

Diabetes Management

A JOURNAL FOR GENERAL PRACTITIONERS & OTHER HEALTH PROFESSIONALS

SEE
RESULTS OF GP
READERSHIP
SURVEY
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Diabetes
AUSTRALIA

A NEW LOOK JOURNAL PUBLISHED QUARTERLY
DIABETES MANAGEMENT JOURNAL IS A DIABETES
AUSTRALIA PUBLICATION

2010/11 MEDIA KIT

The only publication dedicated to Diabetes that is read by
GPs, Diabetes Educators and Allied Healthcare Professionals

DOCTORS READERSHIP SURVEY- DIABETES MANAGEMENT JOURNAL (SEPTEMBER 2009)

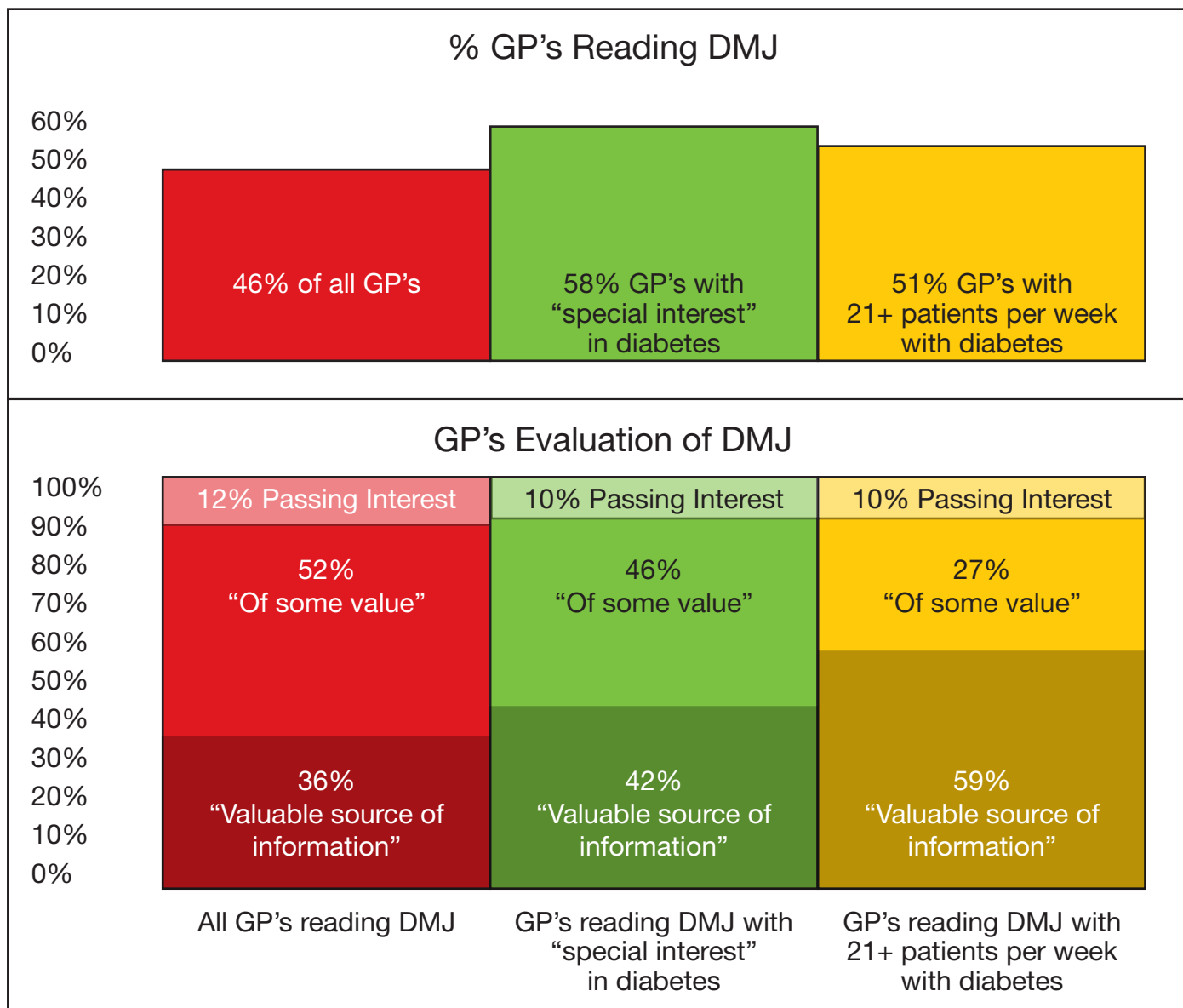
Sample size 305 practicing primary care doctors subsequently weighed to the AMPCO doctors database. Survey conducted by Competitive Advantage Research for **Diabetes Management Journal (DMJ)** which has an absolute focus on the day to day management of diabetes.

Research Objectives: To provide measures of readership and the value of Diabetes Management Journal to primary care doctors.

Two key premises:

- GP's who express a 'special interest' in diabetes would be most interested and most discerning of the calibre of the publication.
- GP's with a high patient load treating 21 + patients with diabetes are the most commercially important primary target group for pharmaceutical companies as they write the majority of scripts and their opinion is important.

Survey Results



Summary

The research shows **Diabetes Management Journal** has a high degree of engagement with key primary care doctors groups. Those GP's with a "special interest" in diabetes and those with the highest diabetes patient load were highly complimentary of the caliber of the journal. DMJ journal is 100% focused on clinical diabetes issues which provide GP's with contextual relevance and focus. This readership survey has independently confirmed the value of the journal from both a quantitative and qualitative perspective.



Diabetes Management Journal is the ONLY publication dedicated to Diabetes that is read by GP's

MECHANICAL SPECS

SIZE	WIDTH (mm)	DEPTH (mm)
Double Page Trim Area	420	275
Double Page Type Area	400	265
Single Page Trim Area	210	275
Single Page Type Area	200	265
Bleed	Bleed 5mm top, bottom and foredge	

DEADLINES

ISSUE	DISTRIBUTION	BOOKING	MATERIAL DUE
Nov 2010 Vol 33	15/11/10	25/10/10	1/11/10
Mar 2011 Vol 34	1/03/11	1/02/11	7/02/11
Jun 2011 Vol 35	1/06/11	26/04/11	2/05/11
Sep 2011 Vol 36	1/09/11	1/08/11	8/08/11
Nov 2011 Vol 37	1/11/11	26/09/11	4/10/11

TECHNICAL SPECIFICATIONS

File formats

Adobe Portable Document Format (PDF). Please prepare all PDFs as specified by the 3DAP guideline. Visit www.3dap.com.au for detailed instructions. Artwork is accepted on CD, zip disk or by email (up to 10mb).

Other formats

QuarkXpress, InDesign, PhotoShop and Illustrator are accepted as long as all fonts are included and all images are in CMYK mode. Illustrator files must have all fonts converted to outlines/paths. We do not accept ads in Word, PowerPoint, Publisher or any Microsoft software.

Images

Minimum of 300dpi at 100% scaling. Line Art images minimum of 1200dpi at 100% scaling. All Images must be in CMYK mode. Image file formats should be TIFF or composite EPS and should not be compressed.

Fonts

We accept Postscript fonts only; include both printer and screen fonts. We do not accept True Type Fonts. PDF files are to have fonts embedded. Fonts should not be stylised.

Bleeds

All bleed ads must have at least 5mm bleed all round.

Proofs

A coloured proof must be supplied with all ads. No responsibility will be accepted for reproduction of the advertisement unless a colour printout is sent with the disk as a frame of reference for the printer and all files saved as specified above.

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This document is accurate at the time of publication and any subsequent variation will be advised to relevant parties.

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