

AJP

AUSTRALIAN JOURNAL OF PHARMACY

IA KIT MED 20 12

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INDEPENDENT AUTHORITY INFLUENTIAL

About the AJP

First published in 1886, the *Australian Journal of Pharmacy (AJP)* is the most respected and influential publication within pharmacy, the industry and government.

The *AJP* is owned by Australian pharmacists through their membership of APPco's parent company, Pharmaceutical Defence Limited (PDL). With a national membership of more than 20,000 pharmacists, PDL is the largest pharmacist-member organisation in Australia.

Editorial platform

The complete professional and business journal for pharmacists

The *AJP* supports both the professional and business interests of Australian community pharmacists by publishing valuable information and education resources every month.

Our close relationships with pharmacy leaders and experts, and an unrivalled understanding of pharmacists' needs and behaviour, combine to produce the most authoritative and influential editorial platform in pharmacy.

This platform is delivered in a range of formats every issue — from news and issues-based articles and columns by pharmacy's leaders and experts, to feature articles and regular continuing professional education — offering advertisers a range of editorial environments from which to communicate with Australia's pharmacists.

Circulation

 CIRCULATIONS AUDIT BOARD **15 809** Sept 2011

Australia's largest circulating pharmacy publication

The *AJP* reaches more community pharmacists directly than any other pharmacy publication.

Frequency: Monthly
(12 issues per year)

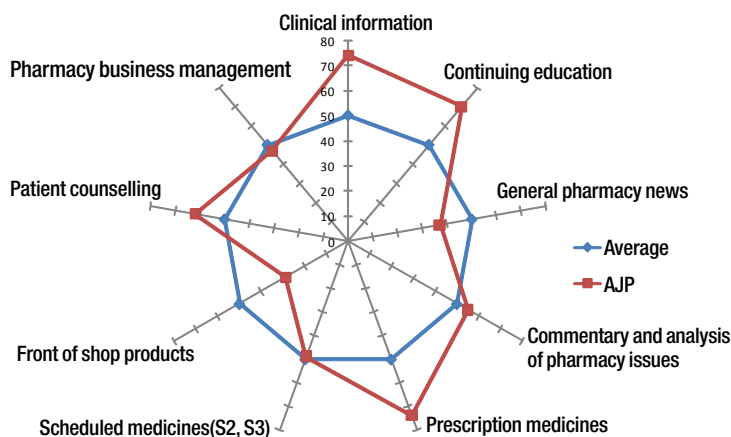
Distributed to more Australian pharmacists than any other title

The *AJP* is distributed on request to PDL member pharmacists — more than 20,000 pharmacists throughout Australia — providing the most cost effective platform for your advertising dollar.

The best way to communicate to pharmacists

- ✓ As a group, the four major pharmacy publications (*AJP*, *Australian Pharmacist*, *Pharmacy News* and *Retail Pharmacy*) are by far the most valued source of information — used by **85% of community pharmacists**.
- ✓ It is therefore not surprising that Average Issue Readership of all four publications is consistently high — between 6 and 7 out of 10 community pharmacists across the four titles.
- ✓ On average, *AJP* readers read **4.5 out of every six copies** of the *AJP*.
- ✓ **Half of all *AJP* readers read every issue.**
- ✓ The *AJP* is valued by community pharmacists for its balanced and credible editorial coverage across all areas of pharmacy practice, and especially for:

- Clinical information
- Commentary and analysis of pharmacy issues
- Prescription medicines
- Scheduled medicines (S2, S3)
- Continuing education
- Pharmacy business management
- Patient counselling



ABOVE: *AJP* Relative Preference, by Topic

Source: *Pharmacy Publications 2010 Readership Survey*, Competitive Advantage Research, August 2010

Why would you advertise anywhere else?

The *AJP* provides the best value for your advertising dollar:

- ✓ Highest audited circulation of all pharmacy publications.
- ✓ Highest number of readers.
- ✓ Lowest cost per thousand.
- ✓ Highest potential advertising exposures.
- ✓ Lowest cost per potential advertising exposures.

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ADVERTISING RATES '12

FREQUENCY OF PUBLICATION

	Casual	3x	6x	12x	18x	24x	36x
Full page	5,410	5,325	5,250	5,085	4,925	4,760	4,590
Double page spread	8,780	8,650	8,515	8,255	7,990	7,725	7,460
Junior page	4,325	4,255	4,195	4,055	3,935	3,805	3,670
Junior page spread	7,025	6,920	6,810	6,595	6,400	6,185	5,975
Half page	3,375	3,320	3,275	3,170	3,070	2,960	2,865
Half page spread	5,495	5,410	5,325	5,160	5,005	4,835	4,670
Third page	2,400	2,360	2,320	2,250	2,185	2,110	2,035
Third page spread	3,900	3,840	3,775	3,650	3,540	3,420	3,300
Quarter page	2,360	2,325	2,290	2,220	2,150	2,040	2,005
Banner	2,110	2,080	2,045	1,980	1,915	1,860	1,790

▲ GST of 10% will be added to all invoices. Listed rates are for four colour: deduct 20% for two colour. Deduct 50% for mono PI rates. Agency commission 10%.

PREMIUM POSITIONS

Outside front cover plus DPS cover advertorial	\$18,750
Outside and inside front cover plus gatefold plus DPS cover advertorial	\$28,095
Inside front cover	\$7,145
Inside front cover spread	\$11,600
Outside back cover	\$6,870
Outside and inside back cover plus gatefold (4pp)	\$16,600

Front cover designs must be approved by the publisher and comply with conditions specified on the Cover Commitment Contract.

Cover story advertorials will be written and designed by APPco. We will write the copy to accompany your images and provide finished artwork for your approval.

GUARANTEED POSITIONS

First quarter placement	Client rate plus 20%
All other guaranteed positions (such as consecutive placements)	Client rate plus 10%

INSERTS / ONSETS

	2-page	4-page	6-page	8-page
Mechanical Loose	4,450	6,210	8,490	9,765
Mechanical Fixed	7,080	8,490	11,625	13,485

▲ Deduct 20% for partial distribution.

Loose Onsets: are placed outside the publication under the address sheet. Maximum size 265mm x 225mm. Following approval by APPco of paper stock, copy and layout, advertisers should produce, supply and deliver 20,000 copies direct to our printer by the specified date. Six sample copies are to be sent to the APPco Sydney office.

Fixed Inserts: must be printed by APPco's printer from the client's artwork. Printing costs will be provided as a separate quote. Specifications available on request.

The above prices apply to mechanical inserts and onsets only. Separate quotes will be provided for hand inserts, tip-ons, etc.

FOR MAXIMUM IMPACT

We can tailor a special format to suit your needs and gain maximum impact for your promotion using gatefolds, die cuts and barn door folds.

ADVERTORIALS

You write the copy, we do the rest! Advertorials provide an opportunity for clients to provide their own copy for company/product news that does not fit into the confines of a standard advertisement. APPco will design the advertorial and provide finished artwork for approval by the client.

DPS	1,000 words plus four images Client rate plus 15%
FP	500 words plus two images Client rate plus 15%

APPco provides design, layout and prepress only. An additional 20% loading applies if APPco is to write (rate plus 35%).

PRODUCT NEWS

When you book a product listing in Product News you are purchasing a guaranteed listing and pack shot for your product, which may not otherwise be published. APPco retains control over editorial and art direction for listings in this section and will write the copy from information provided by the client.

100 words plus pack shot	\$1,180
APPco retains control of copy and layout.	

ADDRESS COVERSHEET

Prominent advertising on the address coversheet creates strong impact and can be used to alert or direct readers to advertisements or promotions with the magazine.

4 colour	\$3,640
Discount available on multiple issues.	

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SPECIAL PROMOTIONS

The *AJP* provides a wide variety of promotional platforms to highlight your product or service in addition to our regular advertising formats.

The *AJP* will write the copy to accompany the client's images, design and provide finished artwork for approval by the client.

Only one of each special promotion is offered per issue which guarantees exclusive coverage to the client.



PRODUCT/DRUG OF THE MONTH

Gain the impact of a double-page spread, written by the *AJP*, providing detailed coverage of your new product or drug.



FREQUENTLY ASKED QUESTIONS

This double-page format provides companies with the opportunity to raise and answer questions relevant to a disease state or medication management issue and how their product or service can aid in treatment.



DRUG/RESEARCH BRIEFING

A clinical paper summary informing pharmacists of the latest developments in ethical or schedule 2 and 3 products.



COMPANY PROFILE

Inform pharmacists of the latest developments in your company with a promotion written by the *AJP*.



SPECIAL BUSINESS FEATURE

An opportunity to showcase your business and its partnership with pharmacy.

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SPECIAL PROMOTION RATES

Double Page Spread	900 words plus four images	Client rate plus 35%
Full Page	450 words plus two images	Client rate plus 35%

EDUCATION SPONSORSHIP



CONTINUING PROFESSIONAL DEVELOPMENT



SPECIALTY PRACTICE SERIES

Focuses on the latest treatment developments in a particular disease state or area of pharmacy specialisation. The topic of the article and the authors or consulting authors may be nominated by the sponsoring company, but must be independent of that company and an acknowledged specialist in their field of expertise.

EXTENT: 4 PAGES.

Copy deadline for Specialty Practice Series sponsorship: 6 weeks prior to the month of publication (eg. 15 February for April issue).
Booking deadline: 8 weeks prior.

SPONSORSHIP RATE: \$7,190.

Position your client as a strategic partner with pharmacists by sponsoring an educational section in the *AJP*.

Each Specialty Practice Series article is accredited by the Australian Pharmacy Council to enable pharmacists to meet their continuing professional development (CPD) commitments. Each section is independently researched and written by an acknowledged expert in their field of study.

Company sponsors are acknowledged on every page or double-page spread with their company name and logo.

EDUCATION
SPECIALTY PRACTICE SERIES

Treatment of obesity with VLCDs

By Elizabeth Debride, dietitian, BSc (Hons) MND, MPH, Dr Piya Samtani, endocrinologist, MBBS (Hons) FRACP, Professor Joseph Proietto endocrinologist, MBBS FRACP PhD, Professor of Medicine, University of Melbourne, Department of Medicine (404/06), Heidelberg Repatriation Hospital, Heidelberg, Victoria

GIVEN THE POPULARITY OF VLCDs, PHARMACISTS HAVE A PROFESSIONAL RESPONSIBILITY TO ENSURE THAT THEIR USE IS PART OF A BROADER WEIGHT LOSS PROGRAM WHICH INCLUDES MONITORING THEIR PATIENTS CLOSELY, ESPECIALLY IF THEY HAVE OTHER COMORBIDITIES.

There are numerous meal replacement preparations available over-the-counter as pharmacies to assist people with weight loss, but most of these are intended to replace only one or two meals per day. In contrast, other preparations have the capacity to replace all food intake. These preparations contain carbohydrate, fat and protein and in addition are fortified with the recommended daily allowances of all known essential nutrients. We have used the term Very Low Calorie Diet (VLCD) in this article to refer to those formulations which can safely replace all three main meals.

VLCDs are dietary preparations that provide essential nutritional requirements together with between 800 and 1200 kJ (190 and 2800 kcal) per day. The subject takes this meal replacement as a substitute for breakfast, lunch and dinner. In addition, a bowl of

KEY POINTS

- A VLCD program is a safe and effective way for obese patients to achieve significant weight loss, particularly those at medical risk.
- VLCDs are clinically proven to provide patients with complete nutrition during the weight loss process.
- At the end of an intensive VLCD treatment patients should be referred to a dietitian for education, and 800 kcal per day. The subject takes this meal replacement as a substitute for breakfast, lunch and dinner. In addition, a bowl of

non-starchy vegetables once-daily provides some fibre and helps to satisfy the social aspects of eating. VLCDs have been shown to be very effective in the treatment of obesity with an immediate weight loss of 1.5–2.5kg per week or 12–15kg during an 8–16 week period.¹ Treatment frequency and duration varies depending on the product chosen, and the degree of obesity in the individual being treated, but the usual length of treatment time is 8–16 weeks.

INDICATIONS/CONTRAINDICATIONS
Indications
A VLCD may replace all three daily meals should the user under medical supervision as part of a broader program, and may be indicated in people who are obese (body mass index [BMI] > 30 kg/m²), is generally used for those who have unsuccessfully tried to lose weight using more conventional dietary approaches. VLCD may also be used in people with BMI > 27 kg/m² who have medical conditions that are likely to improve with weight loss (including type 2 diabetes or obstructive sleep apnoea), or in situations in which rapid weight loss is necessary (such as pre-operatively).

Contraindications
VLCDs should not be used in pregnant or lactating women, or in the presence of any severe illness (such as systemic infection, acute malignancy, severe renal or liver disease, drug or alcohol dependency). They are also contraindicated in the setting of recent (within three months) or recurrent cardiovascular or cerebrovascular events, malignant dysrhythmias and in patients with a history of severe psychiatric disorders.¹

Relative contraindications to VLCD use include age < 18 or > 65 years, type 1 diabetes and known gallstones, or recurrent

gastric (although a VLCD may still be used in certain subjects under supervision by a specialist if the potential benefits are thought to outweigh the risks).^{1,2}

HOW TO USE VLCDs
VLCD formulations are most commonly presented as a powder (to be mixed with 200ml water or skim milk, according to the instructions for the particular product, and taken as a 'shake'), but bars, wafers and dessert products are also available. VLCD programs generally consist of:
• one sachet of powder (or equivalent) taken in place of breakfast, lunch and dinner;
• two cups per day of low-sugar, vegetable prepared with one teaspoon of oil (to stimulate gastrointestinal contraction and, thereby, reduce the risk of gallstones);
• at least two litres of water (or calorie-free fluids) daily; and
• a program of regular physical activity.

Concomitant medications
Patients on cardiovascular or insulin for type 2 diabetes will usually need to reduce the doses of (or in some cases, discontinue) these medications to avoid hypoglycaemia when starting a VLCD. Patients being treated for hypertension or dyslipidaemia may also be able to reduce the doses of these medications during or after a VLCD. Increased frequency of monitoring of blood levels parameters is required in subjects taking medications whose metabolism may be affected by VLCD treatment, such as lithium or warfarin.^{1,2}

Refueling
At the end of the intensive VLCD treatment, the patient is usually referred to a dietitian for dietary

VLCDs have been shown to be very effective in the treatment of obesity with an immediate weight loss of 1.5 to 2.5kg per week

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2012 FEATURES AND DEADLINES



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Issue	FEATURES		
	Primary professional	Over the counter	Business
Jan	Cardiovascular health: Part 1 (cholesterol)	Weight loss	Pharmacy design
Feb	Cardiovascular health: Part 2 (blood pressure)	Vitamins & supplements	Generics
Mar	Women's health (eg. menopause, family planning)	Oral care	Digital revolution
APP2012 CONFERENCE ISSUE: Pharmacy of the Year feature			
Apr	Arthritis	Mother & baby (eg. nutrition)	Pharmacy business models
May	Respiratory care (eg. Asthma, COPD)	Pain	Pharmacy groups
Jun	Mental health (eg. Depression, dementia)	Coughs, colds & flu	End of financial year
Jul	Diabetes care	Ear, nose & throat	Wealth planning
Aug	Pain management	Allergy	Buying & selling a pharmacy
Sep	Allergy	Pain	Dispensary efficiency
Oct	Asthma	Eye care	Merchandising strategy
Nov	Diabetes management	Digestion	Staff skills and productivity
Dec	GORD	Quit smoking	Consumer behaviour

Issue	DEADLINES			
	Booking	Editorial Deadline / Advertorial Briefing	Material and Insert Delivery	Mailed week commencing
Jan	28 Nov	21 Nov	1 Dec	9 Jan
Feb	23 Dec	16 Dec	3 Jan	6 Feb
Mar	23 Jan	16 Jan	26 Jan	5 Mar
Apr	27 Feb	20 Feb	1 Mar	9 Apr
May	26 Mar	19 Mar	29 Mar	7 May
Jun	23 Apr	16 Apr	26 Apr	4 Jun
Jul	25 May	18 May	30 May	9 Jul
Aug	25 Jun	18 Jun	28 Jun	6 Aug
Sep	30 Jul	23 Jul	2 Aug	10 Sep
Oct	27 Aug	20 Aug	30 Aug	8 Oct
Nov	24 Sep	17 Sep	27 Sep	5 Nov
Dec	29 Oct	22 Oct	1 Nov	10 Dec

CANCELLATIONS

Cancellations of Front Cover Bookings will only be accepted without penalty if written notice is given ten weeks prior to Booking Deadline.

All other bookings may only be cancelled without penalty if written notice is given prior to the Booking Deadline.

Bookings accepted by APPco after the Booking Deadline may not be cancelled without payment in full for the Booking.

If Bookings are cancelled after the above Cancellation Dates, APPco is entitled to payment in full for the Booking or APPco may at its absolute discretion approve a Delete and Charge. The Delete and Charge will be forfeited if not used within 12 months of the original cover date that the booking was to appear.

FEATURES

If none of the listed topics deliver an appropriate editorial environment for your product or service, the AJP is happy to discuss other ways in which we can meet your needs. Contact your account manager to discuss any of the following topics: aged care, blood pressure, cholesterol health, dementia, dermatology, eye care, infections and infestations, men's health, mother and baby, oral care, paediatric medicine, sexual health, skin care, sprains, strains and wounds, and vaccinations.

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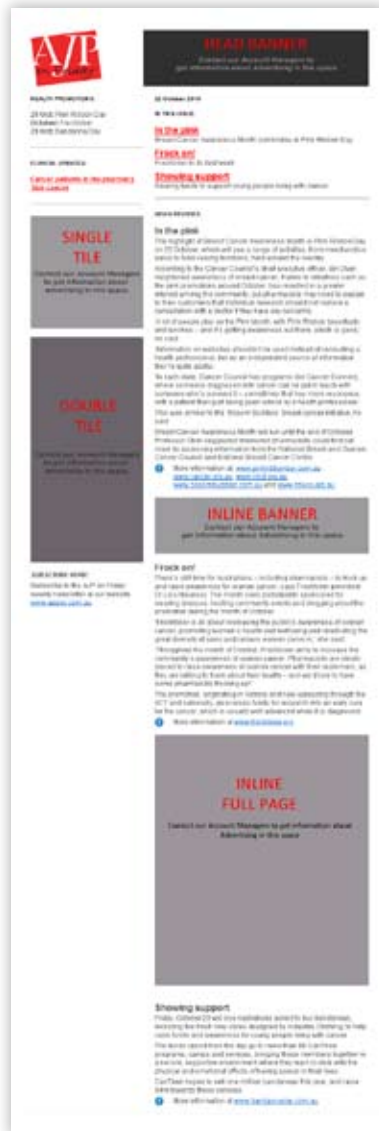
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E-NEWSLETTER



✓ **AJP on Friday** is a **free weekly e-newsletter** that delivers practical information, news and patient-centred clinical tips about national health promotions scheduled for the upcoming working week.

✓ Delivered every Friday morning to a growing readership of more than 5,000 pharmacists, **AJP on Friday** provides clinical practice tips to help pharmacists and pharmacy assistants to better engage customers about their health concerns, supported by links to more information and resources peak bodies and patient support groups managing the national health promotion.

✓ **AJP on Friday** provides the ideal platform to launch new products, announce product changes and showcase existing products. Monthly and weekly advertising frequencies are available.

‘Great idea and I am looking forward to next Friday. Very impressed!’ — Russell Balzary, pharmacist

‘Thanks for the AJP on Friday... good information, very pragmatic.’ — John Hall, locum pharmacist

SIGN UP TODAY! To receive your free copy of **AJP on Friday**, visit www.apcco.com.au and follow the link.

AVAILABLE POSITIONS

◀ **HEAD BANNER** positioned at the top of the newsletter. One only per newsletter.

◀ **INLINE BANNER** positioned within the body of the newsletter, either at the beginning or end of a news story or clinical update.

◀ **SINGLE OR DOUBLE TILE** positioned down the left-hand side of the newsletter.

◀ **INLINE FULL PAGE** positioned at the end of the newsletter. One only per newsletter.

All ads can be linked to your nominated URL.

RATES AND SIZES

	AJP on Friday Monthly rate	AJP on Friday Weekly rate	Width x Height (pixels)
Head banner	\$2,350* <i>*subject to availability</i>	\$705* <i>*subject to availability</i>	400 x 100
Inline banner	\$1,750	\$525	380 x 100
Single tile	\$1,450	\$435	200 x 200
Double tile	\$1,950	\$585	200 x 400
Inline full page	\$3,840	\$1,200	380 X 445

MATERIAL: File format is jpeg. We do not accept animated files. Deadline for material is one week before distribution date. Ads can be linked to your nominated URL (please provide ‘absolute URL’ eg. <http://www.mydomain.com.au/default.html>)

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WEBSITE



- ✓ **AJP Online** allows readers to access and search the latest and past issues of the *AJP* online.
- ✓ **AJP Online** adds further reach and distribution for *AJP* advertisers to more than 5,000 registered readers.
- ✓ Readers can click through to advertisers' websites and email addresses from hyperlinks within an advertisement.

Homepage Single or Double Tile positioned down the side of the home page. Your ad will appear on the homepage for one month and can be linked to your nominated URL.

▼ **Web Browser Head Banner** positioned above the *AJP Online* viewer so that it will be seen throughout the page browsing process. It can be linked to your nominated URL.

◀ **Homepage Head Banner** positioned at the top of the introductory homepage. Your ad will appear on the homepage for one month and may be linked to your nominated URL.



RATES AND SIZES

	AJP Online Monthly rate	Width x Height (pixels)
Homepage Head banner	\$990* <i>*subject to availability</i>	600 x 100
Web Browser Head banner <i>No Animated files</i>	\$2,350* <i>*subject to availability</i>	468 x 60
Homepage Single tile	\$790	200 x 200
Homepage Double tile	\$1,450	200 x 400

MATERIAL: File format is jpeg. We can also accept animated gif, jpeg and png files for all positions EXCEPT the Web Browser Head banner. Deadline for material is one week before distribution date. Ads can be linked to your nominated URL (please provide 'absolute URL' eg. <http://www.mydomain.com.au/default.html>)

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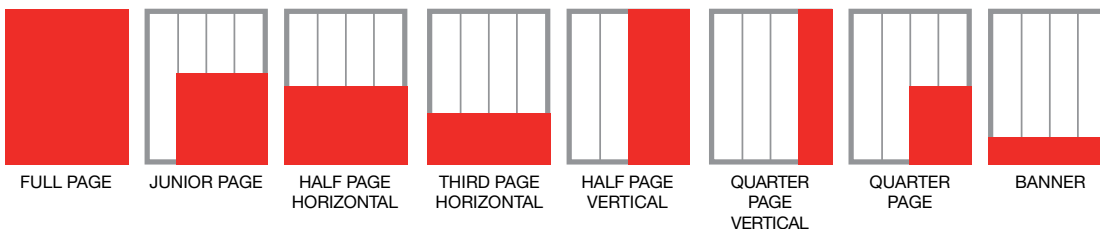
APPco

Australian Pharmaceutical Publishing Company Owned by Australian pharmacists through their membership of Pharmaceutical Defence Ltd
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MECHANICAL SPECIFICATION

PAGE SPECIFICATION (HEIGHT X WIDTH)

SIZE	TRIM SIZE	TYPE AREA	BLEED AREA
Cover image	188mm x 235mm	173mm x 221mm	198mm x 245mm
Full page	275mm x 235mm	255mm x 215mm	285mm x 245mm
DPS	275mm x 470mm	255mm x 440mm	285mm x 480mm
NOTE: See instructions and diagram below (DPS) on how to set up double page spreads.			
Junior page	166mm x 166mm	146mm x 146mm	176mm x 176mm
Half page horizontal	132.5mm x 235mm	112.5mm x 215mm	142.5mm x 245mm
Half page vertical	275mm x 114.5mm	255mm x 94.5mm	285mm x 124.5mm
Third page horizontal	87mm x 235mm	67mm x 215mm	97mm x 245mm
Quarter page vertical	275mm x 63mm	260mm x 48mm	285mm x 73mm
Quarter page	132.5mm x 112.5mm	122.5mm x 102.5mm	142.5mm x 122.5mm
Banner	43mm x 235mm	33mm x 225mm	53mm x 245mm
Flysheet space	130mm x 105mm	140mm x 115mm	150mm x 125mm



While the internal production process may verify that material is within specification the onus is placed firmly on tradehouse/ sender to supply material to specification. It is also a requirement that advertising material is delivered on time so quality control measures can take place. Late material may miss these checking procedures which could pick up possible problems/errors.

CHECK LIST

- All live copy must be kept within the type area (10mm from all edges).
- All colours are converted to CMYK.
- Black backgrounds or large areas of black provided as 2 colour 'true black' which is 100% black and 30% cyan.
- Fine black text provided as 1 colour black which is 100% black.
- All fonts and graphics are embedded. All files must be CMYK.
- Visible crop marks and colour bars must be at least 7mm away from the trim.
- High resolution PDF files must be supplied with 5mm bleed and visible crop marks.
- Double page spreads must be supplied as one single spread page.
- If further technical information is required, please consult www.3dap.com.au for guidance.
- We do not accept print advertising artwork via email. Artwork to be sent via either Quickcut www.quickcut.com.au or Adsend www.adsend.com.au

SUPPLY METHOD

We do not accept material via email.

Please submit material via

Quickcut www.quickcut.com.au or

Adsend www.adsend.com.au

PROOFS

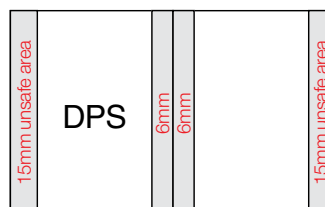
- Colour proofs at actual size are required so that we know what you expect to see on the page. Our printer accepts 3dap proofs.

GRAPHICS/IMAGES

Production is PC-based using Adobe InDesign. JPEGs are preferred unless supplying finished artwork which should be PDF. We also support: Illustrator (must be saved as EPS (8-bit preview) format and all type outlined) and Photoshop files in EPS (binary encoded, 8-bit preview) and TIFF formats. We require high resolution scans—300dpi at 100% scaling. Screen ruling: 133 lpi. Colours: CMYK. All discs are to be clearly labelled and burned as PC compatible. Pictures embedded in Word or Excel files are not acceptable.

DOUBLE PAGE SPREADS (DPS)

- 15mm unsafe area on both foreedges to be left clear of any elements for gutter allowance.
- Avoid type running across the gutter of a DPS.
- Spacing of letters in headings or large text should clear the gutter by a minimum of 6mm on each side. DPS to be supplied as one file.
- Supply PDF files as one single spread page.



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