

PS



POST SCRIPT

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THE PROFESSIONAL MAGAZINE FOR PHARMACY ASSISTANTS

ABOUT POST SCRIPT

For more than 30 years, *Post Script* has been the first choice of pharmacy assistants for information and advice to help them in their roles at the frontline of community healthcare.

PS is published by the Australian Pharmaceutical Publishing Company, a wholly owned subsidiary of Pharmaceutical Defence Limited (PDL), Australia's oldest and largest pharmacist member organisation.

INFORMING AND INFLUENCING BEHAVIOUR

No other pharmacy publication has the same authority and influence when it comes to community health and beauty issues and specialist product knowledge.

- **87% of pharmacy assistants prefer *PS* over any other pharmacy publication.**
- **81% of pharmacy assistants say that information they have read in *PS* has influenced them to change their advice or recommendations to customers in the last six months.**
- **34% of pharmacy assistants say that information they have read in *PS* has influenced them to change advice or recommendations to customers in the last month.**

EDITORIAL PLATFORM

A unique editorial environment—incorporating *Natural Health & Beauty*

Every issue of *PS* includes health and beauty features on a range of topics, each focusing on the latest trends and advances relevant to pharmacy and its customers.

The unique editorial platform provides a broad-ranging platform for advertisers to showcase their products and services.

HEALTH

Special health focus: a detailed look at a different major health condition every issue.

Feature articles: the latest issues and advice on a range of common health conditions, including symptoms and appropriate treatments.

Health expert: current research from Dr Norman Swan, ABC radio presenter.

BEAUTY

Feature articles: from make-up to fragrance, hair care to nail care, the latest beauty trends and advice for pharmacy assistants and their customers.

Skin care: recent innovations in products to help customers protect and care for their skin.

Fragrance: the latest fashions and products in fragrance every issue.

PRODUCT INFORMATION

Front of shop: a showcase of new cosmetics, fragrance, skin care, hair, personal care, and over-the-counter products.

Kids' korer: new products for babies and children, plus information on child-related health issues.

Healthy body: promoting health and wellness through different life stages.

EDUCATION

Pharmaceutical Society of Australia Affiliate Education:

A different health topic and case study each issue offers readers the chance to earn Continuing Professional Development points.

Pharmacy self care: John Bell discusses a different health topic every issue.

Your career: from professional development to staff management, retailing and security, the latest updates on issues that affect pharmacy assistants in their everyday work and throughout their careers.

LIFESTYLE

Just for you: from practical issues like buying a mobile phone or finding child care, to topics such as work/life balance, travel stories, reviews and recipes and tips on nutrition, this section looks at life away from the pharmacy.



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A BI-MONTHLY SUPPLEMENT TO PS

Conventional and complementary health and beauty treatments are the opposite sides of the same coin. And community pharmacies are a major and growing retail outlet for natural medicines and beauty products.

So it's appropriate that every second issue of *Post Script* will be complemented by *Natural Health*

& Beauty, as a dedicated section within the magazine, with its own "front cover".

Natural Health & Beauty is an informative and entertaining mix of articles, competitions and updates on common health, wellness and lifestyle issues written especially for pharmacy assistants.

Natural Health & Beauty is written by industry specialists and focuses solely on natural health and beauty products—making it a powerfully credible environment for advertisers and an ideal platform for getting your message to consumers who place great trust in the advice they receive from pharmacy staff.

DISPLAY RATES

FREQUENCY OF PUBLICATION

	Casual	3x	6x	12x	18x	24x	36x
Full page	4,905	4,830	4,760	4,610	4,470	4,315	4,160
Double page spread	7,965	7,845	7,725	7,485	7,250	7,005	6,765
Two thirds page	3,920	3,860	3,805	3,680	3,570	3,450	3,325
Two thirds page spread	6,375	6,280	6,180	5,985	5,805	5,610	5,415
Half page	3,060	3,015	2,970	2,875	2,785	2,685	2,600
Half page spread	4,985	4,905	4,830	4,680	4,540	4,385	4,235
Third page	2,175	2,140	2,105	2,040	1,980	1,915	1,845
Third page spread	3,535	3,485	3,420	3,315	3,215	3,105	2,995
Banner	1,915	1,885	1,855	1,795	1,735	1,685	1,625
Sixth page	1,670	1,640	1,615	1,565	1,515	1,470	1,420

▲ GST of 10% will be added to all invoices. Agency commission 10%.

PREMIUM POSITIONS

POST SCRIPT

Outside front cover plus DPS cover advertorial	\$15,800
Outside and inside front cover plus gatefold plus DPS cover advertorial	\$22,700
Inside front cover	\$6,230
Inside front cover spread	\$9,960
DPS on pages 2 and 3, after inside front cover spread	client rate plus 25%
Outside back cover	\$5,880
Outside and inside back cover plus gatefold (4pp)	\$11,995

NATURAL HEALTH & BEAUTY SUPPLEMENT

Internal front cover (first right-hand page leading into section)	\$4,990
Internal front cover plus DPS cover story advertorial	\$8,800

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

	2-page	4-page	6-page	8-page	16-page
Mechanical Loose	\$3,755	\$5,255	\$7,190	\$8,250	\$9,465
Mechanical Fixed	\$5,255	\$6,315	\$8,640	\$10,000	\$11,350

▲ Deduct 20% for partial distribution.

Loose Onserts: are placed outside the publication under the address sheet. Following approval by APPco of paper stock, copy and layout, advertisers should produce, supply and deliver 12,000 copies direct to our printer by the specified date. Ten 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 onserts only. Separate quotes will be provided for hand inserts, tip ons, etc.

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 client approval.

DPS	900 words plus four images
	Client rate plus 15%
FP	450 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%)

FRONT OF SHOP

When you book a product listing in Front of Shop, 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.

Up to 70 words plus pack shot	\$1,060
	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.

Four colour	\$3,300
	Discount available on multiple issues

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nhb
natural health & beauty

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COMPETITIONS TRAINING MODULES PROMOTIONS

- Competitions
- Training Modules
- OTC Health
- Product of the Month
- Beauty Product of the Month
- Company Profile
- Frequently asked Questions

PS offers a range of tailored promotional platforms to highlight your product or service—and we can help you write and design your single or double-page spread.

PS can write the copy to accompany your images, and design and provide finished artwork for your approval.

COMPETITIONS AND TRAINING MODULES

Competitions and training modules provide a unique opportunity to interact with pharmacy assistants and gauge the effectiveness of your promotion via reader response rates.

PLEASE NOTE:

- An administration fee equivalent to \$500 will be applied to reader response promotions only when readers are asked to fax or mail their responses to APPco, rather than to the advertiser directly.
- Any postage charges incurred will be passed on to the client.
- Sourcing and fulfilment of prizes, competition permits or licences, and ASMI or CHC approval numbers is the responsibility of the client.

SPECIAL PROMOTIONS

- OTC Health • Product of the Month • Company Profile
- Frequently asked Questions

We can tailor a range of promotional platforms to highlight your product or service, in addition to our regular advertising formats—and we can write the copy to accompany your images, and design and provide finished artwork for your approval.

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%

NATURAL HEALTH & BEAUTY SUPPLIER LISTING

Natural Health & Beauty is a bi-monthly supplement to *Post Script*, providing a dedicated focus on natural health and beauty topics and products. List your product or service in the supplier listing of every issue of *NH&B* for a year (six issues), providing consistent exposure to pharmacy assistants.

Australians are one of the most prolific consumers of natural products. Pharmacy assistants increasingly play a vital and trusted role in influencing buyer behaviour in this growing sector. If a customer cannot see your product on the shelf, be seen in the *NH&B* directory and the pharmacy assistant can come to you!

Required information for annual supplier listing:

Company name and logo, plus 40 words about your product/service and contact details; phone, email and web

Annual supplier listing \$900 (\$150 per issue)

KEY FACTS

CIRCULATION

11,545 CAB, March 2009



Distributed to pharmacy assistants in community pharmacies throughout Australia.

FREQUENCY

11 times per year (monthly from February, then December/January combined issue)

Distribution by state

NSW/ACT	38%
Victoria	23%
Queensland	19%
WA	9%
SA/NT	8%
Tas	3%

Gender

Female	98%
Male	2%

Age

Up to 24 years	34%
25 to 34 years	31%
35 to 44	18%
45 to 54	15%
+55	2%



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2010 FEATURES AND DEADLINES

Issue	POST SCRIPT					
	Special Health Focus	Category Management	Healthy Body	Kids' Korner	Beauty	Skin Care
Dec 09/ Jan 10	Quit smoking	Weight loss	Detox	Back to school: nits & worms	New Year's resolutions	Sunscreens & moisturisers
Feb	Heart health	Tummy troubles	Sexual health	Babies first year	Fragrance	Fighting wrinkles (eyes)
Mar	Menopause	Mother & baby	Mouth & teeth	Pain & fever	Lips	Exfoliation
Apr	Pain	Mother's Day	Muscles	Cuts, scrapes & burns	Hair	Stretch marks
May	Colds & flu	Pain	Piles	Breast & bottle feeding	Winter make-up	Winter skin
Jun	Winter medicine	Coughs, colds & flu	Upper respiratory tract	Bed-wetting	Manicure	Acne
Jul	Vitamins & supplements	Ear, nose & throat	Prostate	Infectious diseases	Male grooming	Scarring
Aug	Diabetes	Eye care	Bones	Special diets	Travel beauty	Cosmeceuticals—pigmentation / agespots / spider veins
Sep	Allergies	Hair care	Eyes	Teething	Summer make-up	Skin allergies & anti-fungals
Oct	Asthma	Allergy	Footcare	Baby skin (bathing)	Bronzing & self-tanning	Shimmer & Glow
Nov	Sun protection	Continence	Ears	Dehydration	Depilatories	Sensitive skin
Dec 10/ Jan 11	Quit smoking	Weight loss	Detox	Back to school: nits & worms	New Year beauty resolutions	Sunscreens & moisturisers

Issue	NATURAL HEALTH & BEAUTY	
	Category management	Baby care
Feb	Vitamins, minerals & supplements	Breastfeeding & infant formula
April	Natural / mineral make-up	Nappy care
June	Winter wellness	Parents "going green"
Aug	Natural skin care	Infant massage
Oct	Allergies	Cradle cap
Dec 09/Jan 10	Stomach health	Pre-conception and pregnancy

Issue	DEADLINES			
	Booking deadline	Material deadline	Insert delivery	Mailed week commencing
Dec 09/Jan 10	2 Nov	9 Nov	18 Nov	7 Dec
Feb	24 Dec	4 Jan	13 Jan	1 Feb
Mar	25 Jan	1 Feb	10 Feb	1 Mar
Apr	1 Mar	8 Mar	17 Mar	5 Apr
May	29 Mar	5 Apr	14 Apr	3 May
Jun	26 Apr	3 May	12 May	1 Jun
Jul	31 May	7 Jun	16 Jun	5 Jul
Aug	28 Jun	5 Jul	14 Jul	2 Aug
Sep	2 Aug	9 Aug	18 Aug	6 Sep
Oct	30 Aug	6 Sep	15 Sep	4 Oct
Nov	27 Sep	5 Oct	13 Oct	1 Nov
Dec 10/Jan 11	1 Nov	8 Nov	17 Nov	6 Dec



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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.



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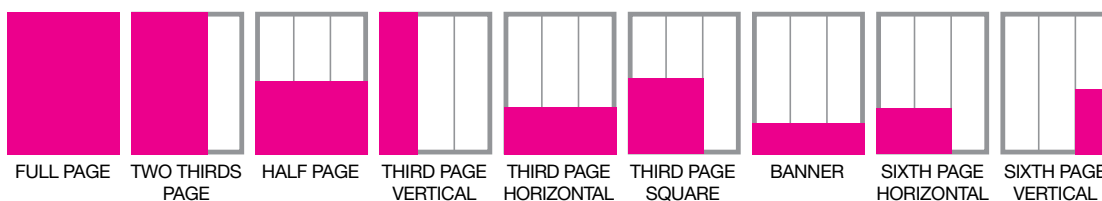
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PAGE SPECIFICATION (HEIGHT X WIDTH)

SIZE	TYPE AREA	TRIM SIZE	BLEED AREA
Full page	250mm x 186mm	270mm x 206mm	280mm x 216mm
Two thirds page	250mm x 110mm	270mm x 130mm	280mm x 140mm
Half page	113mm x 186mm	133mm x 206mm	143mm x 216mm
Third page vertical	260mm x 61mm	270mm x 71mm	280mm x 81mm
Third page horizontal	80mm x 186mm	90mm x 206mm	100mm x 216mm
Third page square	120mm x 120mm	130mm x 130mm	140mm x 140mm
Banner	45mm x 186mm	55mm x 206mm	65mm x 216mm
Sixth page horizontal	77mm x 120mm	87mm x 130mm	97mm x 140mm
Sixth page vertical	122mm x 60mm	132mm x 70mm	142mm x 80mm

All spreads should be submitted as two single pages, left and right.



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).
- Please ensure all fonts are outlined and graphics are embedded. All files must be CMYK.
- High resolution PDF files must be supplied with 5mm bleed and visible crop marks.
- If further technical information is required, please consult www.3dap.com.au/ for guidance.

SUPPLY METHOD

Please submit material via Quickcut www.quickcut.com.au or WebSend www.websend.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 ISO PT1 proofs.

GRAPHICS/IMAGES

Production is PC-based using Adobe InDesign. Images should

ideally be supplied as high resolution (min 300dpi) CMYK JPEG, unless supplying finished advertising artwork which must be a high resolution PDF, refer to mechanical specifications and 'check list'. Pictures embedded in Word or Excel files are not acceptable.

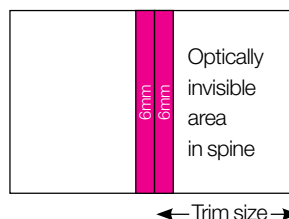
APPROVAL OF ADVERTISEMENTS

It is a legal requirement that advertisements making therapeutic claims appearing in *Post Script* and *Natural Health & Beauty* must have an approval number from the relevant regulatory authority. **This is the responsibility of the advertiser and can take up to three weeks.**

- For non-prescription therapeutic goods, an ASMI approval number is required. Visit www.asmi.com.au or email ASMIadvertising@asmi.com.au
- For complementary healthcare products, a CHC approval number is required. Visit www.chc.org.au or email advertising@chc.org.au

IMPORTANT NOTES FOR DESIGNERS OF DOUBLE PAGE SPREADS (DPS)

- As *Post Script* is perfect bound, all spreads should have 6mm clearance either side of the gutter.
- Supply PDF files as two single pages, left and right.
- Avoid type running across the gutter on a DPS.
- Spacing of letters in headings should clear the gutter by a minimum of 6mm on each side.
- Duplicate images 6mm either side of the gutter to align images once bound.



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