

AUSTRALIAN midwifery NEWS

THE ONLY NATIONAL MAGAZINE DEDICATED TO MIDWIVES

The Australian College of Midwives (ACM) is the professional body for midwives in Australia. ACM are powerful advocates for midwives and offer professional development, support and information to keep our members abreast of industry changes, news and updates.



Australian Midwifery News (AMN) is a quarterly professional publication by ACM, providing midwives with pertinent content, including policy updates, product innovations, national initiatives, upcoming conferences, workshops, and CPD opportunities.

Australian Midwifery News (AMN) is ACM's quarterly professional publication, offering essential information to midwives. The magazine covers policy developments, product innovations, national initiatives, as well as details about forthcoming conferences, workshops, and CPD courses.

Midwives are a demographic of their own: passionate, dedicated to their profession and interested in the future of birth in Australia. They represent one of the oldest and most trusted professions, are valued through all sectors and across all social, economical and cultural boundaries. They are nearly all women, university educated, highly engaged and professional. Feedback from members is that the magazine is highly valued as part of their membership.

Have your advertising stand out and speak to our dedicated readers in a highly targeted environment. Reach the influencers, leaders and managers of maternity services in Australia. Make your brand known to the professionals giving recommendations to women and families. If your product or service is important to midwives, mothers or babies, advertise in Australian Midwifery News.

DEADLINES 2024

AUTUMN

Booking D/L: Feb 14
Material D/L: Feb 21

WINTER

Booking D/L: May 16
Material D/L: May 23

SPRING

Booking D/L: Aug 15
Material D/L: Aug 22

SUMMER

Booking D/L: Nov 7
Material D/L: Nov 14

ADVERTISING RATES PER ISSUE

FOUR COLOUR PROCESS	CASUAL	FOUR ISSUES
Back cover	\$4180	\$3670
Inside front cover	\$3990	\$3620
Full page	\$3630	\$3370
Half page horizontal	\$2280	\$2010
Half page vertical	\$2280	\$2010
Quarter page	\$1310	\$1140
Inserts	\$3350 plus postage if applicable (up to 20 grams)	
Flysheet ad	\$2240 (plus printing as required)	



SIZES AND SPECS



FULL PAGE

210mm W x 297mm H
Add 3mm bleed
where image runs to
edge of page



HALF PAGE

Horizontal
180mm W x 120mm H



HALF PAGE

Vertical
85mm W x 267mm H



QUARTER PAGE

Vertical
85mm W x 120mm H



ARTWORK SUBMISSIONS

TRIM: The trim area is the final size of your advertisement (ALWAYS include trim marks).

BLEED: The journal is printed on a large sheet and then trimmed to size. Bleed is the area extending past your trim area, which allows for a small amount of movement that may occur when your work is being cut to size (PLEASE include 3mm Bleed).

CMYK: CONVERT ALL of your RGB or Pantone spot colours to CMYK as our conversion may produce different results.

RESOLUTION: Your artwork MUST be at least 300dpi at full size.

SUBMIT: your pdf electronically to gabrielle.earls@midwives.org.au