

Diabetes
AUSTRALIA

Challenging Diabetes



CONQUEST



The official magazine of Diabetes Australia.



CONQUEST Advertising Rate Card 2011

CONQUEST





Conquest - the official magazine of Diabetes Australia

Conquest has been published by Diabetes Australia for over 50 years. *Conquest* has a large circulation of 130,000 copies. Circulation is distributed to state and territory DA branches (excluding NSW, SA and NT). More than 50% of readers read *Conquest* more than once, and more than 70% of readers keep their issue or pass it on to someone else. *Conquest* is published specifically to meet the needs of people with diabetes. Furthermore *Conquest* is sent to all Diabetes Educators members of ADEA to reinforce the management of Diabetes.

Publication Information

Conquest is highly regarded and well-read by people living with diabetes. Editorial topics include diabetes research, diabetes management, medication matters, diet and nutrition, exercise and life style, questions and answers, news and product information, letters to the editor, diabetes profiles and much more. In 2007 *Conquest* undertook a national reader survey. It was found that 70% of readers reported having type 2 diabetes and 28%, type 1 diabetes. The majority of respondents having lived with diabetes for between 2 and 21 years. Readers found *Conquest* useful in understanding other people's experiences with their diabetes and for tips on how to better manage their condition.

- 90% think *Conquest* is a high quality magazine
- 92% agree the articles are a good length.
- 86% agree with the amount of advertising.
- Advertising is highly valued by *Conquest* readers, with more than 80% finding advertising useful.

Advertisers in *Conquest* reach a huge audience, not only people with diabetes, but also their families, carers and those interested in the welfare and health of people with diabetes, including Diabetes Educators and nurses.

Diabetes Australia

Diabetes Australia is the national body representing a federation of consumer, health professional and research organisations. Diabetes Australia is a not-for-profit organisation that relies on support from the community and the Australian Government.

As Australia's national peak body for diabetes, Diabetes Australia:

- lobbies and advocates
- provides support to people with diabetes
- forges national partnerships
- raises awareness of diabetes
- supports research into a cure for diabetes
- provides information resources online

Diabetes Australia is committed to turning diabetes around through awareness, prevention, detection, management and a cure.



Advertising material information

Advertising sizes	width x depth (mm)
Full page with bleed	205 X 275 trim size (please add 5mm bleed on all sides, plus trim marks)
Half page horizontal	181 X 119 (no bleed)
Half page vertical	88 X 243 (no bleed)

Artwork instructions

Artwork film will not be accepted. Please provide electronic artwork with a colour printout of the advertisement. Print optimised PDFs with embedded fonts are preferred. Screen ruling: 150 lines / inch.

Advertising approval process

A lo-res PDF of all new advertising artwork must be sent to the editorial/advertising coordinator Brooke Tasovac for approval by the editorial board before a confirmation of placement is granted. Forward this artwork to brooke@healthpublishingaust.com.au by the dates indicated below.

Delivery instructions

Advertising artwork must be supplied electronically, with all printer and screen fonts, graphics and placed items included. Email advertising artwork less than 10Mb or send file transfer details to brooke@healthpublishingaust.com.au, or on CD to: Health Publishing Australia, AMA House, Suite 207, Level 2, 69 Christie St, St Leonards NSW 2065.

Advertising rates Effective from 1 January 2011 until further notice

Rates include agency commission (if applicable):

Size	Casual	x 2	x 4
Double page	\$15,750	\$15,000	\$14,200
Full page	\$8,250	\$7,800	\$7,425
Half page	\$4,950	\$4,700	\$4,455
Quarter page	\$2,970	\$2,800	\$2,700

Preferred positions

Inside front cover spread	\$20,500
Inside front cover	\$9,900
Inside back cover	\$9,075
Outside back cover	\$10,725
Loose inserts	\$150.00 per thousand over complete print run

Publication dates and deadlines - 2011/2012

Issue	Booking	New ads for approval by	Final artwork due	Cancellation date
Distribution				
Autumn (Mar-May 11) From 18 Mar	28/01/11	04/02/11	11/02/11	31/01/11
Winter (Jun-Aug 11) From 27 May	08/04/11	15/04/11	22/04/11	11/04/11
Spring (Sep-Nov 11) From 2 Sep	08/07/11	15/07/11	22/07/11	11/07/11
Summer (Dec-Feb 12) From 5 Dec	07/10/11	14/10/11	04/11/11	21/10/11

Editorial and Advertising Enquiries

Michael Sant
Health Publishing Australia
AMA House, Suite 207
Level 2, 69 Christie Street
ST Leonards, NSW 2065
T: (02) 9439 1599
E: msant@healthpublishingaust.com.au