



NURSING REVIEW

2020
MEDIA KIT

**VIEW DEMOGRAPHICS
AND DISTRIBUTION**

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 47,000 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.

**MAGAZINE DEADLINE
DATES**

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.

**AD DIMENSIONS AND
SPECIFICATIONS GUIDE**

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

47,713

AUDIENCE REACH PER MONTH

8,159

MONTHLY SITE USERS

11,772

MONTHLY PAGE VIEWS

10,416

PRINT AND EMAGS

16,118 WEEKLY EDMS
16,171 WEEKLY EMAILS

4,873

FOLLOWERS ON SOCIAL
MEDIA

1,872

MONTHLY PODCAST LISTENS

**Source: average numbers between April to June 2020. These numbers are a best indication and can be subject to fluctuation.*

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 8710

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

Our podcasts allow our team to communicate information directly and efficiently, therefore creating an intimate and personal connection with our audience.

Podcast Series:

1 x 10 min **\$990**

3 x 10 min **\$2250**

6 x 10 min **\$4250**

*all prices inc GST

**podcast re-edit \$950

Advertising packages including podcasts available upon request.

1872+ plays per month

Monthly
Sponsorship

\$1,600

15s intro

You provide the script, we provide the voice

Call 02 9936 8710



1,872

MONTHLY PODCAST LISTENS

92%

OF READERS ATTEND
INDUSTRY EVENTS

74%

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

8,159

MONTHLY SITE USERS

11,772

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

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

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

EXCLUSIVE DISPLAY

Subject to availability. Price is per month.

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

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

Call 02 9936 8710

ADVERTORIAL

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

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 8710

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



16,118 WEEKLY EDMs
16,171 WEEKLY E-NEWS

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.