



2021 Media Pack

Connecting you with over

45,000

Irish health professionals
in print and online


medmedia
publications



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MedMedia Publications

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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 45,000 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.





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

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

RATES

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

DPS	€3,800
Full page	€1,800
½ page	€1,400
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	€1,600
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

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

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

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



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

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.

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: 165,000/1.8million



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

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



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