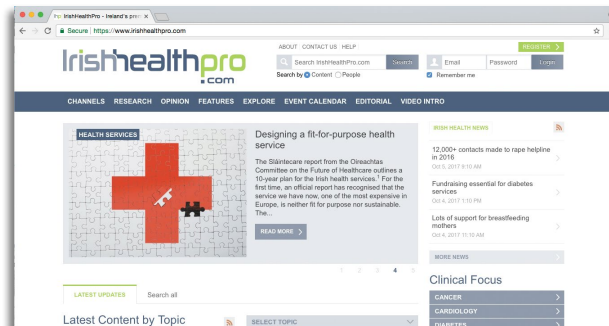
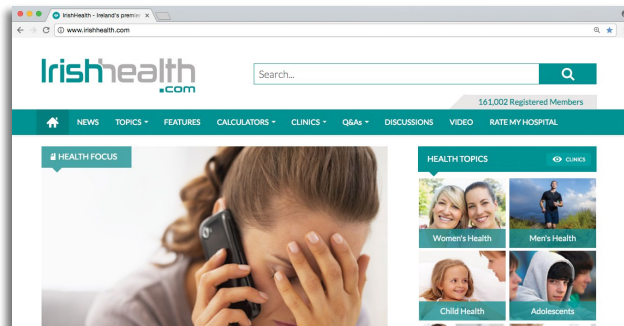
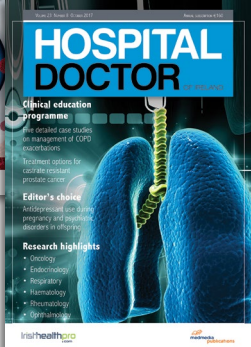
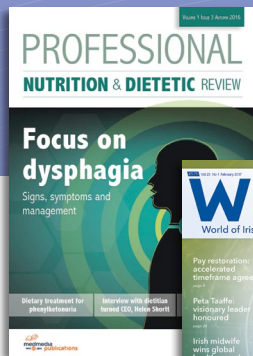


# 2018 Media Pack

Connecting you with over **40,000**  
Irish health professionals in print and online



medmedia  
publications



**MedMedia Publications**, 17 Adelaide Street, Dun Laoghaire, Web: [www.medmedia.ie](http://www.medmedia.ie)  
**Publisher:** Geraldine Meagan Email: [geraldine.meagan@medmedia.ie](mailto:geraldine.meagan@medmedia.ie) Tel: 01 2710 204  
**Commercial Director:** Leon Ellison Email: [leon.ellison@medmedia.ie](mailto:leon.ellison@medmedia.ie) Tel: 01 2710 218

# Who we are

Founded in 1991, Medmedia Publications has a long-standing reputation for bringing high quality, influential specialist and educational journals to Irish healthcare professionals.

We publish seven trusted specialist journals **with a combined reach of over 40,000 Irish health professionals.**

We also produce the award-winning consumer health website **Irishealth.com** and the health professional website **Irishhealthpro.com**, both with unrivalled content and excellent resources.

MedMedia has publishing partnerships with several key health organisations in Ireland.



# World of Irish Nursing

Official journal of the Irish Nurses and Midwives Association

## Circulation

Mailed to the preferred addresses of 34,000 nurse members of the INMO

## Frequency

10 issues a year

## Content

Covers all aspects of nursing including industrial relations, news, features, interviews and clinical management

## Special features

- Monthly recruitment section
- Publishing partner for the INMO annual conference



## Rates

- Full page: €2,500
- ½ page: €1,500
- ¼ page: €850
- Insert full run €8,000 based on a weight up to 50gms
- Loose inserts/wrap-arounds/ bound inserts. POA

## How we compare

World of Irish Nursing	34,000
RSVP	28,415*
U Magazine	24,134*
Irish Country Magazine	24,309*
Image Magazine	22,691*
Irish Tatler	21,056
Women's Way	20,711*
Easy Food	17,534*
Business Plus	10,498*

\*ABC Figures, February 2017



# Hospital Doctor

Journal of clinical medicine

## Circulation

Mailed to 3,000 hospital consultants and circulated to medical libraries

## Frequency

10 issues a year

## Content

- Clinical education modules (CEP) based on the case study format
- Moving points in medicine articles
- Abstracts based on the most up-to-date published research
- Clinical updates

## Special feature

Meeting highlights

## Rates

- DPS €4,000
- Full page €2,000
- ½ page €1,400
- Clinical Education Programme module €5,750
- Loose inserts/wrap-around: POA





# Forum, Journal of the ICGP

Official journal of the Irish College of General Practitioners

## Circulation

Mailed to 3,800 members of the ICGP.

## Frequency

10 issues a year

## Content

Covers all aspects of Irish general practice

## Special features

- Forum is the Irish journal of accredited general practice distance learning
- Forum Focus – clinical supplements
- Publishing partner for the ICGP annual conference



## Rates

- DPS €3,800
- Full page €1,800
- ½ page €1,400
- Loose inserts/wrap-arounds/bound inserts. POA
- Distance learning module sponsorship (accredited for CPD points and GMS study leave): POA



# Cancer Professional

Multidisciplinary quarterly journal

## Circulation

Mailed to 2,100 doctors and nurses working in cancer care in hospitals and the community

## Frequency

Quarterly

## Content

- Clinical updates on all areas related to cancer care
- News, reviews, technology update

## Special features

- Meeting highlights
- Focus on key international conferences (ASCO, ESMO, etc)
- Cancer Trials Ireland Section

## Rates

- Full page €1,600
- ½ page €1,300
- Loose inserts/wrap-arounds/  
bound inserts: POA



# Professional Diabetes & Cardiology Review

Published in conjunction with Diabetes Ireland, Irish Heart and the National Institute for Preventive Cardiology

## Circulation

Mailed to over 2,500 hospital and community medical and nursing specialists in diabetes and cardiology

## Frequency

Quarterly

## Content

Latest developments in treatments and current thinking in management, news and abstracts

## Special features

- Meeting highlights
- Publishing partner for Diabetes Ireland professional conferences

## Rates

- Full page €1,600
- ½ page €1,300
- Loose inserts/wrap-arounds/  
bound inserts: POA



PROFESSIONAL  
DIABETES & CARDIOLOGY REVIEW

## Latest CVD guidelines

What's new in prevention?



Screening for depression in diabetes | Nurse management of stroke patients | Pre-pregnancy planning in diabetes

Irishhealthpro | medmedia publications

PROFESSIONAL  
DIABETES & CARDIOLOGY REVIEW

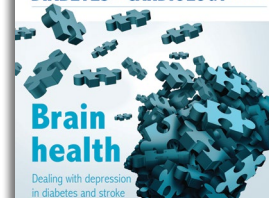
## Hidden danger

Diabetes and non-alcoholic fatty liver disease

Rural facilitator awareness campaign | Targeting information to cut CVD risk | Diabetes audit enhances structured care

Irishhealthpro | medmedia publications

PROFESSIONAL  
DIABETES & CARDIOLOGY REVIEW



Brain health | Dealing with depression in diabetes and stroke

The case for a national diabetes register | Holistic approach to managing a foot ulcer | National services needed for thromboembolism

Irishhealthpro | medmedia publications



# Professional Nutrition & Dietetic Review

Official journal of the Irish Nutrition and Dietetic Institute

## Circulation

2,400 members of INDI and other professional healthcare specialists with an interest in nutrition

## Frequency

Quarterly

## Content

- Current thinking on aspects of nutrition and dietetics from an evidence-based perspective.
- Managing nutrition in patients with various conditions as part of their overall care



## Special features

Meeting highlights

## Rates

- Full page €1,600
- ½ page €1,300
- Loose inserts, wrap-arounds, bound inserts: POA



# Diabetes Ireland

Consumer magazine of Diabetes Ireland, the patient support and education organisation

## Circulation

5,000 members of Diabetes Ireland

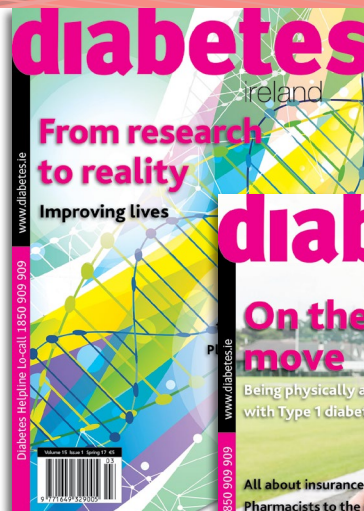
## Frequency

Quarterly

## Content

News and features aimed at helping people with diabetes and their families to manage the condition.

Contact Diabetes Ireland ([info@diabetes.ie](mailto:info@diabetes.ie)) for details of corporate supporter packages



# Digital media



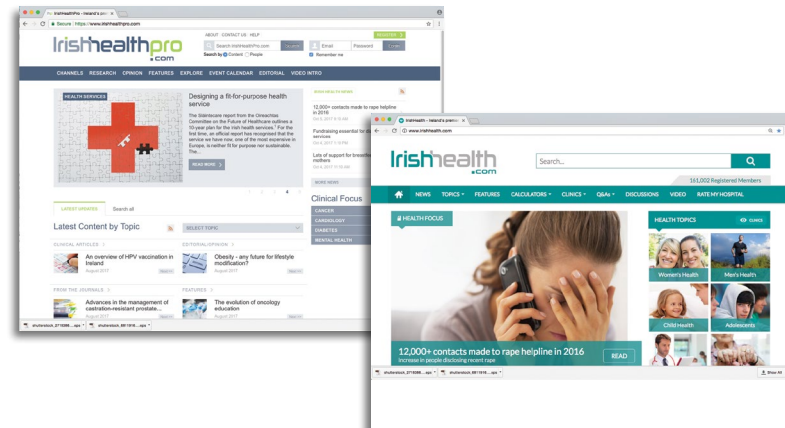
- Searchable clinical content from the MedMedia journals plus other resources
- **Irishhealthpro.com** is for health professionals who must register with the site
- Almost 2,000 healthcare professionals registered.



- Consumer website with daily news service and packed with a wealth of health information and other resources for the general public
- Monthly/Annual page views: 230,000/2.6million
- Monthly/Annual unique users: 165,000/1.8 million

## Rates

- 1 month rate MPU €1,200
- 1 month rate Leader board €1,200
- 3 month rate MPU €3,000
- 3 month rate Leader board €3,000
- 6 month rate MPU €6,000
- 6 month rate Leader board €6,000
- 12 month rate MPU €10,000
- 12 month rate Leader board €10,000



# Advertising opportunities

- Full-page display advertising
- Section sponsorship
- ICGP accredited distance learning modules
- Hospital Doctor clinical educational programme
- Series sponsorship
- Recruitment advertising
- Special supplements
- Meeting reports
- Inserts
- Belly wraps
- Online banners
- Online sponsorships
- Online disease awareness programme
- Targeted email

**To discuss your individual requirements contact:**

MedMedia Publications Commercial Director:

**Leon Ellison** at Tel: 01 2710 218 or Mobile: 087 247 1620

Email: [leon.ellison@medmedia.ie](mailto:leon.ellison@medmedia.ie)

Visit [www.medmedia.ie/publications](http://www.medmedia.ie/publications)

# Technical data

## Print advertisement

- You should supply your advertisement as a high resolution **PDF** (300ppi).
- All PDFs must be in **CMYK colour profile** for correct colour outcome (no spot colours)
- All fonts and images should be embedded
- Finished artwork must be supplied at the exact size required for print (eg. not A3 to be reduced)
- All PDFs (including half pages and strip ads) should have a 6mm bleed and include **crop marks**
- If you have any queries about our format please contact us.

## MedMedia journals are standard A4 size:

- A4 trim: 210mm wide x 297mm high
  - A4 bleed: 216mm wide x 303mm high
  - A4 type: 184mm wide x 270mm high
- 1/2 page (landscape): 210mm wide x 148mm high
- 1/2 page (portrait): 105mm wide x 297mm high
- Strip ad (landscape): 210mm wide x 70mm high
- DPS: 420mm wide x 297mm high

*(NB take care to keep any essential details away from the centre of a DPS to take account of the perfect binding in some of our journals).*

## Classifieds advertisement

- A4 ad: 190mm x 265mm
- 1/2 page (landscape): 180mm x 130mm
- 1/2 page (portrait): 87 x 265
- 1/4 page: 87mm x 130mm
- 1/8 page: 87mm x 65mm

## Online advertisement

Advertising will be sold via leaderboard banner adverts and MPU boxes. It will be sold on a tenancy basis only.

## We have a **ONE click policy to a dedicated landing page**

- The leaderboard ad spec is 728 x 90
- The MPU ad spec is 300 x 250
- The file should be PNG.



# **MedMedia Publications**

17 Adelaide Street, Dun Laoghaire

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Email: [geraldine.meagan@medmedia.ie](mailto:geraldine.meagan@medmedia.ie)

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