



THE AUSTRALIAN
HOSPITAL ENGINEER

SUPPORTING HEALTH FACILITIES MANAGEMENT



MEDIA KIT 2012

For enquiries, contact the editor@ihea.org.au or

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www.ihea.org.au

The Australian Hospital Engineer is the journal of the Institute of Hospital Engineering Australia. It is distributed by direct mail quarterly to over 1000 professionals in the hospital and health engineering field around Australia.

The Australian Hospital Engineer has unique access to this important niche market - no other publication has the same level of access to the lucrative hospital engineering market, which uses products and services ranging from beds to building services equipment and facilities management specialists.

The Institute of Hospital Engineering Australia represents engineers and facilities management specialists in the public and private health care sectors.

LUCRATIVE NICHE
MARKET

UNIQUE ACCESS

DISTRIBUTED
QUARTERLY



The Institute's mission is to continually support members in their professional endeavours towards best practice in health engineering, and the Australian Hospital Engineer magazine is an important part of this support process.

DEADLINES, RATES AND POLICIES

Publication dates

	Editorial Deadline	Advertising deadline - bookings	Content to publisher
MARCH	30 Jan 2012	10 Feb 2012	13 Feb 2012
JUNE	23 April 2012	4 May 2012	7 May 2012
SEPTEMBER	30 July 2012	10 Aug 2012	13 Aug 2012
DECEMBER	29 Oct 2012	9 Nov 2012	12 Nov 2012

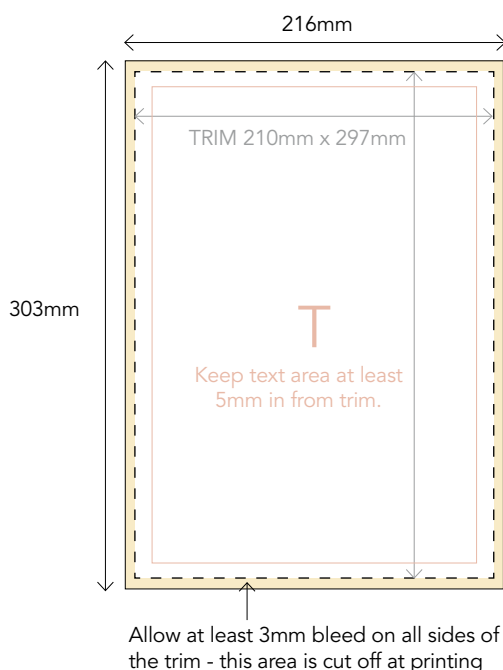
Additional rate information

- Premium placements attract a 20% load
- Agency commissions are included where applicable
- Rates are exclusive of GST
- Prices for inserts available on request.

Advertising policies

1. The publisher reserves the right to refuse advertising.
2. A \$75 late fee may be applied to ads arriving after the deadline.
3. Advertisers and advertising agencies assume liability for content of advertisement printed and also assume responsibility for any resulting claims made against the publisher.
4. Advertisers and advertising agencies are jointly and severally responsible for payment for all insertions.
5. The word "advertisement" shall be printed at the top of advertisements that, in the opinion of the publisher might be confused with editorial pages. Cancellations are not accepted and copy corrections not guaranteed after closing date.
6. The publisher will destroy materials if disposition instructions are not furnished by the advertiser within one year.
7. Requested positions are not guaranteed unless stated as a paid position.
8. All rates are based on artwork submitted in acceptable print ready formats. Any production work will be charged.
9. Payment due net 7 days of invoice date.

RATES AND ARTWORK SPECIFICATIONS



Prices per Insertion (all prices exclude GST)

ONGOING ADVERTISING RATES

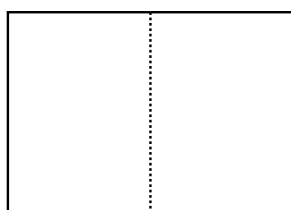
	1 edition	2 editions	3 editions	4 editions
Double Page Spread	\$4,000	\$3,600	\$3,240	\$2,916
Outside Back Cover	\$3,000	\$2,700	\$2,430	\$2,187
Inside Front Cover	\$2,500	\$2,250	\$2,025	\$1,822
Inside Back Cover	\$2,500	\$2,250	\$2,025	\$1,822
Front Cover (image only)	\$2,000	\$1,800	\$1,620	\$1,458
Full page	\$1,950	\$1,755	\$1,579	\$1,421
Half Page	\$1,295	\$1,165	\$1,048	\$944
Third Page	\$895	\$805	\$724	\$652

Colour: All adverts are full colour

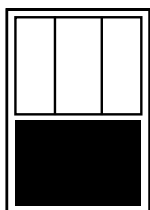
"Ongoing advertising saves you 10% per edition"



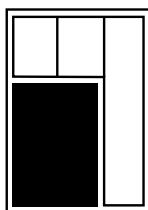
Full Page (Trimmed Size)
210mm x 297mm
Full Page (Bleed Size)
216mm x 303mm



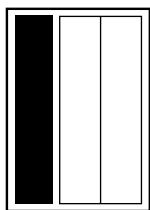
Double Page (Trimmed Size)
420mm x 297mm
Double Page (Bleed Size)
426mm x 303mm



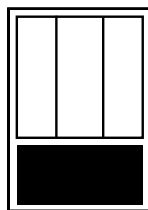
Half Page (Horizontal)
185mm x 125mm



Half Page (Island)
122mm x 185mm



Third Page (Vertical)
58mm x 250mm



Third Page (Horizontal)
185mm x 83mm

All files submitted should be in CMYK with a minimum resolution of 300 DPI.

Advertising:

Advertising rates are based on artwork being supplied on disk (preferably in print ready PDF, InDesign CS4, TIFF, EPS (with fonts converted to outlines)) by the advertiser or advertising agency.

All full page ads require at least 3mm bleed on all sides.

Editorial

Articles and press releases relating to new products and technology are welcome. The editor does not guarantee publication of material submitted.

Editorial material:

Editorial material is preferred by email. Preferred formats are Microsoft Word or plain text. Please contact the Editor to discuss any editorial options further.

Photographs:

Digital: TIFF, EPS or JPG at a minimum of 300 DPI
Hard copy: large format positive

All advertising material should be delivered to:

Gregory Bondar, Chief Executive Officer, PO Box 3251, Blakehurst, NSW 2221, Australia

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