

Nursing Review

NEW ZEALAND'S INDEPENDENT NURSING NEWSPAPER

OVERVIEW

New Zealand Nursing Review is essential reading for anyone involved in the health care sector in New Zealand. *New Zealand Nursing Review* has a modern, glossy, oversized A4 format that is attractive and encourages health professionals to subscribe. 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 that are important to nurses.

New Zealand 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.

CIRCULATION AND READERSHIP

New Zealand Nursing Review is distributed New Zealand-wide to all public and private hospitals, every member of the College of Nurses, directors of nursing, nurse managers, clinical nurse specialists, nurse educators, nursing schools, primary health nurses, residential care homes, PHOs and practice nurses. Readers prefer to keep up with what's topical in nursing and postgraduate education as part of their jobs and career advancement.

SPECIAL REPORTS

Every issue of *New Zealand Nursing Review* features a special report focusing on a particular nursing speciality. These are excellent opportunities to advertise next to relevant editorial copy and by doing so, raise the profile of your company, institution, product(s) or service(s) in the highlighted area of nursing.

Our special reports list will help you plan your advertising.

A sponsorship package is available for each report, providing an ideal vehicle to promote your products or service.

JULY	Neonatal/Midwifery/Women's Health
AUGUST	CTA Funding/Mental Health/Primary Health
SEPTEMBER	Woundcare & Infection Control
OCTOBER	Education/Diabetes/Dermatology
NOVEMBER	Men's Health/Intensive Care/Rehabilitation
DECEMBER	A Review of 2010 – Profile Edition*

* 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".

SUBSCRIPTION INFORMATION

Number of subscriptions	Price per year subscription (12 issues)
1	\$48 (STD rate)
2 - 5	\$45 (per sub)
6 - 10	\$42 (per sub)
11 - 50	\$36 (per sub)
51 - 90	\$32 (per sub)
91 or more	\$24 (per sub)

DEADLINES 2010

Edition	Booking deadlines	Material deadlines	Published
September Vol 11 Issue 5	23 August	24 August	31 August
October Vol 11 Issue 6	27 September	28 September	5 October
November Vol 11 Issue 7	25 October	26 October	2 November
December Vol 11 Issue 8	22 November	23 November	30 November
January 2011 Vol 11 Issue 9	9 December	13 December	20 December

MECHANICAL SPECIFICATIONS

Format

Tabloid (340mm high x 245mm wide).

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

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 320mm high x 225mm wide.)

File types

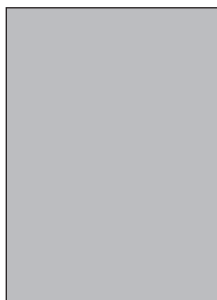
EPS (text converted to paths/outlines), TIFF, PDF files accepted. If sending your artwork as a PDF file, make sure all the fonts are embedded or text converted to paths/outlines. If colour, ensure all photos are CMYK. For in-house design, send your text by email.

The pictures and logos to be at 300dpi, line art 600dpi, attached as a TIFF, JPG or EPS file. PDF is the preferred format.

APN Educational Media prefers that advertising material be supplied via the Quickcut validation and delivery system. By using Quickcut you are assured that your ads will meet our exact specifications and arrive right first time.



Rates and Specifications



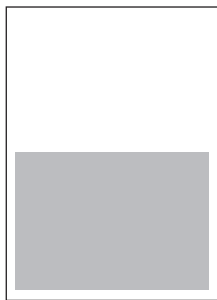
Full page

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



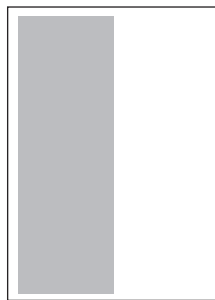
Front cover position

50 mm(h) x 225 mm(w)



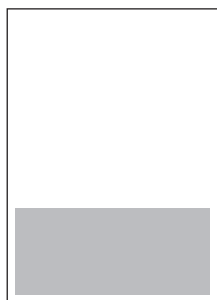
1/2 page horizontal

160 mm(h) x 225 mm(w)



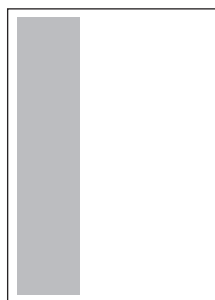
1/2 page vertical

320 mm(h) x 110 mm(w)



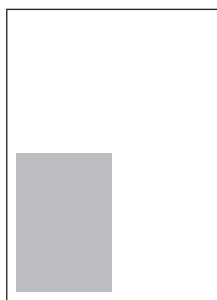
1/3 page horizontal

100 mm(h) x 225 mm(w)



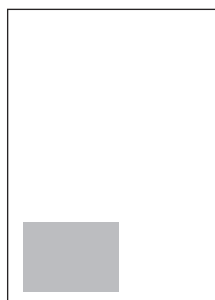
1/3 page vertical

320 mm(h) x 72 mm(w)



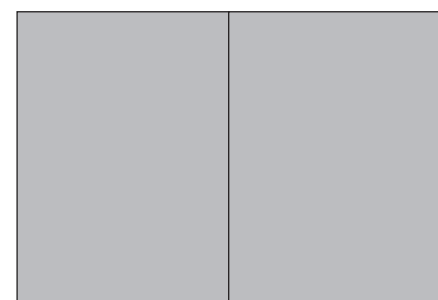
1/4 page vertical

160 mm(h) x 110 mm(w)



1/8 page vertical

80 mm(h) x 110 mm(w)



Double page spread

Type: 320 mm(h) x 470 mm(w)
 Trim: 340 mm(h) x 490 mm(w)
 (add 5 mm bleed to trim)

DISPLAY ADVERTISING RATES

(Size in millimetres)

Ad size	Dimensions	Mono price	Colour price
Full page (incl 5mm bleed)	340 (h) x 245 (w) (trim)	\$4130	\$5090
Type area	320 (h) x 225 (w)		
Full page (no bleed)	320 (h) x 225 (w)	\$4130	\$5090
Half page – horizontal	160 (h) x 225 (w)	\$2070	\$2550
Half page – vertical	320 (h) x 110 (w)	\$2070	\$2550
Quarter page	155 (h) x 107 (w)	\$1040	\$1280
Eighth page – horizontal	75 (h) x 107 (w)	\$520	\$640
Eighth page – vertical	155 (h) x 52 (w)	\$520	\$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 30mm (h) x 6 cols (w)	\$1100
Inside front cover (page 2)	+30%
Inside back cover	+25% – Recruitment only
Back cover	+35% – Recruitment only
Back page strip 30mm (h) x 6 cols (w)	\$1000
Section sponsorship options are available by 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

Spot colour and multiple bookings pricing available on request.

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

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.

NEW 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 40mm (h) x 110mm (w). 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 40mm (h) x 110 mm (w) space.

Price: \$300

(Multiple insertions and/or giveaways are negotiable.)

WEBSITE ADVERTISING

Available on request.



Online Introductory Offer

20% OFF ALL ONLINE ADVERTISING

ONLINE 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 are excluding GST.

WEBSITE ADVERTISING SPECIFICATIONS

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

www.nursingreview.co.nz

SUBSCRIBER EMAIL ADVERTISING SPECIFICATIONS

Skyscraper	750 pxl (h) x 190 pxl (w)
Base banner	126 pxl (h) x 650 pxl (w)
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



Leading Employers



OVERVIEW

An annual magazine distributed by INsite and *Nursing Review*, featuring articles on what's topical and newsworthy in health care staffing and recruitment.

Associated advertisers include educators, DHBs, hospitals, primary care providers, recruitment agencies, service and product providers and all organisations employing nurses.

CIRCULATION AND READERSHIP

- Distributed with April/May 2010 edition of *INsite*.
- Distributed with April 2010 edition of *Nursing Review*.

STATISTICS AT A GLANCE

- Distributed to all retirement villages, rest homes and aged care hospitals with *INsite*.
- Distributed to all district health boards and major health institutions, with *New Zealand Nursing Review*.
- Circulated to decision-makers.
- 9000+ circulation within New Zealand.
- Annual publication.
- *INsite* is heavily supported by industry bodies, including HealthCare Providers NZ, the RVA and NZHHA. *INsite* features regular columns by Nora Barlow (president of RVA), Martin Taylor (CEO of HCPNZ) and Jane Cummings (NZHHA).

DISPLAY ADVERTISING RATES

(Size in millimetres)

SPONSORED EDITIONS

Logo carried on front with full page advertisement outside back page full colour: \$4000

CLASSIFIED OR RUN OF PAPER

Ad size	Dimensions	Mono price	Colour price
Full page (5mm bleed)	350 (h) x 255 (w)	\$3200	\$3650
Full page (no bleed)	320 (h) x 225 (w)	\$3200	\$3650
Half page	155 (h) x 225 (w)	\$2200	\$2700
Quarter page	155 (h) x 107 (w)	\$970	\$1450

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.

DEADLINES 2010

Booking deadline	Material deadline	Published
26 April	26 April	May

MECHANICAL SPECIFICATIONS

Format

Tabloid (340mm high x 245mm wide).

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

Bleed

Full page, 5mm 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 by email.

The pictures and logos need to be at 300dpi, line art 600dpi, attached as a TIFF, JPG or EPS file.

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Wall Planner 2011



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.

70mm high x 595mm wide. One position available: \$5000.

VERTICAL SPOTS

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

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

LOWER BASED HORIZONTAL SPOTS

Positioned along the horizontal base of the calendar, maintaining your brand for 12 months. 70mm high x 110mm wide. Seven positions available: \$1000 each.

All the rates are for colour advertisement.

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.

DEADLINES 2010

Booking deadline	Material deadline	Published
16 November	20 November	December

MECHANICAL SPECIFICATIONS

Format

Size: 594mm high x 841mm wide – 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 by email.

The pictures and logos need to be at 300dpi, line art 600dpi, attached as a TIFF, JPG or EPS file.

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WALL PLANNER

An annual A1 size wall planner will be supplied with the December issue of *New Zealand Nursing Review*. This is aimed to provide advertisers a prime location for an entire year at the most cost-effective rate.

CIRCULATION

Wall planners will be distributed with the December issue of *New Zealand Nursing Review* to all public and private hospitals, every member of the College of Nurses, directors of nursing, nurse managers and educators, areas of community health care, nursing associations and societies, residential care homes and practice nurses.



Purchasing Guide



OVERVIEW

The *Purchasing Guide* is a handy-sized (A5), time-saving guide providing listings of medical products and services for decision-makers in the health sector. Published once a year in October, it is ideally timed to help in purchasing decisions for the following year.

STATISTICS AT A GLANCE

- Distributed to all retirement villages, resthomes and aged-care hospitals with *INsite*.
- Distributed to all district health boards and major health institutions, with *Nursing Review*.
- Circulated to purchasing decision-makers.
- 9000+ circulation within New Zealand.
- Annual publication.
- *INsite* is heavily supported by industry bodies, including HealthCare Providers NZ, the RVA and NZHHA. *INsite* features regular columns by Nora Barlow (president of RVA), Martin Taylor (CEO of HCPNZ) and Jane Cummings (NZHHA).

ADVERTISING OPTIONS

Early booking opportunity

Book your full page placement by 15th August and we'll give you a bonus page FREE to promote your products and services.

(This offer and placement is exclusive of listed prime positions.)

Multiple listings discount

Ten per cent discount for any multiple listing placed.

DISPLAY ADVERTISING RATES

(Size in millimetres)

PRIME POSITIONS – FULL PAGE COLOUR GLOSS

Ad size	Dimensions	Colour price
Outside back page (5mm bleed)	220 (h) x 158 (w)	\$2000
Outside back page (no bleed)	190 (h) x 128 (w)	\$2000
Inside cover – front or back (5mm bleed)	220 (h) x 158 (w)	\$2000 each
Inside cover – front or back (no bleed)	190 (h) x 128 (w)	\$2000 each

GENERAL PLACEMENT

Ad size	Dimensions	Mono price	Colour price
Full page (5mm bleed)	220 (h) x 158 (w)	\$1200	\$1500
Full page (no bleed)	190 (h) x 128 (w)	\$1200	\$1500
Half page	90 (h) x 128 (w)	\$750	\$1050
Quarter page	90 (h) x 60 (w)	\$450	\$750
Spot colour additional			\$150

BUSINESS/SUPPLIER LISTING

50 words, including company logo	\$250
50 words, no logo per placement	\$150

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.

DEADLINES 2010

Booking deadline	Material deadline	Published
10 September	14 September	October

MECHANICAL SPECIFICATIONS

Format

A5 (210mm high x 148mm wide).

Bleed

Full page, 5mm all sides.

(Text must not go outside image area of 190mm high x 128mm wide.)

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 by email.

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