in ICT (Information and Communications Technology) in Sydney and the UK after graduating with an Applied Science, Computing degree from the University of Western Sydney. She also has a keen interest in social media.



Megan Stoyles – journalist

Megan has been covering Australian aged care for almost 40 years, beginning with a feature on nursing homes for the *Australian Financial Review* in 1972. She has a keen understanding of political and policy trends, having worked in Canberra and Victoria as a media and policy advisor in government and opposition. Megan started writing for *Aged Care INsite* in 2003 and her experience and wide-ranging industry and government contacts have enabled her to continue writing informative reports on the changing and growing Australian aged care area and the great people who work in it.



Ruth Callaghan – finance correspondent

Ruth Callaghan is an award-winning journalist and editor with 15 years experience covering finance, education, health and other news. She has worked extensively with daily newspapers and industry magazines and has edited several books. Ruth speaks regularly at public forums on issues affecting contemporary journalism, including ethics, social media and dealing with the press.



Beverley Head – technology correspondent

Beverley Head began writing about the business of technology in London in 1983. After moving to Australia in 1987 she became the IT editor of the *Australian Financial Review*, taking the once weekly section daily, before becoming the newspaper's features editor. Now a freelance writer she continues to focus on business and technology. In 2004 she was awarded the Kester Cranswick lifetime achievement award for her work as an IT journalist.



Cathy Wever – features writer

Cathy is a Melbourne-based freelance journalist who has specialised in health and education coverage. She has been writing for *Aged Care INsite* for the past four years. Her recent focus has been on quality of living and resident lifestyle in aged care.



SECTIONS

News

Unrivalled news coverage of the policy and politics that directly impact the industry and the people who work in it. Our reporters are on top of the key issues and follow developments to cover all angles and provide the best independent coverage.

Opinion

Strong, informed and insightful comment pieces from leading CEOs, experts, commentators and policy makers.

Education & Training

The issues and developments affecting workforce training, as well as stories of effective and innovative professional development – from clinical and administration through to management and leadership programs.

Management & Finance

Topics regularly covered include rostering, **people management**, career progression, **recruitment** and facility/organisation operations. Our finance coverage is unrivalled with **finance** correspondent Ruth Callaghan reporting on the bottom line every issue.

Building & Refurbishment

We profile stand-out new builds and renovations – discussing everything from **flooring** and **exteriors** to **bathrooms** and **interiors**. We also regularly feature commentary from prominent builders, architects and interior designers discussing current and emerging trends and practice.

Community Care

We report on the burgeoning **community aged care sector** and the issues and developments within it. Expert commentators each issue include noted academic Michael Fine.

Lifestyle

Leading providers are rightly re-addressing a well known imbalance by ensuring their operations focus on quality of living for residents and clients. We report on innovative lifestyle programs and initiatives, as well as the best research in this field.

Dementia

Given Australia's impending dementia epidemic, we report each issue on the latest research, policy and practice in this important area. We also regularly feature leading providers and experts to highlight and share best practice.

Technology

Keeping readers up to date with the latest innovation and developments in technology covering all aspects from **information communication technology** to **telehealth** and **telecare**. Our technology correspondent, Beverley Head, uses her unrivalled knowledge and contacts within the field to deliver superior coverage each issue.

International

Given the crucial junction at which the Australian industry finds itself, we carry the latest and greatest in overseas developments to give our readers a broader picture.

Clinical Report List

Issue	Booking Deadline	Material Deadline	Clinical Report
February-March	8 February	10 February	Dental/Oral Health, Pain Management
April-May	4 April	5 April	Infection Control, Preventative Health
June-July	16 May	17 May	Wound Care/Skin Integrity, Continence
August-September	11 July	12 July	Diabetes, Palliative Care
October-November	12 September	13 September	Infection Control, Continence
December-January	14 November	15 November	Falls Prevention, Wound Care/Skin Integrity

All advertising rates are excluding GST and are inclusive of four colour.

PRINT ADVERTISING

	1 issue	3 issues	6 issues
DPS	\$9,234	\$8,769	\$8,331
Full Page	\$5,135	\$4,874	\$4,628
1/2 Page	\$3,168	\$3,012	\$2,863
1/3 Page	\$2,381	\$2,256	\$2,142
1/4 Page	\$1,847	\$1,754	\$1,661
1/8 Page	\$1,457	\$1,383	\$1,311
Strip Ad	\$1,457	\$1,383	\$1,311

PREMIUM POSITION

	1 issue	3 issues	6 issues
Front Cover Strip	\$5,135	\$4,874	\$4,628

Premium Position Loadings

- Plus 25% Inside front cover
- Plus 30% Outside back cover
- Plus 15% Inside back cover
- Plus 25% News section (pages 3-5)
- Plus 15% News section (pages 6-9)

DIARY LISTINGS

	1 issue	3 issues	6 issues
80 word logo diary listing	\$438	\$328	\$221
80 word diary listing	\$218	\$165	\$113

Please send diary listing text in an email to our sales team. All logos and images must be 300dpi attached as EPS, PDF or JPG.

GUIDES / SUPPLEMENTS SCHEDULE

Continuing Education Guide

Published in September each year, this guide is intended to encourage nurses and health care workers to further their career through education. With a comprehensive list of courses provided by all universities and TAFE colleges nationally, the *Continuing Education Guide* presents an excellent opportunity for course providers to advertise and raise their profile in this sector. The guide is received by all subscribers of *Aged Care INsite* and *Nursing Review* as a lift out from the regular magazine. Bookings close in August.

The Nursing and Aged Care Leading Employers Guide

Published in June each year, this guide is designed to provide advice to experienced and graduate nurses wanting to progress their career. Over 30,000 copies will be distributed nationally with *Aged Care INsite* and *Nursing Review* and delivered to university and TAFE campuses for all graduating students of nursing and aged care.

Issue	Booking Deadline	Material Deadline	Guide/Supplement
August/September	13 June	15 June	Nursing and Aged Care Leading Employers Guide
October/November	15 August	17 August	Continuing Education Guide
December/January	31 October	2 November	Health and Ageing Wall Planner 2013

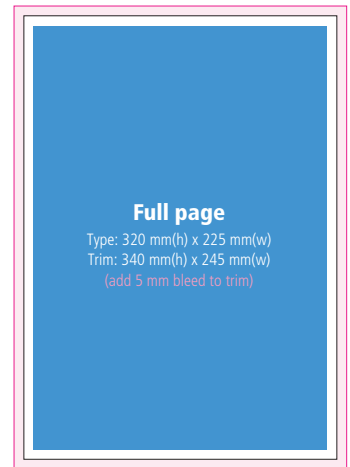
FEATURE SPONSORSHIP

You can choose to sponsor one of our special features, positioning your company or brand as a market leader, and your products as the first choice for key decision makers as well as nurses and patient carers. The feature sponsorship is very popular and exclusive to one sponsor each issue. If you see a feature topic that is of particular interest, please reserve this option as early as possible to avoid disappointment.

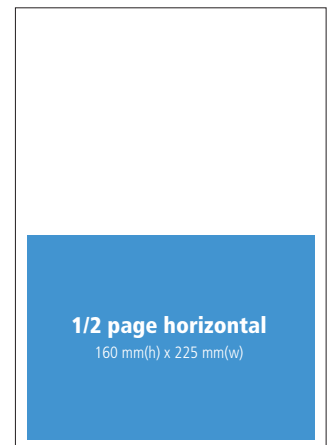
Feature Sponsorship Package

Full page or 2 x 1/2 pages (h)	\$6,152
Acknowledgement box on page 2	\$576
Strip ad	\$1,457
Sponsorship box	\$1,090
Skyscraper banner	\$1,258
TOTAL VALUE	\$10,522
25% Discount	\$2,633
TOTAL COST	\$7,889

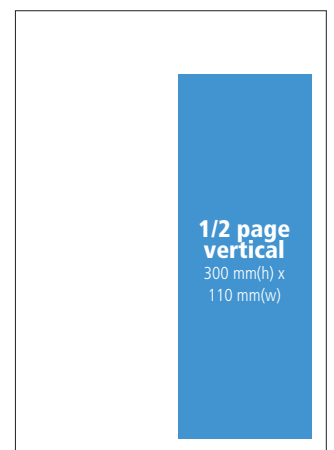
PRINT ADVERTISING SPECIFICATIONS



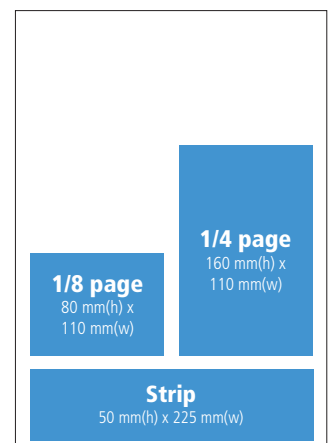
Full page
 Type: 320 mm(h) x 225 mm(w)
 Trim: 340 mm(h) x 245 mm(w)
 (add 5 mm bleed to trim)



1/2 page horizontal
 160 mm(h) x 225 mm(w)



1/2 page vertical
 300 mm(h) x 110 mm(w)



1/8 page
 80 mm(h) x 110 mm(w)

1/4 page
 160 mm(h) x 110 mm(w)

Strip
 50 mm(h) x 225 mm(w)

ONLINE OPPORTUNITIES

AGED CARE INsite is published online bi-monthly with weekly breaking news content. Subscribers are sent a weekly email alerting them when the latest content is live. We also offer advertisers the opportunity to send subscribers Exclusive Sponsored Email Campaigns. Our online advertising options range from website banners, boxes, tiles and buttons to subscriber email banners and listings. Everyone has a preferred way of reading AGED CARE INsite, this option will ensure you reach all readers, including those decision makers who subscribe to the online version only.

WEBSITE ADVERTISING RATES PER MONTH

SHARED*	Entire site	Home page only	Individual page	Artwork Specifications
Box	\$1,640	\$656	\$438	300px(h) x 300px(w)
Banner	\$1,162	\$465	\$410	60px(h) x 468px(w)
Feature box	\$1,061	\$424	\$280	200px(h) x 300px(w)
Tile	\$821	\$328	\$273	150px(h) x 300px(w)
Button	\$547	\$218	\$165	150px(h) x 150px(w)

*SHARED means your ad will be on an 11 second rotation with a maximum of 2 others

NOTE There is a 10% surcharge for the top box ad.

EXCLUSIVE*	Entire site	Home page only	Individual page	Artwork Specifications
Box	\$4,426	\$1,771	\$1,180	300px(h) x 300px(w)
Banner	\$3,137	\$1,256	\$1,106	60px(h) x 468px(w)
Feature box	\$2,802	\$1,167	\$992	200px(h) x 300px(w)
Tile	\$2,213	\$885	\$737	150px(h) x 300px(w)
Button	\$1,476	\$590	\$443	150px(h) x 150px(w)

*EXCLUSIVE means no other ads will be rotating with your ad – subject to availability

NOTE There is a 10% surcharge for the top box ad.

WEBSITE ADVERTISING FREQUENCY DISCOUNTS

3 months	6 months	12 months
8%	15%	20%

ONLINE ARTWORK

Specifications: Artwork to be supplied in GIF or JPG, 100kb or lower with an 11 second rotation.

Deadline: 48 hours prior to upload date.


EMAIL ADVERTISING

A) EXCLUSIVE WEEKLY EMAIL NEWSLETTER*	1 issue	4 issues	6 issues
Skyscraper + Leaderboard Horizontal - 728(w) x 90(h) Vertical - 160(w) x 600(h)	\$2,000	\$1,800	\$1,620

B) EXCLUSIVE SPONSORED EMAIL CAMPAIGN	1 issue
Customised campaign 728(w) x minimum 600(h)	\$4,000

*Artwork to be supplied in GIF or JPG, 100KB or lower. Please note email format does not allow for animated GIF or FLASH files.





HOME | CONTACT US | ADVERTISE

Leaderboard Ad (728 x 90)

Good afternoon Cheryl

In this week's Campus Review online you can read how:

In a rare show of bipartisanship, the government and the coalition are on the same page when it comes to the TEGSA bill, but diverge about what needs to happen next. An amended Tertiary Education Quality and Standards Agency (TEQSA) bill passed its second reading in the Senate last week and now looks set to get coalition backing in the lower house. It was supported in the Senate by opposition education spokesman Senator Brett Mason.

The bipartisan support was welcomed by interim chair of TEQSA Professor Denise Bradley, who told Campus Review she thought the progress of the legislation demonstrated "that both sides of politics, the educational bureaucracy and sector representatives have been ready to work co-operatively, responsibly and with mutual trust to establish something which will ensure Australia leads internationally in efforts to assure the quality of higher education".

"This policy initiative could easily have fallen victim to political and ideological campaigns and failed to proceed. That it did not is cause for great optimism," Bradley said. Education Minister Senator Chris Evans moved amendments to the bill at a Senate sitting on Thursday last week. One covers the right of universities to self-accredit courses. The inclusion of this in the establishing legislation had been a demand by universities. The government proposed to put it in second tier provider standards legislation.

The amended TEQSA bill now reads: "Some providers (including Australian universities registered in the Australian university provider category) are authorised to self-accredit their courses of study".

Mason added the rider, however, that although the reforms to higher education were worthwhile, he was concerned about the government's efficiency in implementing them. He said the government was minded "by the metric of 40 per cent of 20 to 34 year-olds having a bachelor's degree or more by 2025, ignoring all the careful planning that has to be done as a foundation of successful implementation". See Amended TEQSA bill passes Senate.

Other stories online this week include:

- UNE signs up online expert to expand distance agenda
- Another reason for UNE to do the deal with Pearson was the workload faced by staff teaching in two modes.
- Too soon for government to claim low QES success, say experts
- Money is not the main barrier between students from disadvantaged backgrounds and university.
- University rankings criticised as oversimplified, distorted
- A European report that finds fault with the way university rankings are derived has itself been criticised.
- Study to find out why Tasmanian men buy drugs online.
- A four year longitudinal study will track nearly every year 10 student in Tasmania to identify why drop out rates are the second-highest in the country.
- University of Sydney gets AusAID funding for HIV program
- A program for 20 leading Melbourne will provide intensive multidisciplinary training in the management and prevention of HIV/AIDS and sexually transmitted infections.
- Monash volunteer runs signal under 18th, cancer
- Aglian to set 18 science jobs at Monash has led to an industrial dispute with the UTEU.

Skyscraper Ad
(160 x 600)



Brought to you by

Customised campaign 728 x 600 (or taller)

EDITORIAL POLICY

Aged Care INsite welcomes editorial contributions in the form of news and feature articles as well as opinion pieces along with photographs. However, all submissions will be published or otherwise at the editor's discretion. The editor also reserves the right to edit, abridge or alter articles accepted for publication. The booking of advertisements does not guarantee that submitted articles will be published.

DEADLINES

Publication booking deadline: Friday before print
 Publication material deadline: Monday before print
 Features booking deadline: Refer to features list
 Features material deadline: Refer to features list
 In-house design deadline: Wednesday before print

CANCELLATION CONDITIONS

There is a 50% cancellation fee if your ad is cancelled within 24 hours of the booking deadline. If artwork is not received by the material deadline, your ad will not be included in the issue and you will be invoiced the full amount.

ADVERTORIAL GUIDELINES

Aged Care INsite will run paid advertorials within the editorial sections of the publication. However, there are guidelines to ensure that readers do not mistake the advertisement as being part of the publications independent editorial content.

- All advertorials must be clearly marked with the words advertorial, advertisement, advertising feature or sponsored editorial
- Advertorials must contain company logo and contact details
- Advertorials must meet the editorial style guide
- Final copy is at the editor's discretion
- The layout, design and font of advertorials must be distinctly different from those of the publication
- The publication's name or logo may not appear as any part of the advertorial, except in connection to a sponsorship (with permission) or with the publication's own products or services.

IN-HOUSE DESIGN/PRODUCTION COSTS

A \$250 plus GST production cost will be incurred if your advertisement is designed by APN Educational Media, this includes a maximum of two changes. Any additional changes and/or work required to incomplete or incorrect artwork will incur a production charge of \$100 plus GST per hour pro rata. We will gain approval before completing work. Complete artwork that meets our specifications will not incur a production charge.

INSERT MATERIAL INSTRUCTIONS

Insert rate: \$0.55 per insert or \$4,050 nationally (excl GST). Maximum of 2 inserts per issue.

A standard insert weighs max 30 grams and is sized no bigger than A4. Heavier and larger inserts are possible with a price on application. Quantities will be confirmed upon booking.

All inserts should be couriered to our printers in Queensland by the material deadline of the insert issue. A sample of the insert must be included on the outside of every box along with a label clearly marked as follows:

APN Print Warwick
56 Kenilworth Street
WARWICK QLD 4370

INSERT LABEL

To be inserted into *Aged Care INsite*:
 Issue:
 Insert date:
 Client name:
 Client contact:
 Total quantity:
 Box: _____ of _____



ABOUT APN EDUCATIONAL MEDIA

APN Educational Media is a wholly owned subsidiary of APN News & Media, one of Australasia's most broadly based and successful media companies. APN is the largest operator of regional newspapers, radio broadcasting and outdoor advertising in Australasia and publishes New Zealand's leading metropolitan newspaper, The New Zealand Herald. APN Educational Media also publishes the following leading titles/websites:

Nursing Review
www.nursingreview.com.au

Nursing & Aged Care Jobs
www.nursingandagedcarejobs.com.au

Campus Review
www.campusreview.com.au

Campus Review Jobs
www.campusreviewjobs.com.au

Education Review
www.educationreview.com.au

Smart Start Study Guide
www.smartstartstudyguide.com.au

We don't just cover the education and health industries – we are part of them.



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Review ordered?
 50% more of your industry covered

Rules, rules!
 Why residents are suffering with the regulatory regime

Before the storm!
 What to expect, without knowing the final PC recommendations

Respite care
 A good death?

Skills council aware of Cert III issues
 by Darragh O Keeffe

Contradictory claims on ACAR
 by Hugh Stone

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