



2023 Media Pack

Connecting you with over

50,000

Irish health professionals
in print and online




medmedia
publications

for**um**
Ireland's Journal of Distance Learning
icgp
Journal of the High College of General Practitioners

Volume 38 Number 5 June 2022

In this issue:
Space medicine
Pandemic toll on GPs
CVD guidelines

Rural practice
Where to now?

ENCLOSURE WITH THIS ISSUE

WIN
World of Irish Nursing & Midwifery
INMO
Institute of Irish Nurses and Midwives Organisation

Latest INMO CPD education programme (see page 29)

Pandemic payment red tape criticised
page 8

Who's who on the new Executive Council
page 16

Cost of living crisis
page 19

Nursing challenges in a time of war
page 20-23

A firm step forward
Restoration of 37.5 hour week a significant gain

HOSPITAL DOCTOR
OF IRELAND
Irishealthpro.com

Clinical education programme
Diagnosis and treatment of Von Willebrand disease

Editor's Choice
Towards hepatitis C elimination

Research highlights
• Haematology
• Gastroenterology
• Neurology
• Allergies

Haematology
Focus on rare blood disorders

Irishealthpro.com
medmedia Publications

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CHANNELS RESEARCH OPINION FEATURES

CANCER

LATEST UPDATES Search all

Latest Content by Topic

CLINICAL ARTICLES SELECT TOPIC

Psychosocial cancer care
February 2022

EDITORIAL OPINION

PROFESSIONAL
DIABETES & CARDIOLOGY REVIEW
Volume 3 Issue 1 Spring 2022

Going digital
Success of home-based CVD prevention

Low carb diets in men with type 1
Gender equality in cardiology?
Diabetes Ireland five-year strategy

healthpro.com
medmedia Publications

PROFESSIONAL
NUTRITION & DIETETIC REVIEW
Volume 7 Issue 2 Summer 2022

COPD and diet
Taking a holistic approach

INDI/Fresenius Kabi Research Symposium
Nutrition and Covid: What the data says
Managing cancer malnutrition

medmedia Publications
INDI Irish Nutrition & Dietetic Institute

CANCER PROFESSIONAL
Volume 16 Issue 3 Autumn 2022

Lymphoedema in cancer patients
Exploring the value of prospective surveillance

Breast screening in Traveller women
ASCO 2022 annual meeting highlights
Gestational trophoblastic disease

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diabetes Ireland
Be smart
Online Type 2 diabetes learning

Living with Type 1 for 70 years
Taking care of the mind
Lifelong learning with Type 1
Swimming for diabetes

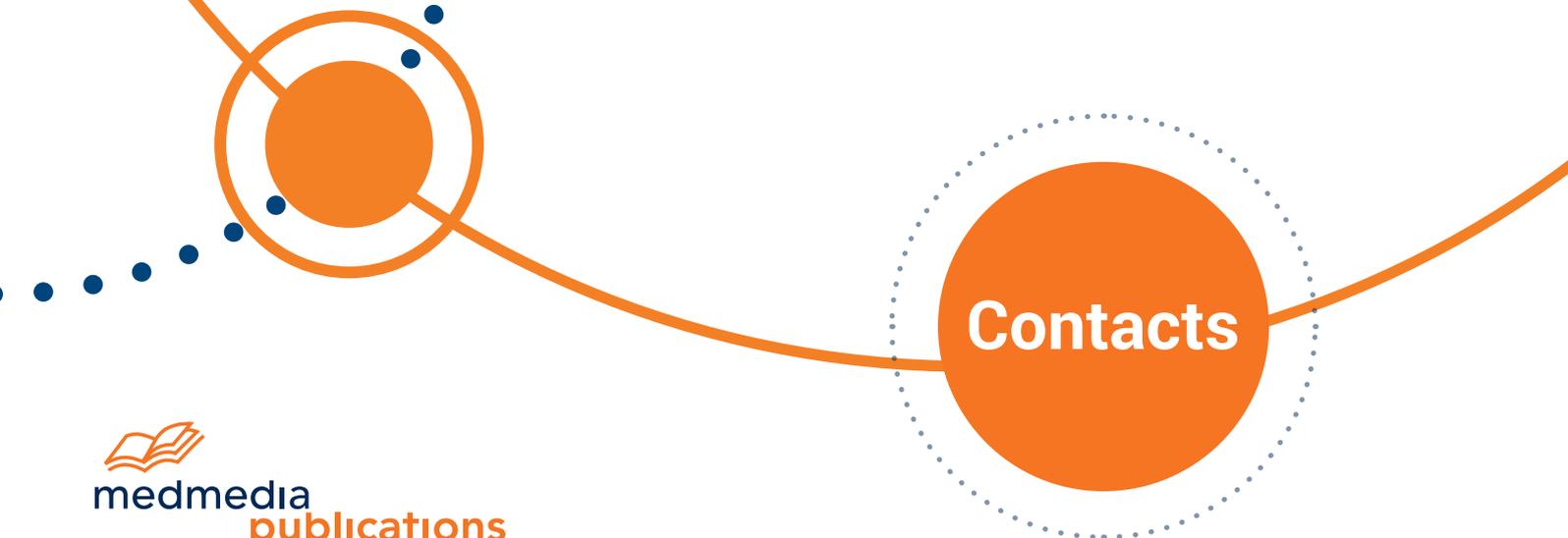
Diabetes Ireland Helpline: 01 854 6118
www.diabetes.ie

Diabetes Ireland



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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 50,000 Irish health professionals.**

We also produce the health professional website **Irishhealthpro.com** with unrivalled content and excellent resources.

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



WIN

Irish Nurses and Midwives Organisation

World of Irish Nursing & Midwifery

Official journal of the Irish Nurses and Midwives Association

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

How we compare

World of Irish Nursing 40,000

Irish Daily Mail 32,400*

Sunday Business Post 26,600*

Irish Country Magazine 25,300*

RSVP 23,300*

Image Magazine 22,700*

Women's Way 20,792*

Business and Finance 14,676*

*ABC Figures, December 2017

Mailed to the preferred addresses of
40,000
nurse members of the INMO



RATES

Full page €2,950

½ page €1,750

¼ page €980

⅛ page €580

Insert full run based on a weight up to 50gms €9,000

Loose inserts/wraps-arounds/bound inserts POA



Journal of clinical medicine

10 ISSUES A YEAR

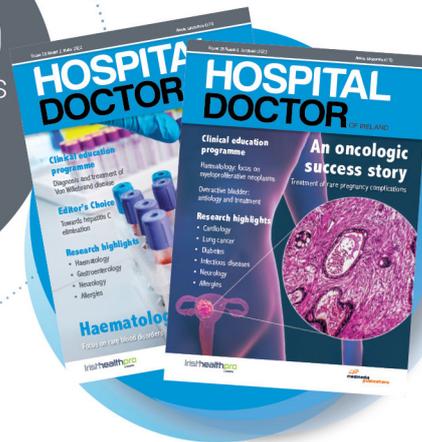
Content

- 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 features

- Meeting highlights

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



RATES	
DPS	€4,000
Full page	€2,200
½ page	€1,500
Loose inserts/wrap-arounds/ bound inserts	POA
Clinical Education Programme module	€6,000

forum

Mailed to **4,200**
members of the ICGP



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	€3,950
Full page	€1,950
½ page	€1,550
Loose inserts/wrap-arounds/ bound inserts	POA
Distance learning module sponsorship (<i>accredited for CPD points and GMS study leave</i>)	POA

CANCER PROFESSIONAL

Multidisciplinary quarterly journal

QUARTERLY

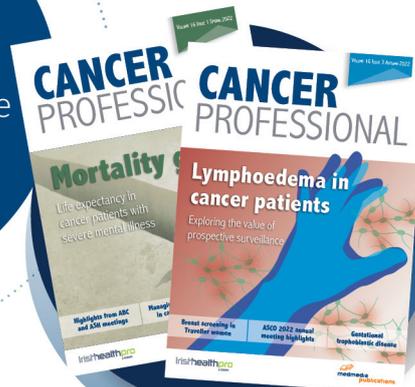
Content

- 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

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



RATES

Full page

€1,750

½ page

€1,450

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

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

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



RATES

Full page

€1,750

½ page

€1,450

Loose inserts/wrap-arounds/bound inserts

POA

PROFESSIONAL

NUTRITION & DIETETICS REVIEW

Official journal of the Irish Nutrition and Dietetic Institute

QUARTERLY

Content

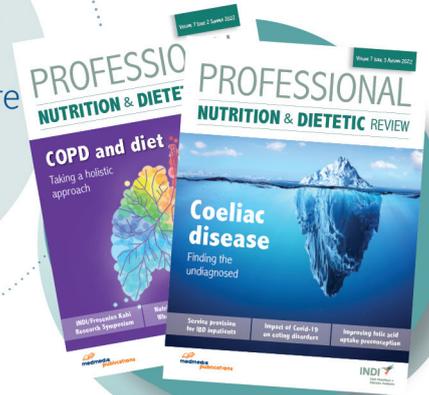
- Current thinking on aspects of nutrition and dietetics from an evidence-based perspective.
- Managing nutrition in patients with various conditions as part of their overall care

Special features

- Meeting highlights



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



RATES

Corporate Support Packages

- Listing on corporate supporter page on outside back cover
- Acknowledgement of support on the contents page
- Product/corporate/conference full page ad
- Product/company news page item

€2,950

Full page

€1,750

½ page

€1,450

Loose inserts/wrap-arounds/bound inserts

POA

diabetes

ireland

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

QUARTERLY

Content

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

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

5,000
members of
Diabetes Ireland



Digital media

Irishhealthpro.com

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



RATES			
MPU		Leaderboard	
1 month rate MPU	€1,200	1 month rate Leaderboard	€1,200
3 month rate MPU	€3,000	3 month rate Leaderboard	€3,000
6 month rate MPU	€6,000	6 month rate Leaderboard	€6,000
12 month rate MPU	€10,000	12 month rate Leaderboard	€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

Visit www.medmedia.ie/publications

- Cancellation of booked print ad space must reach us by 1pm two weeks prior to the booking deadline.
- In the event that the cancellation is not made in time or the specified ad copy is not available, the full cost of the booked ad must be paid. However, the space may be filled by an alternative product from the client if available.
- Educational sponsorships may only be cancelled with three month's prior notice.
- Digital advertising space can be cancelled up to one week prior to the date of when the booked campaign commences.
- All pharmaceutical ads should conform to the IPHA Code of Practice.

Advertising/ sponsorship terms and conditions



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.
- Files should be no larger than 10mb.

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 (portrait): 87 x 265
- 1/2 page (landscape): 180mm x 130mm
- 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.

- The **leaderboard ad spec is 728px x 90px**
- The **MPU ad spec is 300px x 250px**

We **only** support the following file types for our digital adverts:

.jpg

.png

.gif

(animated or static)

We DO NOT support rich media ads. Please ensure your ad agency can provide a **single optimised image file** for each advert. If your ad has a destination click through link, please share it along with the image files.

If there are any technical questions about ad specifications, please direct them to **leon.ellison@medmedia.ie**



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