



# 2019/20 Media Pack

Connecting you with over

**45,000**

Irish health professionals  
in print and online

  
medmedia  
publications





# Contents

Contacts	4
Who we are	5
World of Irish Nursing	6
Hospital Doctor	7
Forum	8
Cancer Professional	9
Professional Diabetes & Cardiology Review	10
Professional Nutrition & Dietetic Review	11
Diabetes Ireland	12
Digital Media	13
Advertising Opportunities	14
Technical Data	15



# Contacts



## **MedMedia Publications**

17 Adelaide Street, Dun Laoghaire

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

## **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 Mobile: 087 247 1620

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 45,000 Irish health professionals.**

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

**Who  
we are**

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





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

<b>Full page</b>	€2,600
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<b>½ page</b>	€1,600
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<b>¼ page</b>	€900
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<b>Insert full run based on a weight up to 50gms</b>	€8,000
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<b>Loose inserts/wrap-arounds/bound inserts</b>	POA
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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**

€2,000

**½ page**

€1,400

**Loose inserts/wrap-arounds/  
bound inserts**

POA

**Clinical Education Programme  
module**

€5,750





Mailed to **3,800**  
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

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



# CANCER PROFESSIONAL

Multidisciplinary quarterly journal

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



## 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

<b>Full page</b>	€1,600
<b>½ page</b>	€1,300
<b>Loose inserts/wrap-arounds/bound inserts</b>	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

€1,600

#### ½ page

€1,300

#### 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

#### 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

## 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**



**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
- Almost 2,000 healthcare professionals registered.

**Irishhealth**  
com

- 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



## RATES

<b>1 month rate MPU</b>	€1,200
<b>1 month rate Leader board</b>	€1,200
<b>3 month rate MPU</b>	€3,000
<b>3 month rate Leader board</b>	€3,000
<b>6 month rate MPU</b>	€6,000
<b>6 month rate Leader board</b>	€6,000
<b>12 month rate MPU</b>	€10,000
<b>12 month rate Leader board</b>	€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 (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 720px x 90px**
- The **MPU ad spec is 300px x 200px**

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** or **pete.britton@medmedia.ie**



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