

MIDWIFERY MATTERS

Newsletter of the Australian College of Midwives NSW Branch
Incorporated

Midwifery Matters is the quarterly newsletter of the Australian College of Midwives NSW Branch (ACM NSW Branch). It has a reputation of being a high quality publication and currently has a circulation of approximately 1300 midwives and associates mainly in NSW but also includes other areas of Australia and overseas. Midwifery Matters is the only state newsletter to be of such high standard and print quality. It is recognised as one of the better sources of information on current midwifery issues in Australia.

Midwifery Matters is the NSW Midwives' own magazine. Four issues are published annually: **March** (Autumn), **June** (Winter) **September** (Spring), **December** (Summer). ACM NSW's members are qualified midwives working in birthing centres, hospital maternity units and private midwifery practice in all states and territories of Australia.

270,000 reasons why you should advertise

In 2009, Australian midwives supported and cared for the mothers of more than 270,000 babies during their pregnancies, births and the first weeks of life.

Mothers-to-be and new mothers trust their midwives for advice and guidance on every aspect of their health and wellbeing and that of their newborns.

Readership	
Maternity Hospitals, Birth Centres etc	269
Midwife members of the ACM NSW Branch	1300

Advertising Rates 2011(GST exclusive)

Advert Sizes	1 Times	4 Times
Full Page:	\$3000	\$2500
Half Page:	\$1350	\$1150
Third Page:	\$850	\$750
Quarter Page:	\$600	\$550

Inserts

To have your brochure or leaflet inserted into *Midwifery Matters* and mailed to all midwives throughout New South Wales \$500*

* Insert rate shown is for one 200mm x 272 double sided insert only. Any other size or multiple page insert would be subject to individual quotation.

Formats

Press optimised PDF, or Tiff @ 300dpi (size 205x 275mm deep + bleed)

Please ask your representative for a costing on production of all your advertising requirements.

Advertising Sales & Material Deadlines

Issue	Content Deadline	Initial Proofing	Final Proofing
March 2011	4 th Feb	11 th Feb	22 nd Feb
June 2011	6 th May	13 th May	23 rd May
Sept 2011	5 th August	12 th August	30 th August
Dec 2011	3 rd November	10 th November	22 nd November

Advertising booking dates for 2011

Issue	Booking Date	Material Deadline
March 2011	1 st Feb 2011	4 th Feb 2011
June 2011	3 rd May 2011	6 th May 2011
Sept 2011	2 nd Aug 2011	5 th August
Dec 2011	1 st Nov 2011	3 rd Nov

Specifications

Magazine Page Size: 205mm wide x 275mm deep

Advert Sizes

Double Page Size: 410mm wide x 275mm deep + 5mm bleed

Full Page (Bleed): 205mm wide x 275mm deep + 5mm bleed

Half Page

[Horizontal] (Bleed): 205mm wide x 130mm deep + 5mm bleed

Quarter Page [Horizontal]: 205mm wide x 65mm deep + 5mm bleed

Third Page [Vertical]: 68mm wide x 275mm deep + 5mm bleed

Third Page [Horizontal]: 205mm wide x 90mm deep + 5mm bleed

Inserts

Insert must not exceed 200mm wide x 272mm deep

Formats

Press optimised PDF, or Tiff @ 300dpi (size 205x 2275mm deep)

Please ask for a costing on production of all of your advertising requirements

Advertising Sales

ACM NSW Office

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Mobile (0407) 939 668

Name: Phone:.....

Address:.....

.....

State:..... Postcode:..... Email:.....

Contact:..... ABN:..... Your Order No.:.....

Advertising Bookings

Issue Ad Size Location Rate Cost \$

March 2011

June 2011

September 2011

Dec 2011.....

March 2012.....

June 2012

Number of Ads:..... Production Costs per Advert \$.....

Inserts \$.....

Total Amount (excluding GST) \$.....

Total GST \$.....

Total Amount \$.....

Instructions:.....
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I authorise the above expenditure and understand additional charges will be made should extra work be required. I acknowledge receipt of a copy of this Order.

Company Name:

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Name:

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Signed:

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Date:

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Accepted on behalf of the Midwifery Matters

Signed:

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