

big
new
section

DEALING with Diabetes

Low
GI
foods

with Dr Alan Barclay

Easy
STEPS

TO REDUCE
YOUR FAMILY'S
HEALTH COSTS

Lifestyle tips

for **people**
with **diabetes**

TAME your
**BLOOD
SUGAR**

Health
news

get the latest
diabetes updates

Delicious and
nutritionally tested
recipes

Overview

Dealing with Diabetes is a new dedicated section included with *Healthy & Heartwise*.

Dealing with Diabetes and *Healthy & Heartwise* are the perfect combination to help readers better manage their heart health and diabetes. Often the poor management of cardiovascular issues is the cause of diabetes. Our reader surveys also show that almost one in five of our readers has diabetes or a family member with diabetes.

Integrity

Our articles come from respected sources, such as Diabetes Australia State and Territory branches, and Dr Alan Barclay regarding low-GI foods. Other contributors are Effie Houvardis and Mel Morrison, who both have a special interest in diabetes, as well as exercise physiologists and general practitioners.

Deadlines

Edition	On Sale	Booking Deadline	Material Deadline
Winter 2011 Vol 50	Monday 20th June	Friday 15th April	Friday 22nd April
Spring 2011 Vol 51	Monday 19th September	Friday 15th July	Friday 22nd July
Summer 2011 Vol 52	Monday 21st November	Friday 7th October	Friday 14th October
Autumn 2012 Vol 53	Monday 19th March	Friday 17th February	Friday 24th February

Rates & specs

ADVERTISING RATES (EXCLUDING GST)

Available Ad Sizes	Casual (1X)	Frequency (4X)
Double Page Spread Colour	\$9,720	\$8,750
Full Page Colour	\$5,200	\$4,680
Half Page Colour	\$3,520	\$3,170
Third Page Colour	\$2,590	\$1,750
Premium Positions		
Inside Front Cover	\$6,240	\$5,620
Inside Back Cover	\$5,720	\$5,150
Direct Response Tear-Out Cards (eg. 3DL x Full Colour Coupons. Light, perforated board, copy/image front & back)	\$10,000	\$9,000
Special Position Page Loading	10%	
Loose Inserts	\$125 per thousand	
Product Sample glued to page	\$125 per thousand	

Client to supply colour proof with material

CANCELLATION POLICY

Two months' notice prior to publication.

CIRCULATION

Newsagents (nationally)	10,000
Pathology clinics (nationally)	11,350
Medical Centres (3+ GPs)	21,000
Pharmacist Advice Customer Loyalty	2,150
Subscriptions	5,500
Circulation Audits Board audited	50,000

MECHANICAL SPECS (MM)

Full Page	Depth	Width
Image	287	200
Trim	297	210
Bleed	303	216
Double Page Spread	Depth	Width
Image	287	410
Trim	297	420
Bleed	303	426
Half Page Horizontal	Depth	Width
Image	135	200
Trim	145	210
Bleed	155	216
Half Page Vertical	Depth	Width
Image	287	92
Trim	297	102
Bleed	303	108
Third Page Vertical	Depth	Width
Image	287	59
Trim	297	69
Bleed	303	75
Direct Response Tear-Out Coupon page (light perforated board, copy front and back.)	Depth	Width
Image	287	200
Trim	297	210
Bleed	303	216

Contact

For advertising bookings, call (02) 9439 1599
or for more information, email Michael Sant
msant@healthpublishingaust.com.au

OTHER HEALTH PUBLISHING AUSTRALIA PUBLICATIONS

Conquest Diabetes Magazine (on behalf of Diabetes Australia)
• Cardiovascular Medicine in General Practice • Diabetes Management
Journal Paediatrics & Child Health in General Practice • Geriatric Medicine
in General Practice • Pain Management in General Practice

TERMS AND CONDITIONS Confirmation by the advertiser or agent of the 'booking form' outlining the advertising schedule is considered the contract. ADVERTISING STANDARDS Advertisements submitted to Healthy&heartWise magazine are subject to approval by Good Health Publications. Advertisers are responsible for ensuring that advertisements comply with Commonwealth and State laws. ACCEPTANCE The publisher reserves the right to reject any advertisement or copy considered offensive or outside advertising industry standards and regulations. The word 'advertisement' will be placed above or below copy in which in the publisher's opinion resembles editorial. CANCELLATION A 12 month sponsorship is non cancellable. INDEMNITY It is the responsibility of the advertiser to ensure that advertisements comply with the Trade Practices Act 1974 as amended and the Therapeutic Goods Act 1989 as amended. All advertisers are accepted for publication on condition that the advertiser indemnifies the publisher and its servants against all actions, suits, claims, loss and/or damages resulting from anything published on behalf of the advertiser. This document is accurate at the time of publication and any subsequent variation will be advised to relevant parties.