



NURSING REVIEW

2020
MEDIA KIT

**VIEW DEMOGRAPHICS
AND DISTRIBUTION**

**MAGAZINE DEADLINE
DATES**

**AD DIMENSIONS AND
SPECIFICATIONS GUIDE**

**AUSTRALIA'S BEST NURSING NEWS
PROVIDER**

Published since 1996, *Nursing Review* is Australia's only independent nursing print and digital content provider. Our widely respected journalists engage an audience of more than 30,000 people every month, delivering over 6,500 leads per year in an industry worth billions. We are widely read by nursing directors, nursing managers, midwives, nurse practitioners, registered nurses, government, independent bodies, boards and support staff.

CREATIVE ADVERTISING

Use the latest in print and online technology to help your ad stand out as soon as someone picks up a magazine or sees your ad on the website or e-newsletter.

If you're looking to create better connections or generate immediate leads in the nursing sector, contact us today.

APN Educational Media

facilitates more connections between professionals in education and health-care markets than anyone else. These connections help generate a more informed community, capable of learning and developing at a faster rate for the benefit of students and patients throughout Australia. Our influence and reach help suppliers of products and solutions generate more leads than anyone else through our access to exclusive subscription media audiences.

We also manage the complete strategy and delivery of turnkey content marketing solutions for companies intent on dominating social media and traditional channels as preeminent thought leaders.

Hundreds of customers, from SMEs to multinationals, trust us to help them connect and engage in education and healthcare. They do so because we care as much about our clients' business as they do.



ROLE

53% Registered Nurses
 14% Nurse Educators
 9% Management
 8% Nurse Managers
 5% Directors of Nursing
 11% Other

EXPERIENCE

74% 10+ years
 16% 5-9 years
 7% 3-4 years
 1% 1-2 years
 2% <1 year

35,713

AUDIENCE REACH PER MONTH

5,043

MONTHLY SITE USERS

8,261

MONTHLY PAGE VIEWS

4,893

PRINT AND EMAGS

16,900

WEEKLY EMAILS

4,812

FOLLOWERS ON SOCIAL
MEDIA

1,763

MONTHLY PODCAST LISTENS

**DISPLAY
ADVERTISING**

Premium Full Page
210 mm (w) x 297(h)
+ 5 mm bleed **\$8,036**

Full Page
210 mm (w) x 297(h)
+ 5 mm bleed **\$7,006**

1/2 Page
185 mm (w) x 133(h) **\$4,865**

1/3 Page
185 mm (w) x 90(h) **\$2,686**

1/4 Page
Horizontal
185 mm (w) x 64(h) **\$2,252**

1/4 Page
Vertical
90 mm (w) x 133(h) **\$2,054**

2-Page Spread
420 mm (w) x 297(h)
+ 5 mm bleed **\$14,910**

All files to be sent at a high resolution (300dpi)
PDF file in CMYK with full page crop marks
via email to ads@apned.com.au or via Quickcut

Call 02 9936 8664

**ADVERTORIAL
ADVERTISING**

Full Page
600-800 words
+ 1 image + 1 logo **\$9,394**

Double Page
1800-2200 words
+ 1 image + 1 logo **\$18,403**

Contact ads@apned.com.au for our
full advertorial specifications

AD CREATION

**Advertising artwork
service for print and
online advertising.** **\$400**

We include: Artwork for layout option
and 2 rounds of author corrections.

You provide:

- (1) Finalised text in a Word Document
- (2) 2 high-resolution (300 dpi) photos
- (3) Company logo in vector format
- (4) Previous ad styles we can emulate.

For more information, email
ads@apned.com.au

FEATURES AND SCHEDULE

ISSUE Feature	Booking Deadline	Delivery Week
January-February Midwifery, education, primary healthcare	Jan 23	Feb 13
March-April Wound care, nutrition, incontinence	Mar 19	Apr 9
May-June Emergency and critical care, midwifery, working abroad/travel	May 14	Jun 4
July-August Neonates/paediatrics, palliative care, rural and remote	Jul 9	Jul 30
September-October Postgraduate education, pain management, working abroad	Sep 3	Sep 24
November-December Mental health, cancer, midwifery	Oct 29	Nov 19

All prices include GST

SOCIAL MEDIA

Along with our widely read print edition and popular website **nursingreview.com.au**, *Nursing Review* also connects with a large percentage of its audience through social media. This is our fastest growing area to engage our readers and allows us to be followed by an engaged demographic locally and nationally.

4000+ followers online

Social Media Blast **\$1,250**

For more information, email ads@apned.com.au

Sponsorship provides an opportunity to build and reinforce relationships or introduce new initiatives, products and services to a relevant audience.

Packages can be tailored to suit your needs and budget.

PODCASTS

Nursing Review is at the forefront of healthcare industry news, giving our readers the perfect opportunity to listen with ease and flexibility to news and information that is relevant to them. Our podcasts allow our team to communicate information directly and efficiently, therefore creating an intimate and personal connection with our audience. This connection increases loyalty to our publication, which is demonstrated by the high levels of engagement from our audience.

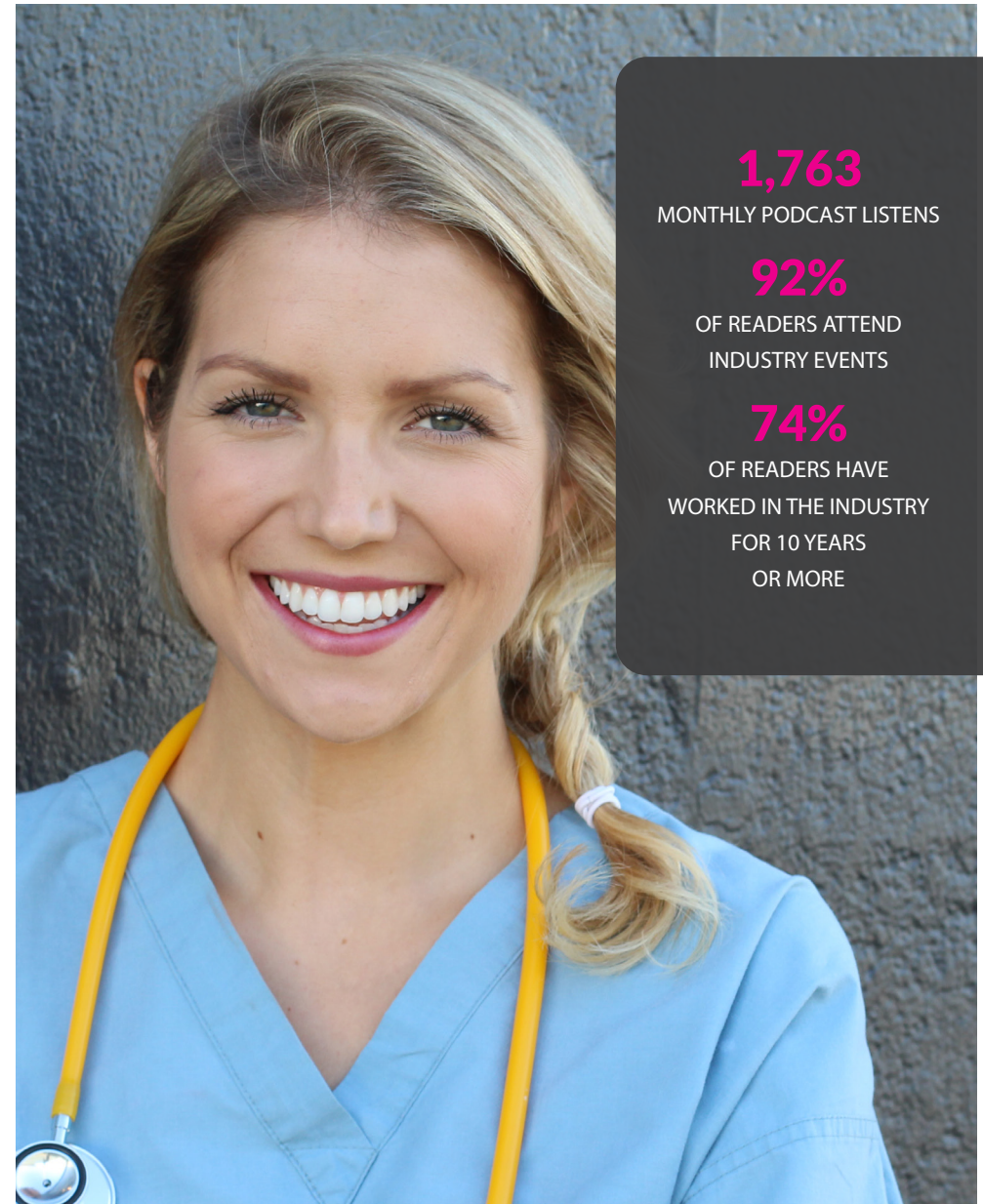
1700+ plays per month

Monthly Sponsorship **\$1,600**

15s intro

You provide the script, we provide the voice

Call 02 9936 8664



1,763

MONTHLY PODCAST LISTENS

92%

OF READERS ATTEND
INDUSTRY EVENTS

74%

OF READERS HAVE
WORKED IN THE INDUSTRY
FOR 10 YEARS
OR MORE



5,043

MONTHLY SITE USERS

8,261

MONTHLY PAGE VIEWS

Online advertising options range from static box ads to videos. Everyone has a preferred way of reading *Nursing Review*. Advertising online ensures you reach all our readers, including those who subscribe to online only.

SHARED DISPLAY

A "shared" ad rotates with up to two other ads upon page refresh. Price is per month.

Leaderboard **\$2,657**
940 x 90 px

Box **\$2,169**
300 x 250 px

For more information, email
ads@apned.com.au

EXCLUSIVE DISPLAY

Subject to availability. Price is per month.

Leaderboard **\$4,220**
940 x 90 px

Exclusive Box **\$4,020**
300 x 250 px

Call 02 9936 8664

ADVERTORIAL

Website post & social media boost **\$4,000**
600-1000 words
+ 1 image + 1 logo

TECHNICAL SPECS Web artwork in JPG format. Up to 3 transitions via GIF. No Flash files accepted. All files to be supplied at the specified size.

E-NEWS OPTIONS

Sponsor one of our e-newsletters sent every Tuesday.

Leaderboard **\$3,632**
940 x 90 px

Listing **\$4,153**
310 x 165 px
70 words + your logo

For more information, email
ads@apned.com.au

Please contact your account manager for our full specifications sheet at ads@apned.com.au or 02 9936 8664

EDM

(ELECTRONIC DIRECT MAIL)

You provide the HTML, we provide the audience!

**Per email/
broadcast \$7,195**

**Follow-up
email \$3,127**

Technical Specifications

- HTML file, all images linked
- Text file (for non-HTML email clients)
- Subject line (less than 50 characters)

Layout suggestions

- No background images
- No GIFs, video or Flash
- Table format, 600 px wide
- Don't link to an external .css file
- No Javascript
- No more than 45,000 characters
- Don't use <div> tags
- Use links for forms or videos



16,900
WEEKLY EMAILS

The main benefit of an eDM campaign is that it's one of the only forms of mass communication that provides usable data and analytics that can assist with future planning. You can view how many people opened your email, how many took action as a result, which link they clicked on, how many people clicked on each individual link, all valuable data that will help you calculate an exact return on investment (ROI).

An eDM campaign can save our clients time and money by making it simple for them to reach large, targeted audiences that would have previously been out of their reach.

The most important aspect of an eDM is a client's ability to customise and personalise their message. Unlike traditional marketing platforms, an eDM allows our clients to specifically design a message, offer, competition, free demo etc to encourage and entice subscribers to engage with their eDM.