

medical link

Media Kit — January 2024

The Medical Link 2024

2024 Submission Deadlines

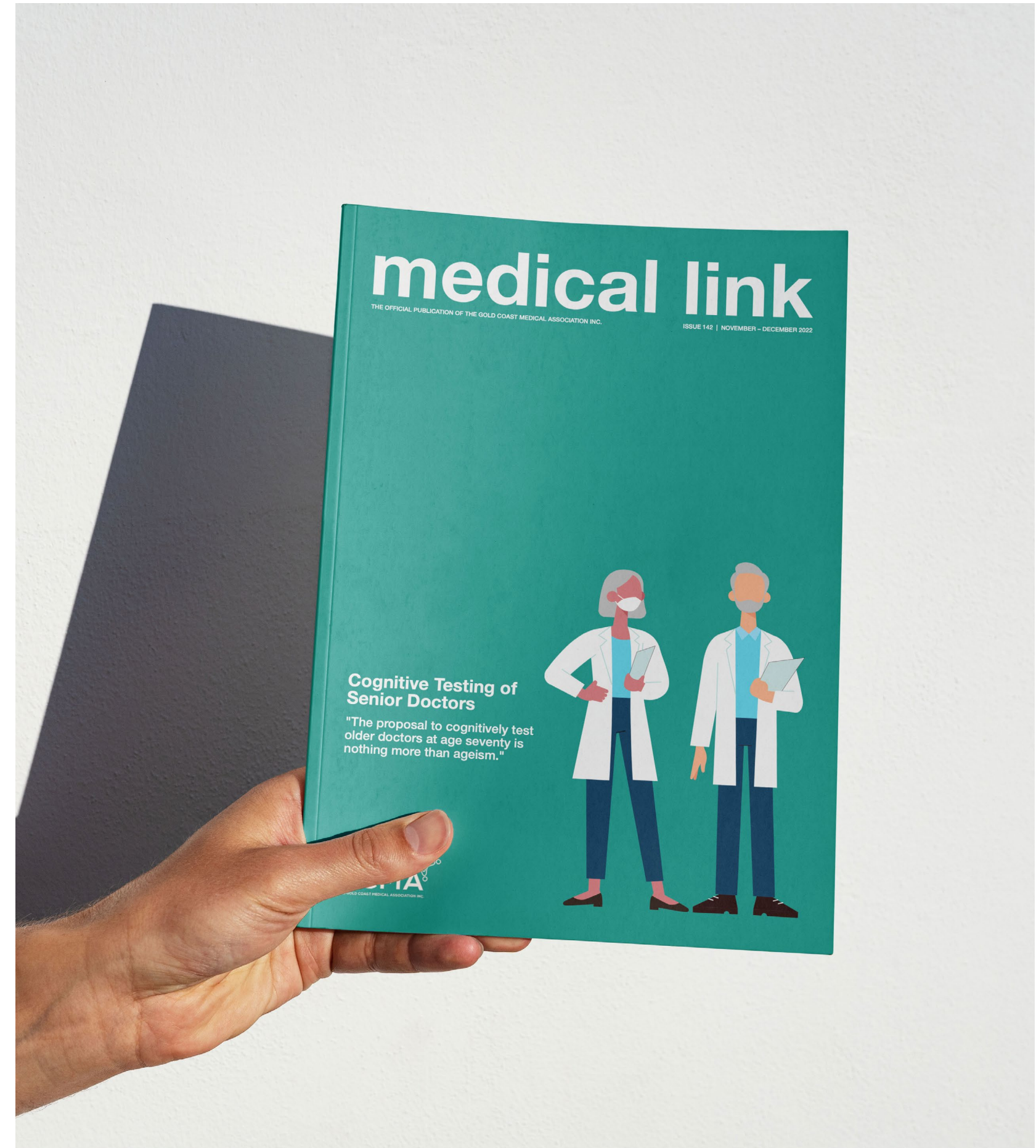
Advertising

a. Advertising

- i. Artwork Dimensions & Specifications
- ii. Front Cover Logo Placement
- iii. Advertising Rates
- iv. Design Services

Editorials

- a. Editorial Submissions
- b. Content Creation Services



2024 Submission Deadlines

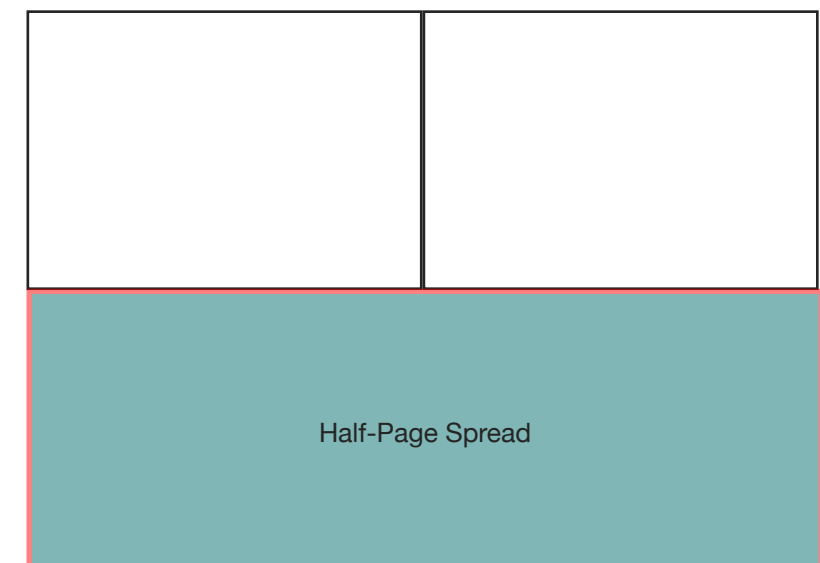
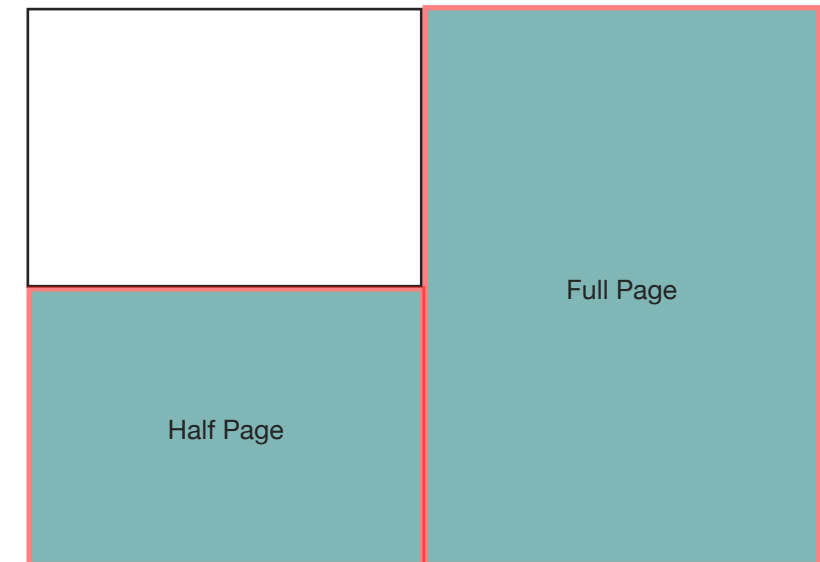
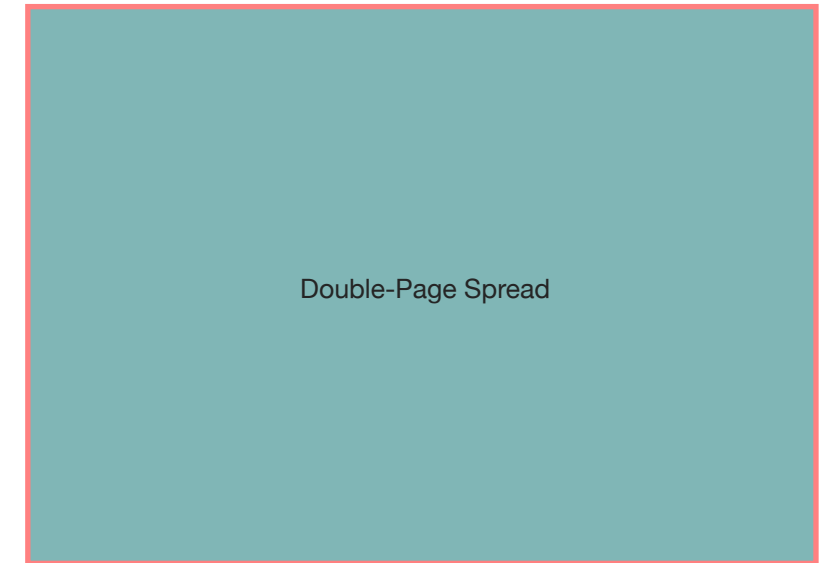
2024 Deadlines

	Advertising Deadline	Distribution Date	Circulation Window
Issue 149	26 January	2 February	February – March
Issue 150	29 March	5 April	April – May
Issue 151	31 May	7 June	June – July
Issue 152	26 July	2 August	August – September
Issue 153	27 September	4 October	October – November
Issue 154	29 November	6 December	December – January

Advertising

Artwork Dimensions & Specifications

Advertisement	Width x Height	Bleed
Double-Page Spread	420 x 297mm	5mm
Full Page	210 x 297mm	5mm
Half Page	210 x 148.5mm	5mm
Half-Page Spread	420 x 148.5mm	5mm
Front Cover Logo		



Ensuring your file is ready for print

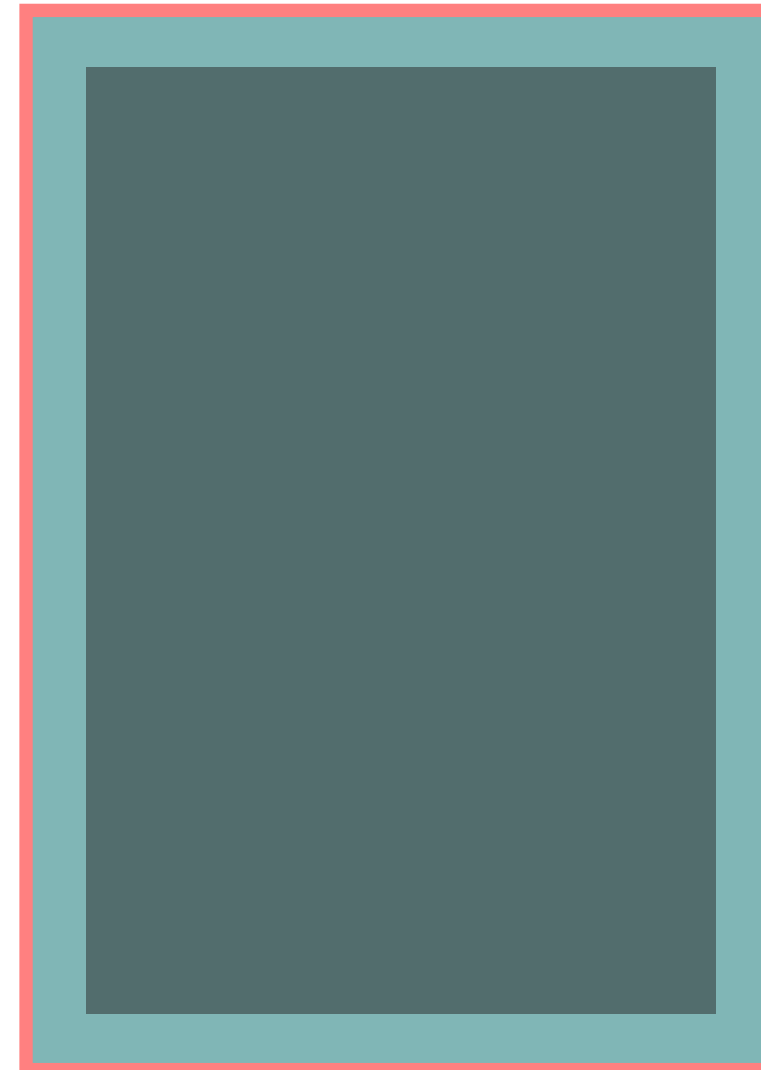
Please email final artwork to design@themedicallink.com.au.

All artwork must be supplied as a high resolution PDF. The magazine's finished size is A4 (297mm x 210mm) and printed full colour throughout. Colour artwork must have 5mm bleed and any text must be within the margin. Artwork may be adjusted by our design team to avoid any elements being trimmed in the printing process.

Ensure PDF artwork is exported:

- with 5mm bleed
- without crop or trim marks

If you're still not sure how to prepare your artwork for print, please feel free to email us. Our design team will gladly provide assistance.



5mm bleed

Artwork

10mm margin (text cut-off zone)

Front Cover Logo Placement

Make your logo the first thing people see when picking up The Medical Link magazine.

Our magazine is printed in quantities of 1500 copies and circulated throughout the wider Gold Coast medical community – in the hands of every medical professional and in the waiting rooms of every general practice – on a bi-monthly basis.

Secure this rare advertisement opportunity today.



Advertising Rates

PLEASE NOTE: All rates are quoted net GST

Size	Rate x 1 Issue	Rate x 3 Issues (-10%)	Rate x 6 Issues (-15%)
Double-Page Spread	\$1,980	\$1,782	\$1,683
Full Page	\$1,250	\$1,125	\$1,062.50
Half Page	\$795	\$715.50	\$675.75
Half-Page Spread	\$1,250	\$1,125	\$1,062.50
Front Cover Logo	\$1,980	\$1,782	\$1,683

Advertising Rates

PLEASE NOTE: All rates are quoted net GST

Loads

25%

20%

15%

10%

Position

Outside Back Cover | 1st Double-Page Spread After Contents

Inside Front Cover | Opposite Contents

Contents Page | Centre Spread

Inside Back Cover

Design Services

The Medical Link's in-house art department can design an advert to your specifications to appear in the publication.

As per our Terms & Conditions, a maximum of two design changes are allowed. Any additional changes will be billed per hour. A high resolution PDF version of your artwork is supplied to after being placed in the magazine. This allows you to use the artwork for social media and website marketing, as well as other advertising platforms.

Cost of design per hour — \$120 + GST



Editorials

Editorials

Publish your work in the magazine

The Medical Link enriches the Gold Coast medical community by uniting the voice of its doctors. We publish insightful stories and the latest trends in field research conducted abroad, and of course, right here on the Gold Coast.

We invite you to submit your company updates, new recruits and promotions and to aid our ambition of keeping the community informed of new health services, developments in the medical profession and general interest items.

Editorials are free to submit to The Medical Link. If you have a suitable article ready for publication, please send to admin@themedicallink.com.au along with any accompanying high-resolution images.

Editorials are subject to approval by the Editorial Committee.



Content Creation Services

Be featured in The Medical Link

The Medical Link aims to showcase the outstanding work and achievements of Gold Coast medical professionals.

As part of our Content Creation Services package, you receive:

- 400-word article outlining your career / achievements / practice
- 15 high-resolution images / portraits to accompany the article (and for you to keep for social media and website use)
- The opportunity to share your story and promote your profile to our audience of more than 2500 subscribed Gold Coast and broader medical industry professionals, as well as the general public

How it works

Our journalist and photographer team will come to your office for an interview and professional photoshoot. We then put together an exclusive feature to be published in the magazine.

This is a great way to promote yourself and/or practice, as well as obtain a suite of professional imagery for your own promotion across social media, website and other advertising platforms.

Content Creation Services Package — \$1,650 + GST



Contact

The Medical Link promotes the interests of the Gold Coast medical community, through compelling combinations of the latest medical news, procedures and industry trends. Targeting health professionals of various disciplines in the Gold Coast region, The Medical Link creates a highly engaged audience of General Practitioners, Specialist Doctors, Chiropractors, Physiotherapists and other allied service providers.

We invite you to join us.

General Enquiries
admin@themedicallink.com.au

Advertise
advertising@themedicallink.com.au

Design
design@themedicallink.com.au