

Elsevier Australia
Pharma & Life Sciences Solutions

MEDIA KIT 2017

Specialist Advertising



Niche audience. Maximum impact.

With unmatched healthcare professional reach and engaging, customisable solutions, our display opportunities provide you with effective ways to connect with your target audience.

400+ healthcare journals and websites

80+ defined specialties



Print Advertising

- ▶ *PracticeUpdate Oncology*
- ▶ *PracticeUpdate Cardiology*
- ▶ *PracticeUpdate Diabetes*
- ▶ *PracticeUpdate Dermatology*
- ▶ *PracticeUpdate Neurology*



Digital Advertising

- ▶ *Health Advance e-journals* – **2.3 million** users. **7 million** page views/month
- ▶ *ScienceDirect.com* – **20 million** users. **30 million** page views/month
- ▶ *PracticeUpdate.com* – **75,000** users. **1.8 million** page views/month
- ▶ *The Lancet.com* – **2 million** users. **4.5 million** visitors

ELECTRONIC TABLE OF CONTENTS EMAIL

Be part of the message from the start with advertising placement directly to the inbox of journal recipients.

Up to 3 advertising positions within special email preview of the articles and topics readers can expect in their next journal issue. These are sent to the opt-in recipients of Elsevier journals and include a 19.45% average open rate.

WEB BANNER ADS

Our journals' dynamic, comprehensive ancillary websites are top destinations for our readership. Advertising on our journal websites allows you to create brand awareness in an interactive manner and develop instant connection via clickthroughs.

Advertising

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Niche audience. Maximum impact.

Our leading independent clinical newspapers offer advertisers an opportunity to reach a niche medical specialist audience with:

- ▶ the latest international news
- ▶ research and
- ▶ conference coverage.

Our leading independent clinical newspapers keep the busy specialist highly engaged with:

- ▶ current and relevant breaking research
- ▶ expert opinions
- ▶ clinical practice comments
- ▶ medication updates
- ▶ treatment trends.

If it's happening in medicine, specialists will read about it in our newspapers: *PracticeUpdate Oncology*, *PracticeUpdate Cardiology*, *PracticeUpdate Diabetes*, *PracticeUpdate Neurology* and *PracticeUpdate Dermatology*.

“ I don't have time to read everything that comes in but *Cardiology* has the relevant clinical and research news from conferences and journals to keep me ahead.

Research surgeon



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SPECIALTY FOCUS

- ▶ Breast
- ▶ Cancer management
- ▶ CNS/Brain
- ▶ Colon and rectum
- ▶ Endocrine
- ▶ Gastrointestinal tract
- ▶ General oncology
- ▶ Genitourinary (non-prostate)
- ▶ Gynaecology
- ▶ Head & neck
- ▶ Haematology
- ▶ Lung
- ▶ Lymphomas
- ▶ Other cancers
- ▶ Paediatric
- ▶ Prostate
- ▶ Sarcoma
- ▶ Skin

Circulation: **1980** – 990 oncologists and 990 haematologists in Australia

FEATURES AND ADVERTISING DEADLINES 2017

Issue	Conference feature*	Booking deadline	Material deadline	Publishing date w/c
Vol 1/No 1 – May	American Association for Cancer Research Annual Meeting (AACR) 1–5 April, Washington DC	7 April	14 April	8 May
Vol 1/No 2 – July	American Society of Clinical Oncology Annual Meeting (ASCO) 2–6 June, Chicago, IL	2 June	9 June	3 July
Vol 1/No 3 – October	European Society of Medical Oncology (ESMO) 2017 Congress 8–12 September, Spain	1 September	8 September	9 October
Vol 1/No 4 – November	American Society for Radiation Oncology (ASTRO) Annual Meeting 24–27 September, San Diego, CA	6 September	13 September	6 November
Best of 2017 – December	Compilation of best research to come from conferences in 2017 including ASCO, AACR, ESMO, ECCO	3 November	10 November	4 December

* Conferences and news feature included in publication are subject to change without notice. Elsevier cannot guarantee printing of material submitted after the material deadline.

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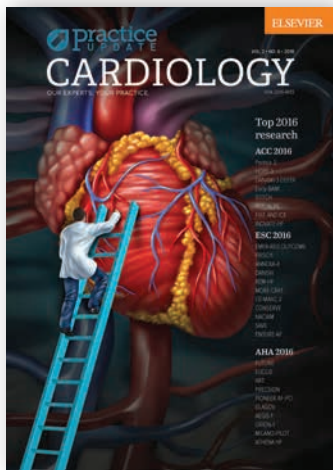
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SPECIALTY FOCUS

- ▶ Arrhythmias/Heart rhythm disorders
- ▶ Cardiac imaging
- ▶ Cardiac procedures & surgeries
- ▶ Coronary heart disease
- ▶ General cardiology
- ▶ Heart failure & transplantation
- ▶ Heart health-prevention & rehabilitation
- ▶ Hypertension
- ▶ Interventional cardiology
- ▶ Myocardial disease
- ▶ Paediatric & congenital heart conditions
- ▶ Pericardial disease
- ▶ Valvular heart disease
- ▶ Vascular & aortic disease

Circulation: **3070** cardiologists in Australia

FEATURES AND ADVERTISING DEADLINES 2017

Issue	Conference feature*	Booking deadline	Material deadline	Publishing date w/c
Vol 2/No 1 – June	American College of Cardiology Congress (ACC 2017) 17–19 March, Washington DC	22 May	24 May	12 June
Vol 2/No 2 – September	European Society of Cardiology Congress: ESC Congress 2017 27–31 August, Barcelona, Spain	4 August	11 August	18 September
Vol 2/No 3 – November	American Heart Association Congress: AHA 2017 11–15 November, Anaheim, CA	6 October	13 October	27 November
Best of 2017 – December	Compilation of best research to come from 2017 conferences including ISC, ACC, ESC, AHA	3 November	10 November	4 December

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SPECIALTY FOCUS

- ▶ Cardiovascular complications
- ▶ Chronic kidney disease
- ▶ Diabetes
- ▶ Inpatient glucose management
- ▶ Metabolic & endocrine disorders
- ▶ Microvascular complications
- ▶ Obesity
- ▶ Paediatric endocrinology
- ▶ Pituitary, thyroid & adrenal disorders
- ▶ Reproductive endocrinology disorders

Circulation: **690** endocrinologists in Australia

FEATURES AND ADVERTISING DEADLINES 2017

Issue	Conference feature*	Booking deadline	Material deadline	Publishing date w/c
Vol 1/No 1 – May	ENDO 2017 1–4 April, Orlando FL	10 April	18 April	18 May
Vol 1/No 2 – June	American Association of Clinical Endocrinologists Annual Meeting (AACE) 3–7 May, Austin TX	5 May	12 May	5 June
Vol 1/No 3 – August	American Diabetes Association Annual Meeting 9–13 June, San Diego, CA	7 July	14 July	7 August
Vol 1/No 4 – October	European Association for the Study of Diabetes (EASD 2017) 11–15 September, Lisbon, Portugal	1 September	8 September	9 October
Best of 2017 – December	Compilation of best research to come from 2016 conferences including ENDO 2016, EASD, ADA, AACE	3 November	10 November	4 December

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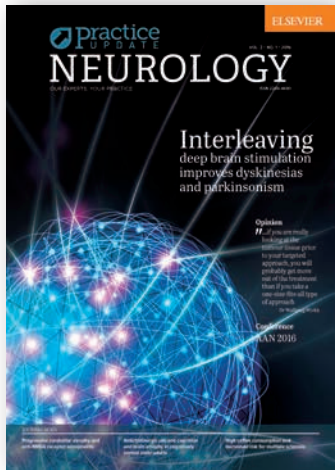
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SPECIALTY FOCUS

- ▶ Brain cancer
- ▶ Cerebrovascular disease
- ▶ Dementia
- ▶ Epilepsy
- ▶ General neurology
- ▶ Headache/Migraine
- ▶ Multiple sclerosis
- ▶ Neuropathic pain
- ▶ Parkinson disease
- ▶ Sleep disorders

Circulation: **800** neurologists and neuro surgeons in Australia

FEATURES AND ADVERTISING DEADLINES PRACTICEUPDATE NEUROLOGY 2017

Issue	Conference feature*	Booking deadline	Material deadline	Publishing date w/c
Vol 2/No 1 – May	American Academy of Neurology Annual Meeting 22–28 April, Boston, MA	7 April	14 April	15 May
Best of 2017 – December	Compilation of the best research to come out of 2016. Conferences include ANA and all the big neurology international conferences of the year	3 November	10 November	4 December

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SPECIALTY FOCUS

- ▶ Complex medical dermatology
- ▶ Cosmetic dermatology
- ▶ Dermatological surgery
- ▶ Dermatopathology
- ▶ General dermatology
- ▶ Medical dermatology
- ▶ Occupational dermatology & contact dermatitis
- ▶ Osteoporosis
- ▶ Paediatric dermatology
- ▶ Pain management
- ▶ Rheumatoid arthritis
- ▶ Rheumatology/Immunology

Circulation: **870** – 520 dermatologists and 350 rheumatologists in Australia

FEATURES AND ADVERTISING DEADLINES PRACTICEUPDATE DERMATOLOGY2017

Issue	Conference feature*	Booking deadline	Material deadline	Publishing date w/c
Vol 1/No 1 – March	American Academy of Dermatology Annual Meeting 3–7 March, Orlando, Florida	3 February	10 February	27 March
Best of 2017 – December	Compilation of the best research to come out of 2016. Conferences include American College of Rheumatology Annual Meeting, AAD, EULAR, and all the big rheumatology international conferences of the year	3 November	10 November	4 December

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	PracticeUpdate Oncology	PracticeUpdate Cardiology	PracticeUpdate Diabetes	PracticeUpdate Neurology	PracticeUpdate Dermatology
Full page – premium ▶ Inside front cover (IFC) ▶ Inside back cover (IBC) ▶ Outside back cover (OBC)	\$4620	\$7035	\$4410	\$4410	\$4410
Full page (FPC) – run of book	\$3900	\$5565	\$3780	\$3780	\$3780
Double-page spread (DPS)	\$7140	\$9975	\$6825	\$6825	\$6825
1/2 Horizontal	\$2205	\$2730	\$1995	\$1995	\$1995
1/2 Double-page spread (1/2 DPS)	\$4305	\$5575	\$3990	\$3990	\$3990
Inside front cover gatefold (IFCG)	\$11,445	\$16,695	\$11,445	\$11,445	\$11,445
Stitched insert (4 x 4 1/2 horizontal)	\$8085	\$11130	\$7665	\$7665	\$7665
Bellyband	\$5040	\$7035	\$4830	\$4830	\$4830
Loose insert	\$2730	\$4410	\$1995	\$1995	\$1995

All rates exclude agency commission. Rates are ex-GST and apply to issue dates from 1 January 2017. Other advertising options are available. Contact our account managers to discuss options. Max weight 25 g. Specifically requested positions: 15% loading.

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AD PRINT SIZES FOR REGULAR NEWSPAPERS – A4 SIZE (297 X 210 MM)

Specification	Trim size (height x width)	Type area (height x width)	Bleed size (height x width)
Full page – premium IFC, IBC, OBC	297 x 210 mm	277 x 190 mm	307 x 220 mm
Full page (FPC) – run of book	297 x 210 mm	277 x 190 mm	307 x 220 mm
Double-page spread (DPS)	297 x 420 mm inc. 20 mm gutter	277 x 400 mm	307 x 430 mm
1/2 Horizontal	140 x 210 mm	120 x 190 mm	150 x 220 mm
1/2 Double-page spread (1/2 DPS)	140 x 420 mm inc. 20 mm gutter	120 x 400 mm	150 x 430 mm
Inside front cover gatefold (IFCG) DPS + FPC	297 x 420 mm + 297 x 210 mm	277 x 400 mm + 277 x 190 mm	307 x 430 mm + 307 x 220 mm
Stitched insert (4 x 4 1/2 horizontal)	145 x 420 mm	135 x 400 mm	155 x 430 mm
Bellyband	70 x 420 mm	60 x 410 mm	80 x 450 mm
Loose insert	Contact us for specifications		

Bleed size is minimum 3 mm.



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Document

- ▶ PDFs generated by Adobe Acrobat Distiller that comply with the 3DAPv2 output settings.
- ▶ All transparencies must be flattened.
- ▶ All text must be kept within the type area.
- ▶ Bleed must be set to 5 mm and include trim marks.
- ▶ Avoid running type across the gutter. For headings that need to run across the gutter please allow a minimum of 3 mm clearance on both sides.

Fonts

- ▶ All fonts must be embedded.
- ▶ Type size must not be below 5 point.
- ▶ Website and email addresses must be live copy to enable hyperlinks if pdf is published online.

Colour

- ▶ All material must be supplied in CMYK colour space.
- ▶ Convert spot/PMS* colours to process colours.
- ▶ Do not embed colour profiles.
- ▶ Do not use colour patterns.
- ▶ Black type should be process black only.
- ▶ Total ink weight should not exceed 280% and allow for a 14–18% dot gain.
- ▶ Conversion of spot/PMS may alter colours. Spot/PMS printing can be arranged at an additional cost.

Images & QR codes

- ▶ CMYK, 300 dpi at 100% print size.
- ▶ Black & White Line Art – 1200 dpi at 100% print size.
- ▶ QR code minimum size is 13 x 13 mm.
- ▶ QR codes should be generated using a shortened URL.

Proofing

- ▶ For accurate colour reproduction a full size proof must be provided.

Delivery of advertising material

- ▶ Email to j.sokolovskaja@elsevier.com or design.au@elsevier.com
- ▶ For enquiries regarding advertising material please contact j.sokolovskaja@elsevier.com or design.au@elsevier.com or phone 02 9422 8589
- ▶ All material must be supplied on time to allow for checking procedures. Late material is liable to incur additional production costs.
- ▶ We accept files via ftp or secure ftp delivery sites eg, hightale.com, dropbox.com etc.

Disclaimer

- ▶ Elsevier cannot be held responsible for the reproduction of material that does not adhere to any specifications outlined within this document.

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Unique solutions.

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