



OVERVIEW

New Zealand *Nursing Review* is essential reading for anyone

involved in the healthcare sector in New Zealand. It continues to provide our nurses with the latest news and developments in the health industry. It is the only independent newspaper in the country dedicated to reporting issues important to nurses.

The tabloid-sized *Nursing Review* provides unrivalled coverage of specialist topics in a range of regular monthly features as well as topical opinion pieces, profiles, a round-up of national news, plus the latest in education and training.

Complementing the monthly print edition is the completely up-to-date *Nursing Review* website.

- Nursing organisations can purchase a half-page advertisement at half price and profile a nursing success story in their organisation – ads must be branded 'profile'.

Facts at a glance

- Targeted at New Zealand nurses.
- Circulated to every private and public hospital in New Zealand and all members of the College of Nurses.
- 4000+ circulation in New Zealand.
- Complemented by up-to-date website.
- Monthly.

Circulation and readership

Nursing Review is circulated New Zealand-wide to all private and public hospitals, primary health organisations (PHOs) and nursing schools. It is sent to every member of the College of Nurses, directors of nursing, nurse managers, clinical nurse specialists, nurse educators, primary health nurses and practice nurses. It is distributed to more than 950 general practitioners' (GP) surgeries .

Special reports

Every issue of *Nursing Review* features a special report focusing on a particular nursing speciality.

The special reports list below will help you plan your advertising. A sponsorship package is available for each report, providing an ideal vehicle to promote your product(s) or service(s).

JANUARY	Skin cancer/Arthritis
FEBRUARY	Vaccines/Rehabilitation
MARCH	Aged-care/Mental health
APRIL	Infection control/Rural health
MAY	Education/Woundcare/International Nurses Day
JUNE	Men's health/Respiratory/COPD
JULY	Neonatal/Midwifery/Women's health
AUGUST	CTA funding/Mental health/Primary health
SEPTEMBER	Woundcare/Infection control
OCTOBER	Education/Diabetes
NOVEMBER	Intensive Care/Rehabilitation/Aged-care
DECEMBER	Dermatology/2011 review/Travel vaccines

www.apn-ed.co.nz

Nursing Review
NEW ZEALAND'S INDEPENDENT NURSING NEWSPAPER
www.nursingreview.co.nz

VOL 11 ISSUE 7 NOVEMBER 2010

NEWS: Competent but confused?
FEATURE: Bikes' practice nurse
OPINION: Gay and gray stigma?
OPINION: Time to live up?

More Kiwi nurses both here and across the Tasman?

BY FIONA CASSIE

The latest statistics confirm steady growth in the nursing workforce for the second year running – despite more nurses seeking work across the Tasman. The recession has seen more nurses staying in the workforce and also more returns to the field but the statistics also confirm a rapidly ageing workforce that will impact when the recession 'bubbles' burst.

The Nursing Council last month released its 2010 annual report and its first workforce statistics profile in eight years (see table at right). The latest statistics show that after near stagnant growth in the middle of the decade, the active nursing workforce grew 3.1 per cent in 2009 and 2.5 per cent in the 2010 year.

Nursing Council chief executive Carolyn Reed said it appeared part of the growth was due to nurses coming back into the workforce, with anecdotal reports of more New Zealand-trained nurses on return-to-work competency programmes. She said there were also reports of more students coming through the training schools and more students applying to sit state finals this year.

But at the same time the number of nurses applying to the Council for verification of their registration so they can work overseas – the vast majority in Australia – was at the highest level for about five years. In the year to March 31, 2010, there were 2139 requests (1568 of those to work in Australia) and in the 2010 year there were 1956 requests, with 1325 of those for Australia.

It is not known how many of the nurses requesting verification end up emigrating but there are also growing anecdotal reports of nurses cross-coasting the Tasman for lucrative short-term locum contracts.

Meanwhile the workforce statistics profile confirms the rapid ageing of the nursing workforce.

The Medical Council was reported last month as expressing concerns about the ageing medical workforce, with more than half of New Zealand's doctors now aged 45 or over and three per cent in their 70s.

The latest Nursing Council statistics show evidence of quite rapid ageing in the nursing workforce. In 1994, only 33.4 per cent were aged over 45; this rose to 47.5 per cent in 2002. During the same period the number of nurses aged over 60 jumped from less than three per cent in 1994 to 21 per cent in 2002 and now 31 per cent (with 1.5 per cent of those aged over 65).

In 2002 the average age of the New Zealand nurse was 44.6, by 2006 it was 45 and in 2009, 46.7 years old.

Reed said the ageing of the workforce was something "it was keeping an eye on and believed it was partly due to the number of people entering nursing at a mature age. "But people coming into the workforce in their 40s will have 20 years of work and will contribute significantly," though reports suggest that nursing schools were attracting younger cohorts.

She also noted the growing number of nurses over 60 and over 65. "I think that as a profession nursing does have to address how we can capitalise on the strengths of the older nurse and minimise the impacts on them of working longer."

Another trend highlighted by the latest statistics is the growth in non-New Zealand registered nurses – from 14.2 per cent in 2002 to 24 per cent in 2010. And the average nurse now works 0.83 of a full-time equivalent (FTE) workload compared to 0.8 in 2006 and 0.76 in 2002.

	05-06	06-07	07-08	08-09	09-10
Nurses* with annual practising certificates (APC)	43,543	43,916	44,571	45,965	47,129
Percentage increase in workforce over previous year	-	0.75%	1.5%	3.1%	2.5%
NZ nurses seeking verification to work overseas	1843	1744	1832	2139	1956
New registrations**	05-06	06-07	07-08	08-09	09-10
Overseas trained nurses newly registered	1596	1327	1207	1387	1295
NZ new graduates registered	1354	1216	1243	1320	1337
TOTAL	2950	2542	2450	2679	2632

*RNs, NPs, ENs, and MAs. **RNs, ENs and MAs

NEW ZEALAND'S INDEPENDENT NURSING NEWSPAPER

Pull-out supplements



LEADERSHIP & MANAGEMENT

Leadership & Management comes with the April/May issue of *INsite* and April issue of *Nursing Review*. It features articles on what's topical and newsworthy in healthcare staffing and recruitment.

DEADLINES 2011

Booking deadline	26 April
Material deadline	27 April
Published	June/July



YOUR FUTURE IN NURSING

Your Future in Nursing comes with the July issue of *Nursing Review*. It features articles for nurse graduates entering working life.

DEADLINES 2011

Booking deadline	21 June
Material deadline	22 June
Published	July

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DEADLINES

Deadlines 2011

Edition	Booking	Material	Published
February Vol 11 Issue 10	28 January	28 January	3 February
March Vol 11 Issue 11	22 February	23 February	2 March
April Vol 11 Issue 12	22 March	23 March	30 March
May Vol 12 Issue 1	26 April	27 April	3 May
June Vol 12 Issue 2	30 May	31 May	8 June
July Vol 12 Issue 3	27 June	28 June	4 July
August Vol 12 Issue 4	26 July	27 July	3 August
September Vol 12 Issue 5	23 August	24 August	31 August
October Vol 12 Issue 6	27 September	28 Sept	5 October
November Vol 12 Issue 7	26 October	27 October	2 November
December Vol 12 Issue 8	22 November	23 November	30 November

SPECIFICATIONS

Mechanical specifications

Format

Tabloid (245mm wide x 340mm high).

(Text image area 225mm wide x 320mm high.)

Bleed

Full page, 5mm all sides.

Column width – 6-column grid

1 column	34mm
2 columns	72mm
3 columns	110mm
4 columns	148mm
5 columns	185mm
6 columns	223mm

Bleed

Full page, 5mm all sides.

(Text must not go outside image area of 225mm wide x 320mm high.)

File types

EPS (text converted to paths/outlines), TIFF, PDF files accepted. If sending your artwork as a PDF file, make sure all the fonts are embedded or text converted to paths/outlines. If colour, ensure all photos are CMYK.

For in-house design, send your text document and images by email. The images and logos to be at 300dpi, line art 600dpi, attached as a TIFF, JPG or EPS file.

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RATES AND SPECIFICATIONS

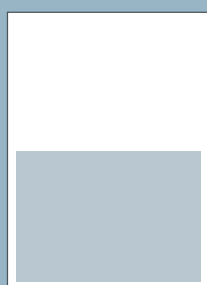


Full page

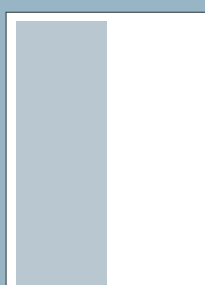
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Trim: 245mm (w) x 340mm (h)
(add 5mm bleed to trim)



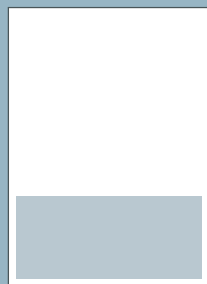
Front cover position
225mm (w) x 50mm (h)



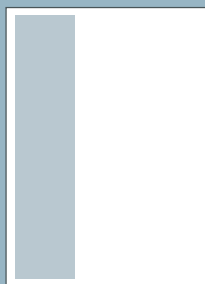
1/2 page horizontal
225mm (w) x 160mm (h)



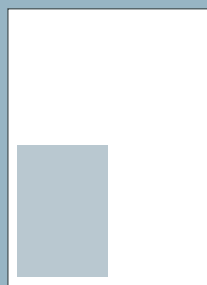
1/2 page vertical
110mm (w) x 320mm (h)



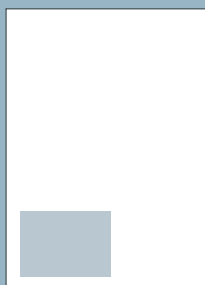
1/3 page horizontal
225mm (w) x 100mm (h)



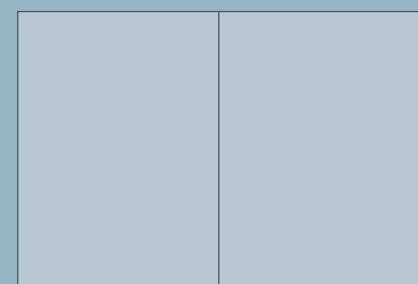
1/3 page vertical
72mm (w) x 320mm (h)



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



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



Double page spread – POA
Type: 470mm (w) x 320mm (h)
Trim: 490mm (w) x 340mm (h)
(add 5mm bleed to trim)

Display advertising rates

Ad size

Full page

Dimensions (size in millimetres)

245 (w) x 340 (h) (trim)

Bleed add 5mm all round
Type area = 225 (w) x 320 (h)

Price

\$5090

Half page – horizontal

225 (w) x 160 (h)

\$2550

Half page – vertical

110 (w) x 320 (h)

\$2550

Quarter page – vertical

110 (w) x 160 (h)

\$1280

Third page – horizontal

225 (w) x 160 (h)

\$1800

Third page – vertical

72 (w) x 320 (h)

\$1800

Eighth page – horizontal

107 (w) x 75 (h)

\$640

Eighth page – vertical

52 (w) x 155 (h)

\$640

General display rates

New Zealand display rate

\$18.50 per column cm

Recruitment rate

\$19.50 per column cm

Australian/New Zealand joint buy rate

available on request

Colour

full colour 25% loading

Preferred positions

Front cover strip 6 cols (w) x 30mm (h)

\$1100

Inside front cover (page 2)

+30%

Inside back cover

+25% – recruitment only

Back cover

+35% – recruitment only

Back page strip 6 cols (w) x 30mm (h)

\$1000

Section sponsorship options are available by request.

Multiple bookings pricing available on request.

Non-standard ad sizes attract a 25 per cent loading.

Accredited agency commission 20 per cent.

Tip-ons, posters, false covers are available on request.

Conferences

Display rate

\$18.50 per column cm

Listing up to 55 words

\$250

Listing up to 55 words plus logo

\$350

Multiple insertion rate

available on request

Inserts

Casual

\$250 per thousand

3+ issues

\$230 per thousand

Additions to Nursing Review

Product News

Product News is an excellent opportunity for suppliers and services to promote new products and services by providing a colour photo and 300 words about the product. Products will appear in a space approximately 110mm (w) x 40mm (h). The company website will feature at the bottom.

Price: \$300 (multiple insertions and/or giveaways are negotiable).

Noticeboard

Noticeboard provides an opportunity for smaller businesses to advertise at an affordable price. A colour photo and copy must be supplied and notices will appear in an approximate 110mm (w) x 40mm (h) space.

Price: \$300 (multiple insertions and/or giveaways are available).

All advertising rates exclude GST.

Note: all advertising is booked under the current terms and conditions of APN Educational Media.

Tracy Johnson

Sales Manager

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INTRODUCTORY OFFER: 20%–30% OFF ALL ONLINE ADVERTISING



www.nursingreview.co.nz



20% OFF WEBSITE ADVERTISING

Website advertising

HOME PAGE	Casual	3 months	6 months	12 months
Box	\$618.00	\$574.50	\$534.00	\$497.00
Banner	\$438.00	\$407.00	\$378.50	\$351.50
Tile	\$309.00	\$287.50	\$267.00	\$248.00
Button	\$206.00	\$191.50	\$177.50	\$165.50

INDIVIDUAL PAGES	Casual	3 months	6 months	12 months
Box	\$412.00	\$383.00	\$356.00	\$331.00
Banner	\$386.50	\$359.00	\$334.00	\$310.00
Tile	\$257.50	\$239.50	\$222.50	\$207.00
Button	\$154.50	\$143.50	\$133.50	\$124.00

*All online advertising rates are quoted per month and exclude GST.

Website advertising specifications

Box	300pxl (w) x 300pxl (h)
Banner	468pxl (w) x 60pxl (h)
Tile	300pxl (w) x 150pxl (h)
Button	150pxl (w) x 150pxl (h)
File format	GIF, JPG or FLASH file
File size	100KB or lower preferred
Rotation time	11 seconds per ad

30% OFF EMAIL ADVERTISING

Subscriber email advertising specifications

Skyscraper	190pxl (w) x 750pxl (h)
Base banner	650pxl (w) x 126pxl (h)
File format	GIF* or JPG
File size	100KB or lower preferred

*Email format does not allow for animated GIF or FLASH files.

SUBSCRIBER EMAIL	Casual	3 issues	6 issues
Skyscraper	\$1185.00	\$1125.00	\$1066.00
Base banner	\$515.00	\$489.00	\$465.00

INTRODUCTORY OFFER expires 30 June, 2011



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Deadlines 2011

Booking deadline	Material deadline	Published
16 November	22 November	December

Space is extremely limited, to avoid disappointment call to reserve your space today.

Display advertising rates (size in millimetres)

Top banner

Displayed across the top of the wall planner your company will enjoy maximum branding exposure as the owner of the wall planner.

595 wide x 70 high. Exclusive position: \$5000.

Vertical spots

Positioned on the vertical sides of the calendar providing substantial space for your artwork and prominent display.

110 wide x 165 high. Four positions available: \$1650 each.

Lower based horizontal spots

Positioned along the horizontal base of the calendar, maintaining your brand for 12 months.

110 wide x 70 high. Seven positions available: \$1000 each.

All the rates are for colour advertisements.

Accredited agency commission 20 per cent. All prices quoted exclude GST.

Note: all advertising is booked under the current terms and conditions of APN Educational Media.

Mechanical specifications

Format

Size: 841mm wide x 594mm high – A1 full colour.

Bleed

Full page, 5mm on all sides.

File types

EPS (text converted to paths/outlines), TIFF, PDF files accepted. If sending your artwork as a PDF file, make sure all the fonts are embedded or text converted to paths/outlines. If colour, ensure all photos are CMYK.

For in-house design, send your text document and images by email. The images and logos to be at 300dpi, line art 600dpi, attached as a TIFF, JPG or EPS file.

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OVERVIEW

The annual A1 size Wall Planner will be supplied with the December issue of *Nursing Review*. It provides advertisers with a prime location for an entire year at the most cost-effective rate.

Facts at a glance

- A1 size.
- 4000+ circulation with *Nursing Review*.
- Gives advertisers a strategic position to target the nursing sector in New Zealand.
- Annual.

Circulation and readership

Wall planners will be circulated New Zealand-wide with the December issue of *Nursing Review* to all retirement villages, resthomes and hospitals, primary health organisations (PHOs) and nursing schools. *Nursing Review* targets every member of the College of Nurses, directors of nursing, nurse managers, clinical nurse specialists, nurse educators, primary health nurses and practice nurses.

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