

# 5 REASONS WHY *PracticeUpdate* is your advertising solution

# 5 REASONS WHY *PracticeUpdate* IS YOUR ADVERTISING SOLUTION

## FAST FACTS

### Reach

All medical specialists in Australia practising as oncologists and haematologists, cardiologists, endocrinologists, dermatologists and neurologists.

### Distribution

Via the QuintilesIMS list, updated monthly. We do not prop our numbers up with GPs or HCP circulation numbers.

### Newsletters

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

### Frequency

Quarterly

### Established

2003 as *Cardiology News*, *Haematology & Oncology News*, *Clinical Endocrinology News*, renamed as *PracticeUpdate Cardiology*, *PracticeUpdate Oncology* and *PracticeUpdate Diabetes* in 2016.

### Website

*PracticeUpdate.com* – updated several times daily  
e-newsletter distributed weekly per specialty

 **450,000**  
pageviews/month

## 1. UNIQUE SOLUTION NICHE AUDIENCE

*PracticeUpdate* newsletters are the only print news-magazines devoted to medical specialists in Australia. We use the QuintilesIMS list, so you can be assured of your targeted niche reach.



**1344**  
Cardiologists



**540**  
Dermatologists



**724**  
Endocrinologists



**632**  
Neurologists



**1795**  
Oncologists



**78%** dermatologists found *Dermatology* useful in their clinical practice<sup>1</sup>

<sup>1</sup> QuintilesIMS Medibus Readership Survey, September 2017

## 2. HIGH IMPACT

Bring new treatment information to your customers



**71%** doctors rely on journal articles, conferences and medical news to find new treatment information<sup>2</sup>

More than **1/3** doctors spend equivalent of **1 working day per week** trying to find clinical information<sup>2</sup>

<sup>2</sup> Elsevier eHealth Research Report, February 2016

“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

## 3. PURE SCIENCE

*PracticeUpdate* contains only clinical news and comments on the latest research relevant to practice, reviewed by our highly regarded *PracticeUpdate* editorial and advisory board.

### There is:

- ▶ NO politics
- ▶ NO industry news

### Our content is ONLY:

- ▶ Relevant
- ▶ Reviewed
- ▶ Evidence-based, and
- ▶ Practice changing

“All the major articles are pre-selected and *I don’t have to waste time browsing* through tens of articles that may not have meaningful information.”

Oncologist



## 4. OPTIMAL CHOICE

Advertise the way you want in the channel you want.

### 1. Choose your therapy area

**9** therapy areas: cardiology, dermatology, diabetes, gastroenterology, neurology, oncology, eye care, primary care, urology.

### 2. Would you like print, digital or both?



Choose from print or digital advertising or go for a multi-channel approach and reap a discount – we have something to suit your needs.



Advertise all year in our quarterly print newsletters, and you'll get your **4th ad FREE**.

### 3. Size and positioning does matter

Choose from our premium inside front cover and double page spreads, outside back cover, belly bands and gatefolds to make a real impact.



INSIDE FRONT COVER



DOUBLE-PAGE SPREAD



OUTSIDE BACK COVER



BELLY BAND



GATEFOLD

Ask our sales team today how your ad can be positioned best for maximum impact.

## 5. TRUSTED

*PracticeUpdate* newsletters and *PracticeUpdate.com* are brought to you by Elsevier, considered by the global research community as the foremost publisher of scientific, technical and medical full text literature. We publish



**25%**  
world's peer reviewed  
journal articles



**17%**  
world's clinical content

It is content medical specialists want to read. Which is why medical specialists look for *PracticeUpdate*

# SPECIAL OFFERS

Try these special offers when you advertise in PracticeUpdate newsletters:



## 1. ALL YEAR OFFER\*

Advertise all year in our print *PracticeUpdate* quarterly newsletters and you'll get your **4th ad FREE** in our **Best of 2018 issue** published in December 2018.



## 2. FLEXI OFFER\*\*

Advertise in consecutive issues of our print newsletters and each time you do, take an additional **5% off**.

2 consecutive ads – **5% OFF**

3 consecutive ads – **10% OFF**



## 3. MULTI-CHANNEL OFFER\*\*\*

Advertise in **2 consecutive print** newsletters and you'll receive **50% OFF digital advertising** in *PracticeUpdate* e-newsletters

### OFFER CONDITIONS:

\* Not to be used with any other deal.

\*\* Consecutive ads must be same size either FPC or DPS.

\*\*\* Multi-Channel Offer: Limit of 1 digital ad to be placed in month of print ad placement.

All Year Offer and Multi-Channel Offer end on Monday 22 January 2018.

# ABOUT *PracticeUpdate*



## INTRODUCING... *PracticeUpdate* NEWSLETTERS

A compilation of articles, research and news – all selected and reviewed by the renowned *PracticeUpdate* Editorial and Advisory Board.

We offer print advertising opportunities in our 36 page, A4, quarterly news-magazines across **5 therapy areas**:

- ▶ Cardiology
- ▶ Dermatology
- ▶ Diabetes
- ▶ Neurology
- ▶ Oncology

All our content published is sourced from the best information from PracticeUpdate.com

Advertise on PracticeUpdate.com or combine print and digital advertising.





**37 599**

HCPS IN APAC READ  
*PracticeUpdate*

### Expert.

*PracticeUpdate* newsletters and *PracticeUpdate.com* connects healthcare professionals with research and information that matters most for patient care. Our site is tailored to deliver the latest expert-curated content based on the clinician’s area of practice, and is optimised for viewing on any device.

### Insight.

*PracticeUpdate* newsletters and *PracticeUpdate.com* offers an array of professional research, information, and education resources in a single online destination, with a breadth and depth of content that is unrivaled.

### Relevant.

All site content is organised in specialties and areas of interest, enabling practitioners to instantly and easily access the latest research, scientific updates, and expert opinion.

### Dynamic.

*PracticeUpdate* newsletters and *PracticeUpdate.com* provides:

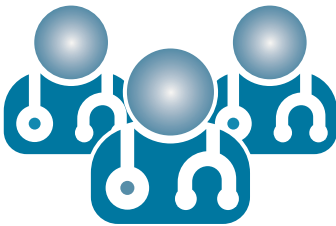
- ▶ Coverage of key international conferences
- ▶ Journal articles and scans with exclusive expert commentaries
- ▶ Expert opinions and interviews

### Experience.

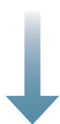
*PracticeUpdate* newsletters and *PracticeUpdate.com* is guided by a world-renowned Editorial and Advisory Board that represents community practitioners and academic specialists with cross-disciplinary expertise. There are 9 online channels (5 available in print format), each with its own board.












100+ JOURNALS &  
NEWS SOURCES

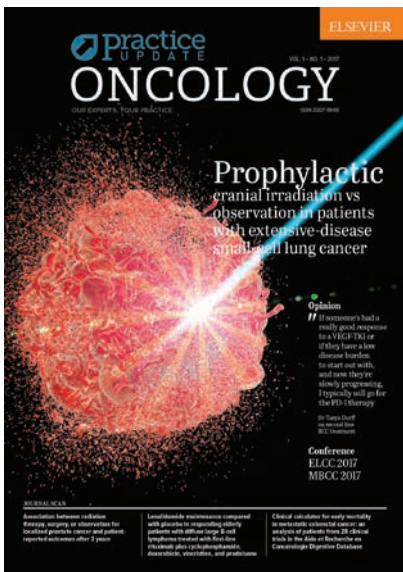


EDITORIAL TEAM OF  
SPECIALTY EXPERTS



 CARDIOLOGY	 DERMATOLOGY	 DIABETES
 EYE CARE	 GASTROENTEROLOGY	 NEUROLOGY
 ONCOLOGY	 PRIMARY CARE	 UROLOGY

# PracticeUpdate Oncology 2018



## ONCOLOGY SUB-SPECIALTIES

- Acute Lymphoblastic Leukemia
- Acute Myeloid Leukemia
- Breast Cancer
- Chronic Lymphocytic Leukemia
- CNS/Brain
- Colon And Rectum
- Endocrine
- ER-Positive Breast Cancer
- Gastrointestinal Tract (Noncolorectal)
- General Oncology
- Genitourinary (Non-Prostate)
- Glioblastoma
- Gynecology
- Head And Neck
- Hematology
- Immuno-Oncology
- Lung Cancer
- Lymphomas
- Metastatic Breast Cancer
- Myeloproliferative Diseases
- NSCLC
- Ovarian Cancer
- Pediatric
- Prostate
- Renal Cell Carcinoma
- Sarcoma
- Skin
- Thyroid Cancer
- Urothelial Cancer



## PRINT CIRCULATION

**1794** including **1161** medical, radiation & pediatric oncologists and **633** hematologists

## ADVERTISING RATES

PracticeUpdate Oncology	
Full page (FPC) – run of book	\$4,488
Full page – premium: Inside front cover (IFC), Inside back cover (IBC), Outside back cover (OBC)	\$5,386
Double-page spread (DPS)	\$8,078
Double-page spread premium	\$9,694
1/2 Horizontal	\$2,244
1/2 Double-page spread (1/2 DPS)	\$3,366
Bellyband	\$4,937
Inside front cover gatefold (IFCG)	\$13,464

All rates exclude agency commission. Rates are ex-GST and apply to issue dates from 1 January 2018. Specifically requested positions: 15% loading. Other advertising options are available. Contact our account managers to discuss options.

## ADVERTISING DEADLINES

Vol/Issue	Booking Deadline	Material Deadline	Month published
2/1	Monday 22 January	Monday 22 January	February
2/2	Friday 6 April	Friday 13 April	May
2/3	Friday 6 July	Friday 13 July	August
2/4 – Best of 2018	Friday 2 November	Friday 9 November	December

**Conditions:** Advertising accounts are payable 30 days net. All cancellations must be made in writing. Cancellations made after the booking deadline attract a penalty of 100%. All advertising material is subject to the approval of the publisher, who reserves the right to decline any material. It is the responsibility of the advertiser to ensure that all regulations are complied with including full compliance with the Medicines Australia Code of Conduct. Quoted rates are subject to variation, with one month's notice. We cannot ensure correct printing of advertisements that do not comply with the specifications. We cannot guarantee printing of advertisements submitted after the material deadline. Full terms and conditions available on request.

### For all advertising specification inquiries or to send final artworks, please contact

Jana Sokolovskaja – Graphic designer

P 02 9422 8589

E [j.sokolovskaja@elsevier.com](mailto:j.sokolovskaja@elsevier.com) or [design.au@elsevier.com](mailto:design.au@elsevier.com)

## ADVERTISING

**Fleur Gill**

Head of Pharma & Life Sciences

Solutions – ANZ

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P 02 9422 8572

E [fleur.gill@elsevier.com](mailto:fleur.gill@elsevier.com)

**Linnea Mitchell-Taverner**

Account manager

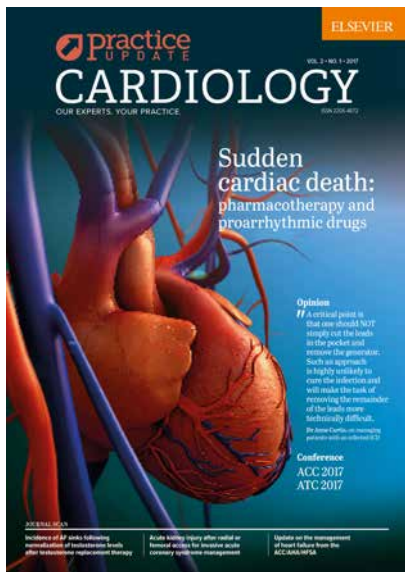
M 0448 008159

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# PracticeUpdate Cardiology 2018



## CARDIOLOGY SUB-SPECIALTIES

- Acute Coronary Syndrome
- Arrhythmias/Heart Rhythm Disorders
- Atrial Fibrillation
- Cardiac Electrophysiology Studies
- Cardiac Imaging
- Cardiac Neoplasms
- Cardiac Procedures & Surgeries
- Coronary Heart Disease
- Electrophysiology
- General Cardiology
- Heart Failure & Transplantation
- Heart Health-Prevention & Rehabilitation
- Hypertension
- Interventional Cardiology
- Metabolic & Endocrine Disorders
- Myocardial Disease
- New Oral Anticoagulants
- Pediatric & Congenital Heart Conditions
- Pericardial Disease
- Pulmonary Arterial Hypertension
- Valvular Heart Disease
- Vascular & Aortic Disease



PRINT CIRCULATION  
**1344**  
cardiologists

## ADVERTISING RATES

PracticeUpdate Cardiology	
Full page (FPC) – run of book	\$4,032
Full page – premium: Inside front cover (IFC), Inside back cover (IBC), Outside back cover (OBC)	\$4,838
Double-page spread (DPS)	\$7,392
Double-page spread premium	\$8,870
1/2 Horizontal	\$2,016
1/2 Double-page spread (1/2 DPS)	\$3,024
Bellyband	\$4,435
Inside front cover gatefold (IFCG)	\$12,096

All rates exclude agency commission. Rates are ex-GST and apply to issue dates from 1 January 2018. Specifically requested positions: 15% loading. Other advertising options are available. Contact our account managers to discuss options.

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### ADVERTISING

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**Linnea Mitchell-Taverner**

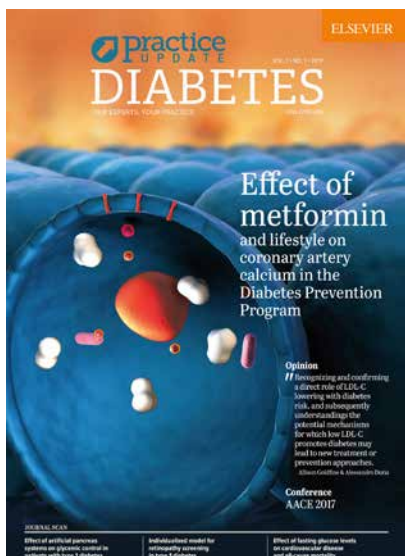
Account manager

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E [l.mitchell@elsevier.com](mailto:l.mitchell@elsevier.com)

# PracticeUpdate Diabetes 2018



PRINT CIRCULATION  
**724**  
endocrinologists

## ADVERTISING RATES

PracticeUpdate Diabetes	
Full page (FPC) – run of book	\$3,258
Full page – premium: Inside front cover (IFC), Inside back cover (IBC), Outside back cover (OBC)	\$3,910
Double-page spread (DPS)	\$5,792
Double-page spread premium	\$6,950
1/2 Horizontal	\$1,629
1/2 Double-page spread (1/2 DPS)	\$2,444
Bellyband	\$3,584
Inside front cover gatefold (IFCG)	\$9,774

All rates exclude agency commission. Rates are ex-GST and apply to issue dates from 1 January 2018. Specifically requested positions: 15% loading. Other advertising options are available. Contact our account managers to discuss options.

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## DIABETES SUB-SPECIALTIES

- General Diabetes
- Inpatient Glucose Management
- Insulin
- Lipids & Cardiovascular Risk Management
- Microvascular Complications
- Monitoring & Sensors
- Obesity
- Type 1 Diabetes
- Type 2 Diabetes

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# PracticeUpdate Dermatology 2018



PRINT CIRCULATION  
**540**  
dermatologists

## ADVERTISING RATES

PracticeUpdate Dermatology	
Full page (FPC) – run of book	\$2,430
Full page – premium: Inside front cover (IFC), Inside back cover (IBC), Outside back cover (OBC)	\$2,916
Double-page spread (DPS)	\$4,320
Double-page spread premium	\$5,184
1/2 Horizontal	\$1,215
1/2 Double-page spread (1/2 DPS)	\$1,823
Bellyband	\$2,673
Inside front cover gatefold (IFCG)	\$7,290

All rates exclude agency commission. Rates are ex-GST and apply to issue dates from 1 January 2018. Specifically requested positions: 15% loading. Other advertising options are available. Contact our account managers to discuss options.

## ADVERTISING DEADLINES

Vol/Issue	Booking Deadline	Material Deadline	Month published
3/1	Friday 2 February	Friday 9 February	March
3/2	Friday 4 May	Friday 11 May	June
3/3	Friday 3 August	Friday 10 August	September
3/4 – Best of 2018	Friday 2 November	Friday 9 November	December

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## DERMATOLOGY SUB-SPECIALTIES

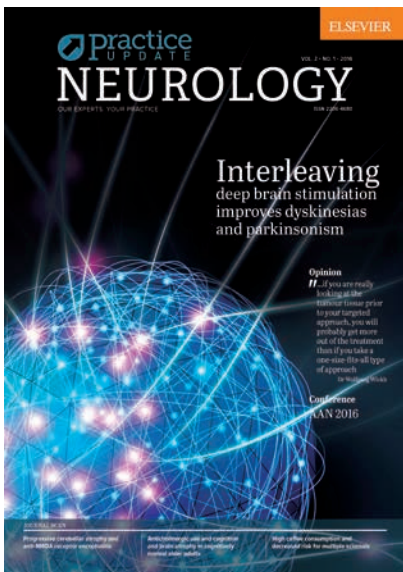
- Acne
- Complex Medical Dermatology
- Cosmetic Dermatology
- Dermatological Surgery
- Dermatopathology
- Eczema
- General Dermatology
- Hidradenitis Suppurativa
- Medical Dermatology
- Melanoma
- Occupational Dermatology & Contact Dermatitis
- Pediatric Dermatology
- Plaque Psoriasis
- Psoriasis

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# PracticeUpdate Neurology 2018



## NEUROLOGY SUB-SPECIALTIES

- Brain Cancer
- Cerebrovascular Disease
- Dementia
- Epilepsy
- General Neurology
- Headache/Migraine
- Multiple Sclerosis
- Neuropathic Pain
- Parkinson Disease
- Sleep Disorders



PRINT CIRCULATION  
**632**  
neurologists

## ADVERTISING RATES

	PracticeUpdate Neurology
Full page (FPC) – run of book	\$2,844
Full page – premium: Inside front cover (IFC), Inside back cover (IBC), Outside back cover (OBC)	\$3,413
Double-page spread (DPS)	\$5,056
Double-page spread premium	\$6,067
1/2 Horizontal	\$1,422
1/2 Double-page spread (1/2 DPS)	\$2,133
Bellyband	\$3,128
Inside front cover gatefold (IFCG)	\$8,532

All rates exclude agency commission. Rates are ex-GST and apply to issue dates from 1 January 2018. Specifically requested positions: 15% loading. Other advertising options are available. Contact our account managers to discuss options.

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Vol/Issue	Booking Deadline	Material Deadline	Month published
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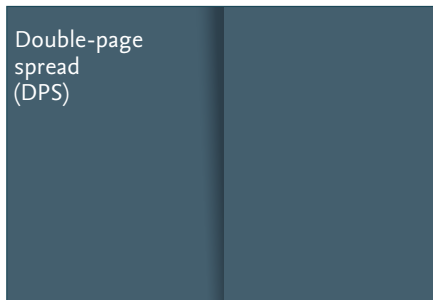
Account manager

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# Advertising print sizes & specifications



Double-page spread (DPS)

## DOUBLE-PAGE SPREAD (DPS)

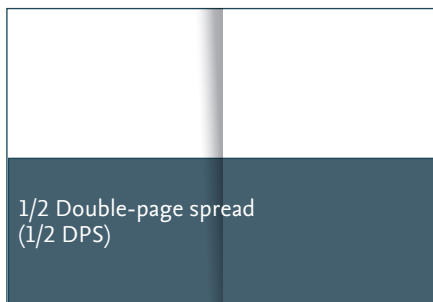
Trim: 297 x 420 mm inc. 20 mm gutter  
Type: 277 x 400 mm  
Bleed: 307 x 430 mm



Full page  
FPC  
IFC  
IBC  
OFC

## FULL PAGE

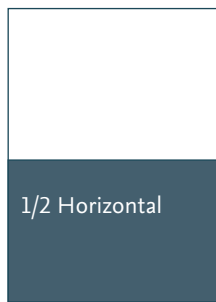
Trim: 297 x 210 mm  
Type: 277 x 190 mm  
Bleed: 307 x 220 mm



1/2 Double-page spread (1/2 DPS)

## 1/2 DOUBLE-PAGE SPREAD (1/2 DPS)

Trim: 140 x 420 mm inc. 20 mm gutter  
Type: 120 x 400 mm  
Bleed: 150 x 430 mm



1/2 Horizontal

## 1/2 HORIZONTAL

Trim: 140 x 210 mm  
Type: 120 x 190 mm  
Bleed: 150 x 220 mm

## OTHER ADVERTISING OPTIONS

### INSIDE FRONT COVER GATEFOLD (IFCG) DPS + FPC

Trim: 297 x 420 mm + 297 x 210 mm  
Type: 277 x 400 mm + 277 x 190 mm  
Bleed: 307 x 430 mm + 307 x 220 mm

### STITCHED INSERT (4 X 4 1/2 HORIZONTAL)

Trim: 145 x 420 mm  
Type: 135 x 400 mm  
Bleed: 155 x 430 mm

For loose insert option, contact our sales team.

### BELLYBAND

Trim: 70 x 420 mm  
Type: 60 x 410 mm  
Bleed: 80 x 450 mm

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## MATERIAL SUBMISSION

Please supply artwork as a high-resolution PDF generated with the 3DAP compliant profile. All fonts should be embedded in the PDF file. No graphics, text or linework set to overprint. Type and important features to be included within the type area only. 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. Bleed is required for all display advertisements which print to edge of page (3–5 mm around all edges).

## COLOUR

All files, graphics, images, and type must be CMYK (preferably utilizing a 3DAP compliant profile). Files containing Spot colours or RGB will not be accepted. Black text set to black only, large areas of solid black to consist of 40% cyan. Total ink weight should not exceed 280% and allow for a 14–18% dot gain.

Spot/PMS printing can be arranged at an additional cost.

## RESOLUTION

Image resolution to be a minimum of 300 dpi at final (100%) size. Black & White Line Art – 1200 dpi at 100% print size. QR code minimum size is 13 x 13 mm and generated using a shortened URL.

## DELIVERY OF ADVERTISING MATERIAL

Finished artwork can be supplied via email to [j.sokolovskaja@elsevier.com](mailto:j.sokolovskaja@elsevier.com) or [design.au@elsevier.com](mailto:design.au@elsevier.com)

For enquiries regarding advertising material specification please contact [j.sokolovskaja@elsevier.com](mailto:j.sokolovskaja@elsevier.com) or [design.au@elsevier.com](mailto: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](http://hightale.com), [dropbox.com](http://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.

# PracticeUpdate ONLINE ADVERTISING OPTIONS



## FLEXIBILITY IN REACH AND FORMAT

*PracticeUpdate* is a dynamic and customizable website for registered physicians, and that flexibility carries over to our advertising opportunities. All options and packages can be personalized and augmented to create the ideal mix, reach, and style that fit your brand.



## eNEWSLETTER SPONSORSHIP

Reach specialists by sponsoring our eNewsletters highlighting the top articles within a specialty channel.

### WHAT'S INCLUDED:

- ▶ 100% SOV via 728 x 90 px and 300 x 250 px banner ads, including mobile views
- ▶ Banner ad placements in daily, weekly, monthly, and custom eNewsletter sponsorships available – banners ads only

## RUN OF SITE ADVERTISING

Broaden your message and guarantee the most visibility by placing your ad throughout the entire website in the specialty areas of your choosing.

### WHAT'S INCLUDED:

Standard banner ad sizes of your choice:

- ▶ 728 x 90 px leaderboard
- ▶ 300 x 250 px medium rectangle
- ▶ 160 x 600 px skyscraper
- ▶ Pre- or interstitials
- ▶ Expandables
- ▶ IAB rising star ad units available upon request

Contact account manager for rates.

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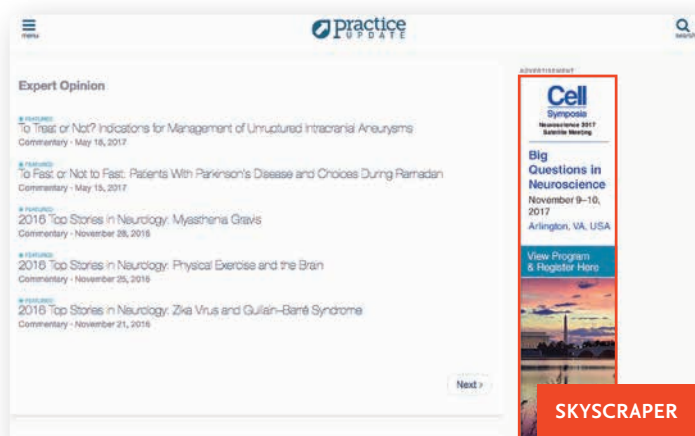
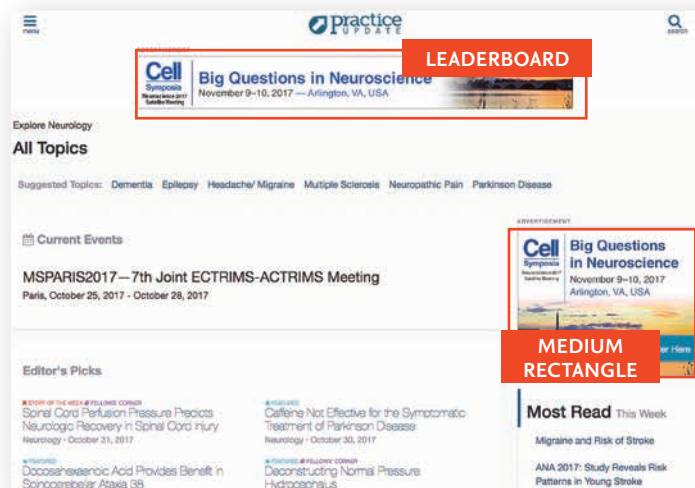
**Linnea Mitchell-Taverner**

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### SPECIFICATIONS:

- Size: 40K max
- Rotation: Accepted
- Resolution: 72 dpi
- Acceptable File Format: GIF, JPEG, SWF [rich media (eg, Flash)]
- Rich Media: Yes (eg. HTML5)
- Animated GIF Max 3 loops of animation – up to 15 seconds per loop
- Target URL: Required

NOTE: Rich media ads (FLA/SWF) must be accompanied by a backup GIF or JPG.

We do not manipulate or modify supplied tags. Client is responsible for providing fully functional tags.

We do not pad creatives with white space to ensure they meet ad size specifications.

## CONTACT

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