

Nursing Review

AUSTRALIA'S INDEPENDENT VOICE OF NURSING

Media Kit 2012

WHY USE NURSING REVIEW

With a CAB audited circulation of 19,188 copies and a conservative pass on rate of four, *Nursing Review* can reach an estimated 76,000 nurses working in public and private hospitals, community healthcare centers and aged care facilities, Australia-wide, every month. *Nursing Review* is essential reading for anyone involved in the Australian healthcare sector and provides unrivalled coverage of specialist topics in a range of regular features as well as topical opinion pieces, international news, plus the latest in education, training and employment.

CIRCULATION AND READERSHIP

Nursing Review has a CAB audited circulation of 19,188 and an estimated readership of 76,000 nurses nationwide including every member of the Royal College of Nursing Australia. Our readers include:

- Directors of Nursing
- Nursing Unit Managers
- Registered and Enrolled Nurses
- Nurse Practitioners
- Educators and Academics
- Nursing Administrators in the Public and Private Sectors

ADVERTORIAL GUIDELINES

Nursing Review 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.

FACTS AT A GLANCE

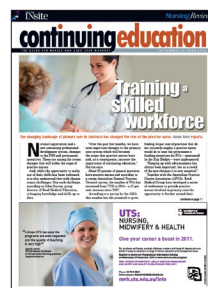
- 19,188 CAB audited as at September 2011
- Monthly publication
- Print and online editions
- Targeted subscribers
- Distributed nationally



RECRUITMENT ADVERTISING

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

CONTINUING EDUCATION GUIDE



Published in September each year, this guide is intended to encourage nurses and healthcare 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 *Nursing Review* and *Aged Care INSite* 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 *Nursing Review* and *Aged Care INSite* and delivered to university and TAFE campuses for all graduating students of nursing and aged care.

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

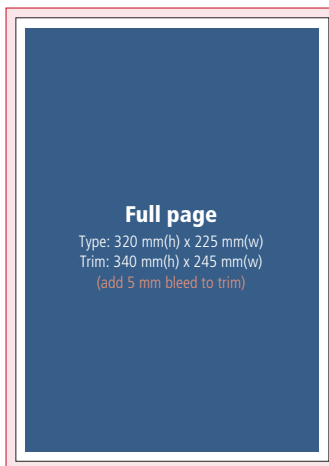
PRINT ADVERTISING

	1 issue	3 issues	6 issues	9 issues	12 issues
DPS	\$10,228	\$9,717	\$9,230	\$8,775	\$8,327
Full page	\$5,681	\$5,398	\$4,976	\$4,874	\$4,633
1/2 page	\$3,005	\$2,851	\$2,710	\$2,579	\$2,447
FC strip	\$2,758	\$2,605	\$2,462	\$2,329	\$2,206
1/3 page	\$2,039	\$1,934	\$1,835	\$1,749	\$1,661
1/4 page	\$1,530	\$1,453	\$1,377	\$1,311	\$1,245
Strip ad	\$961	\$913	\$869	\$825	\$781
1/8 page	\$765	\$727	\$688	\$656	\$623

PREMIUM POSITION LOADINGS

Plus 25% Inside front cover
 Plus 30% Outside back cover
 Plus 15% Inside back cover
 Plus 25% News section (pages 2-5)
 Plus 15% News section (pages 6-9)

PRINT ADVERTISING SPECIFICATIONS



DIARY LISTINGS

	1 issue	4 issues	12 issues
80 word logo diary listing	\$438	\$328	\$221
80 word diary listing	\$218	\$165	\$113

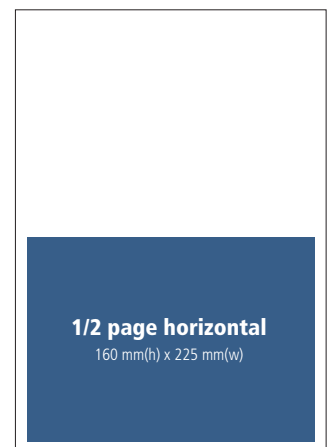
Please send diary listing text in an email to our sales team. All logos and images must be 300dpi attached as EPS, PDF or JPG.

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 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

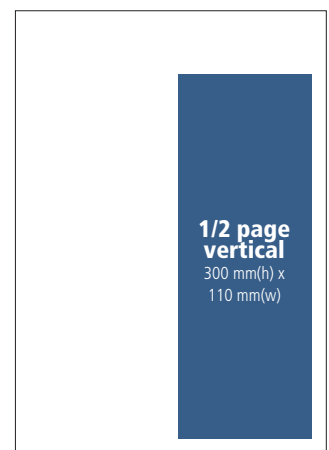
Full page or 2 x 1/2 pages (h)	\$6,010
Acknowledgement box on page 2	\$576
Strip ad	\$961
Sponsorship box	\$1,090
Sykcscraper Banner	\$1,258
TOTAL VALUE	\$9,895
25% Discount	\$2,474
TOTAL COST	\$7,421



DEADLINES

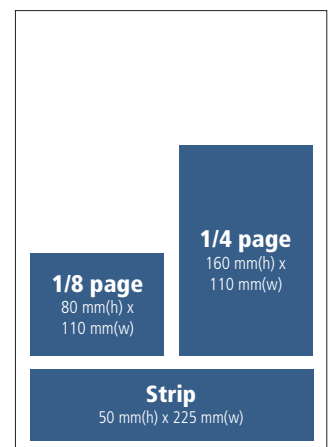
Issue	Booking Deadline	Material Deadline	Features
January	Thurs 15 Dec	Friday 16 Dec	New Year New Job, Midwifery, Oral Health
February	Wed 18 Jan	Thurs 19 Jan	Wound Care, Nutrition, Acute Care
March	Wed 22 Feb	Thurs 23 Feb	Cancer Nursing, Working in the Outback & Abroad, Indigenous Health
April	Wed 21 Mar	Thurs 22 Mar	Practice Nursing, Mental Health, Diabetes
May	Wed 18 April	Thurs 19 April	Infection Control, Critical Care, Rural Health
June	Wed 23 May	Thurs 24 May	Nutrition, Management, Continence
July	Wed 20 June	Thurs 21 June	Wound Care, Aged Care, e-Health
August	Wed 18 July	Thurs 19 July	Palliative Care, Midwifery, Cancer Nursing
September	Wed 22 Aug	Thurs 23 Aug	Infection Control, Practice Nursing, Indigenous Health
October	Wed 19 Sept	Thurs 20 Sept	Technology, Continence, Mental Health
November	Wed 24 Oct	Thurs 25 Oct	Community Nursing, Volunteering Overseas
December	Wed 21 Nov	Thurs 22 Nov	Acute Care, Dementia, Vaccinations

Regular features include: Recruitment, Education, Clinical News, Finance, Product Services, Diary and Publishing.



GUIDES / SUPPLEMENTS SCHEDULE

Issue	Booking Deadline	Material Deadline	Guide/Supplement
July	June 13	June 15	Nursing and Aged Care Leading Employers Guide
September	August 15	August 17	Continuing Education Guide
November	October 17	October 19	Your Future in Nursing
2013 Wall Planner	October 31	November 2	Health and Aging Wall Planner 2013



ONLINE OPPORTUNITIES

Nursing Review is published online monthly with weekly breaking news content. Subscribers are sent a weekly email alerting them when the latest content is live. 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 Nursing Review, 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* ADVERTISING	Entire site	Home page only	Individual page	Artwork Specifications
Box	\$1,640	\$656	\$438	300px(h) x 300px(w)
Banner	\$1,162	\$465	\$410	60pxl (h) x 468pxl (w)
Feature box	\$1,061	\$424	\$280	200pxl (h) x 300pxl (w)
Tile	\$821	\$328	\$273	150pxl (h) x 300pxl (w)
Button	\$547	\$218	\$165	150pxl (h) x 150pxl (w)

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

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

EXCLUSIVE* ADVERTISING	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	60pxl (h) x 468pxl (w)
Feature box	\$2,802	\$1,167	\$992	200pxl (h) x 300pxl (w)
Tile	\$2,213	\$885	\$737	150pxl (h) x 300pxl (w)
Button	\$1,476	\$590	\$443	150pxl (h) x 150pxl (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	8%
6 months	15%
12 months	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	8 issues
Skyscraper + Leaderboard			
Horizontal - 728(w) x 90(h)	\$4,000	\$3,600	\$3,240
Vertical - 160(w) x 600(h)			

B) EXCLUSIVE SPONSORED EMAIL CAMPAIGN	1 issue
Customised campaign	\$8,000
728(w) x minimum 600(h)	

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

Brought to you by **Nursing Review**

Skyscraper Ad (160 x 600)

Leaderboard Ad (728 x 90)

Good afternoon Danny

In the week's *Review* online you can read too:

It's 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 Territory Education Quality and Standards Agency Bill 2011 passed its second reading in the Senate last week and now looks set to get another hearing 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 TEGSA Professor Denise Shalby who told *Compas 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's basic requirements in terms of 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 reach a point for great attention," Shalby said. Education Minister Stephen Crain 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 existing legislation had been a demand by universities. The government proposed to put it in second for provider standards legislation.

The amended TEGSA 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 ride, 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 delayed by the metric of 40 per cent of 20 to 34 year olds having a bachelor's degree or more by 2023, ignoring all the careful planning that has to be done as a foundation of successful implementation." See *Forecast: TEGSA bill passes Senate*.

Other stories online this week include:

- UNE signs up online report to expand distance agenda
- Another reason for UNE to do the deal with Pearson was the weighted boost by staff teaching in two modes.
- Ten more for government to close two CDEA systems, in my opinion
- Money is not the main barrier between students from disadvantaged backgrounds and university
- University ratings criticised as controversial, distorted
- A Campaign report on how both sides the very university rankings are defined has just been released.
- Study to find out why Tasmania has high drop-out rates
- 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
- Program for 25 leading scholars will include intensive multidisciplinary training in the management and prevention of HIV/AIDS and sexually transmitted infections.
- Manuscript editor calls signal editor 'infectious virus'
- Anglin is set to become PM as election has led to an industrial dispute with the NTU.
- Quadrant releases file - regarding
- Graduate Careers Australia has released its 2011 annual report on the first year salaries of bachelor degree graduates - and the news is slightly better.

DEADLINES

Publication booking deadline: Wednesday 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.

ARTWORK SPECIFICATIONS

Finished artwork is to be supplied in PDF format – please embed all fonts and images.

IN-HOUSE DESIGN/PRODUCTION COSTS

A \$250 plus GST production cost will be incurred if your advertisement is designed and/or typeset 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.

All in-house design should be emailed to your sales representative.

All images must be attached in an email and supplied at 300dpi in EPS, TIF or JPG format.

INSERT MATERIAL INSTRUCTIONS

Standard Insert Rate: \$0.55 per insert (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:

INSERT LABEL

APN Print Warwick
56 Kenilworth Street
WARWICK QLD 4370

To be inserted into *Nursing Review*:

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 & Aged Care Jobs
www.nursingandagedcarejobs.com.au

Aged Care InSite
www.agedcareinsite.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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Nursing Review

AUSTRALIA'S INDEPENDENT VOICE OF NURSING

Vic hospitals reduce midwifery intake

Spotlight on English testing regime

Remote

CRANIALS

EDITORIAL POLICY

Nursing Review 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.