

MEDIA KIT 2012

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postscript

The professional magazine for pharmacy assistants

ABOUT POST SCRIPT

For more than 35 years, *Post Script* has been the first choice of pharmacy assistants throughout Australia for information and advice to help them in their roles at the frontline of community healthcare.

A UNIQUE EDITORIAL ENVIRONMENT

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.

Education & Training

PS provides a range of training articles and case studies — from professional development to staff management and the latest updates on issues that affect pharmacy assistants at work.

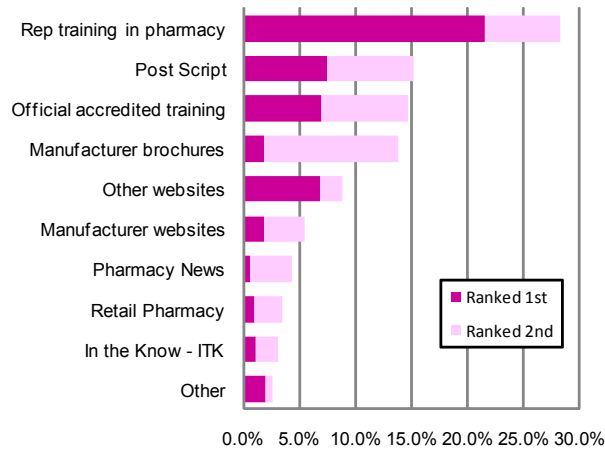
Lifestyle

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, the Just for You section looks at life away from the pharmacy.

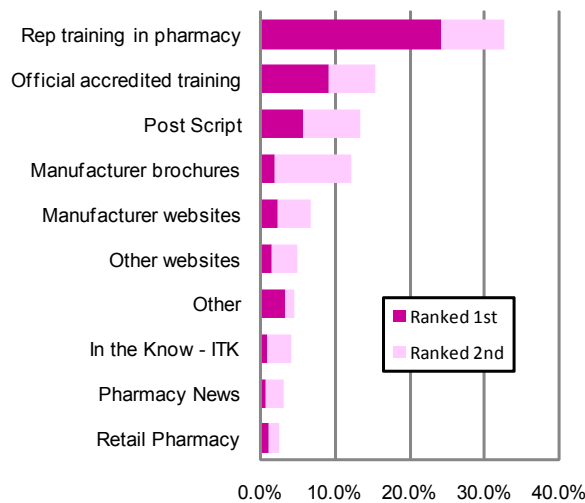
This unique editorial environment provides a broad-ranging platform for advertisers to showcase their products and services.

INFORMING AND INFLUENCING BEHAVIOUR

- Pharmacy assistants rank *PS* second only to Rep training in the pharmacy and ahead of all other sources and publications as the source most relied upon for product information.



- *PS* is ranked third behind to Rep training in pharmacy and Official accredited training, but ahead of all other sources and publications as the source most relied upon for professional training.



Source: *Innovation Rx*, October 2010; n = 924

KEY FACTS ps CIRCULATION

11,027 CAB, March 2011



Distributed to pharmacy assistants in community pharmacies throughout Australia.

FREQUENCY

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

WEBSITE

www.postscript.com.au

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 21 years	14.4%
22 to 25 years	15.3%
26 to 29	14.4%
30 to 35	11.1%
36 to 39	8.5%
40+	36.3%

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ADVERTISING RATES '12

FREQUENCY OF PUBLICATION

	Casual	3x	6x	12x	18x	24x	36x
Full page	5,340	5,260	5,170	5,010	4,850	4,695	4,530
Double page spread	8,670	8,540	8,405	8,145	7,885	7,630	7,370
Two thirds page	4,270	4,200	4,135	4,010	3,880	3,750	3,615
Two thirds page spread	6,940	6,835	6,730	6,520	6,315	6,105	5,890
Half page horizontal	3,330	3,280	3,230	3,130	3,030	2,925	2,830
Half page spread	5,425	5,345	5,260	5,095	4,935	4,770	4,610
Third page	2,370	2,330	2,295	2,225	2,155	2,085	2,010
Third page spread	3,850	3,790	3,730	3,615	3,500	3,385	3,260
Banner	2,085	2,055	2,020	1,960	1,895	1,835	1,770
Sixth page	1,820	1,785	1,765	1,705	1,650	1,600	1,545

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

PREMIUM POSITIONS

Outside front cover plus DPS cover advertorial	\$18,200
Outside and inside front cover plus gatefold plus DPS cover advertorial	\$24,840
Inside front cover	\$6,940
Inside front cover spread	\$11,265
Outside back cover	\$6,665
Outside and inside back cover plus gatefold (4pp)	\$13,675

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

DPS on pages 2 and 3, after inside front cover spread	Client rate plus 25%
Other first quarter placement positions	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	\$4,100	\$5,745	\$7,855	\$9,016
Mechanical Fixed	\$6,630	\$7,975	\$10,910	\$12,625

▲ Deduct 20% for partial distribution.

Loose Onsets: are placed outside the publication under the address sheet. Maximum size 260mm x 196mm. Following approval by APPco of paper stock, copy and layout, advertisers should produce, supply and deliver 11,500 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 onsets 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 \$1,150
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 \$3,580
Discount available on multiple issues

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SPECIAL PROMOTIONS

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 • TRAINING MODULES • GIVEAWAYS

Competitions, Training Modules and Giveaways 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, product, competition permits or licences, and ASMI or CHC approval numbers is the responsibility of the client.

PS-CLIENT ADVERTORIALS

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

PS-Client Advertorials offer a level of exclusivity because they are limited to one of each kind per issue. Each advertorial platform is designed to highlight your product or service and provide more information than can be accommodated by a standard display advertisement.

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

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advertiser Vaseline Intensive Rescue training

With winter just around the corner, moisturising daily becomes even more important to maintain healthy, hydrated skin. Now pharmacy assistants can recommend a new way to help their customers fight dry skin with the Vaseline Intensive Rescue range – Australia's number one body lotion (MAT Actac 24/02/11).

To the rescue!
With four Vaseline Intensive Rescue products in the range – Moisture Locking Body Lotion, Relief & Repair Balm, Soothing Hand Cream and Hydrating Foot Cream – pharmacy assistants can recommend a product to cater for all their customers' dry skin needs.

Vaseline Intensive Rescue is ethanol-free and has been specially formulated to help skin become hydrated and healthy. As the appearance of dry skin can be influenced by environmental, lifestyle and hereditary factors, regular moisturisation can help promote the proper environment for dry skin to repair itself and the skin's natural barrier to function normally.

The Vaseline Intensive Rescue range has been developed as an affordable solution to help to relieve uncomfortable itching often associated with dry skin.

Specially formulated to help skin become hydrated

A hypoallergenic range for very dry skin

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Winning ways!
The entire range is designed to infuse the skin with a combination of humectants, emollients and occlusives that increase moisture levels and help lock it in all day. The range is suitable for people with sensitive skin and those who have very dry skin conditions that can be difficult to manage.

The range includes:
Moisture Locking Body Lotion, Fragrance-free and with glycerin to instantly increase moisture and occlusives to lock it in throughout the day. Moisture Locking Body Lotion was the winner of the Beauty Heaven Glasscans 2009 Best New Body Moisturiser category. Relief & Repair Balm, with the highest combination of moisturising ingredients to help relieve severe dry skin.

It helps to promote the ideal environment for very dry skin to repair itself in five days. It is ideal for areas prone to very dry skin such as elbows and knees, and is clinically proven to be suitable for severe dry skin conditions and skin with eczema.

Soothing Hand Cream helps to infuse skin with intense moisturisers. It is easily absorbed with a non-greasy formulation that lasts all day.

Hydrating Foot Cream helps to soften skin on contact and deeply moisturises. Like the entire range it contains glycerin to soften skin and occlusives to keep it locked in, while emollients soften tough skin and alpha hydroxy acids help to reduce feet's roughness. It was the winner of the Beauty Heaven Glasscans 2009 Best New Foot Product Category.

How dry is your skin?

Grade	Diagnosis Scale
0	Very moist
0.5	Moist
1.0	Mildly dry
1.5	Dry
2.0	Very dry
2.5	Extremely dry
3.0	Severe dry
3.5	Very severe dry
4.0	Extremely severe dry

The right balance
Daniel Mallette, technical manager for Vaseline, said that not all moisturisers are equally effective. "The Vaseline Intensive Rescue is proven to help skin feel hydrated and look amazing, thanks to the right balance of occlusives, humectants and emollients which soothe and restore moisture to dry skin."

Help the fight against dry skin and win!

Pharmacy assistants have this great chance to win one of 20 Myer \$50 gift cards by answering the following questions:

1. Name the three ingredients in the Vaseline Intensive Rescue products that help to bring dry skin back to a healthy and hydrated state.
2. How is the Vaseline Intensive Rescue Range different from other products in the Vaseline Lotion range (such as the Dry and Aloe Lotions)?
3. Name one new piece of knowledge you have learnt about Vaseline Intensive Rescue by reading this training advertorial.

NAME: _____
 PHARMACY NAME: _____
 ADDRESS: _____
 PH NUMBER: _____

* Competition not open to employees of Unilever Australia Limited or APFco Pty Ltd. The promoter is Unilever Australia Limited. Terms & Conditions: For your answers to 02 8979 9555. Competition closes 07 June 2011. For full terms and conditions visit www.appco.com.au. Conditions apply to all Australian residents who are pharmacy assistants and aged 18 or over. This is a game of skill and chance. The prize is awarded to the winner. Answers to questions 1-2 must be correct. Each entry will be individually validated on the national mark, legitimacy and initiative drawn to their answer to questions 1-3. The 20 winners will be randomly selected from the entries. There will be 20 prizes of \$50 gift card. The promoter is Unilever Australia Limited. ABL66.004.001.026.02.22. Cambridge Street, Epping NSW 2101.

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ASMI/CHC approval
Please note: Advertisers requiring ASMI or CHC approval for their advertisements must allow for a minimum of 10 working days. This is the responsibility of the advertiser and not APPCo.

TAILORED PROMOTIONS • RATES		
Double page spread	900 words plus four images	Client rate plus 35%
Full page	450 words plus two images	Client rate plus 35%
Giveaway (third page)	150 words plus one image	Client rate plus 35%

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2012 FEATURES AND DEADLINES

Issue	POST SCRIPT FEATURES							DEADLINES			
	Special Health Focus	Category Management	Kids' Korner	Healthy Body	New Income Streams	Beauty	Booking	Advertorial Briefing	Material & Insert Delivery	Mailed week commencing	
Dec/Jan	Quit smoking	Weight management	Headlice & worms	Preconception	Women's health	Fragrance	31 Oct	24 Oct	3 Nov	5 Dec	
Feb	Stress & sleep	Burns & tums	Nutrition	Sexual health	Therapeutic skincare	Natural beauty	23 Dec	16 Dec	3 Jan	30 Jan	
Mar	Anti-ageing	Men's health	Home safety	Osteoporosis	Vaccinations & screening	Teeth Whitening	23 Jan	16 Jan	26 Jan	27 Feb	
Apr	Pain	Vitamins & supplements	Pain & fever	Healthy heart	Cosmeceuticals	Cosmetics	27 Feb	20 Feb	1 Mar	2 Apr	
May	Colds & flu	Pain management	Skincare	Upper respiratory tract	Naturopath services	Sales success	26 Mar	19 Mar	29 Mar	30 Apr	
Jun	Winter medicine	Skincare	Infectious diseases	Piles	Cosmetic skincare	Hair	23 Apr	16 Apr	26 Apr	28 May	
Jul	Diabetes	Oral care	Bub's first year	Footcare	Dose administration aids	Nail care	25 May	18 May	30 May	2 Jul	
Aug	Allergies	Eye care	Oral care	Brain boosters	Professional Practice Incentives	Hair removal	25 Jun	18 Jun	28 Jun	30 Jul	
MICHAEL EDWARDS COSMETIC AND FRAGRANCE SURVEY RESULTS											
Sep	Asthma	Arthritis	First aid	Prostate	Health screening	Male grooming	30 July	23 Jul	2 Aug	3 Sep	
Oct	Wound care	Antifungals	Dehydration	Nutrition	Online marketing	Suncare	27 Aug	20 Aug	30 Aug	1 Oct	
Nov	Continence	Ear, nose & throat	Earcare & hearing	Hygiene	Allied health	Scarring & pigmentation	24 Sep	17 Sep	27 Sep	29 Oct	
Dec/Jan	Quit smoking	Weight management	Preconception	Preconception	Women's health	Fragrance	29 Oct	22 Oct	1 Nov	3 Dec	

If none of these features suit your needs, please contact your account manager to discuss other advertising opportunities and ways PS can help you convey your latest campaigns and services.

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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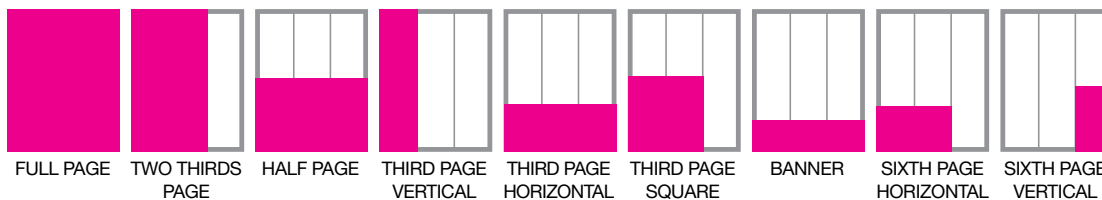
APPco

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

PAGE SPECIFICATION (HEIGHT X WIDTH)

SIZE	TYPE AREA	TRIM SIZE	BLEED AREA
Full page	250mm x 186mm	270mm x 206mm	280mm x 216mm
DPS	270mm x 412mm	250mm x 382mm	280mm x 422mm
NOTE: See instructions and diagram below (DPS) on how to set up double page spreads.			
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
Flysheet space	180mm x 100mm	190mm x 110mm	200mm x 120mm



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. 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.

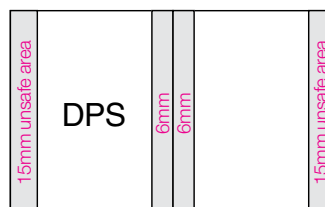
APPROVAL OF ADVERTISEMENTS

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

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.



DPS

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