

## ▶ **ADVERTISING RATE CARD**

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 ACM's professional quarterly publication. The magazine is filled with news and information relevant to midwives from policy, new product innovations and initiatives from around Australia, to upcoming conferences, workshops and CPD courses. The magazine is read cover to cover, shared between colleagues and kept in the tea room in hospitals where it is seen by all maternity care providers including midwives, nurses, doctors and obstetricians.

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. Currently AMN has a circulation of 5000 and a readership of 30 000 which is expected to grow over the next 18 months.

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.

### **IMPORTANT ADVERTISING GUIDELINES FOR AUSTRALIAN COLLEGE OF MIDWIVES ADVERTISING**

ACM manages the Baby Friendly Health Initiative (BFHI) in Australia. BFHI is a global effort aimed at improving infant health by supporting mothers to breastfeed their babies. Therefore, no promotion of formula, bottles, pacifiers or teats is permissible in any ACM publication.

ACM also follows World Health Organisation guidelines which stipulate advisable sleeping positions for babies. ACM reserves the right to recommend changes to or refuse any advertising which depicts babies laying or sleeping in a way other than the advised position. It is a requirement that your advertising material be delivered on time so quality checking procedures can take place.

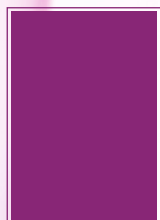
## ADVERTISING RATES PER ISSUE

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

The shown rates DO NOT include GST, production costs or agency commission.

An extra 10% loading will apply to requests for preferred pages (with the exception of cover pages).

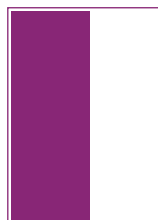
## ADVERTISEMENT SIZES



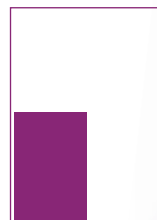
**FULL PAGE**  
210mm W x 297mm H  
Add 3mm bleed where image runs to edge of page



**HALF PAGE**  
Horizontal  
180mm W x 120mm H



**HALF PAGE**  
Vertical  
85mm W x 267mm H



**QUARTER PAGE**  
Vertical  
85mm W x 120mm H

### INSERTS

Inserts must be no larger than A4 and no heavier than 20g. A sample must be provided to the publisher and approved before booking approval.

## DEADLINES

### AUTUMN ISSUE

Booking deadline: **February 14**  
Material deadline: **February 21**

### WINTER ISSUE

Booking deadline: **May 15**  
Material deadline: **May 22**

### SPRING ISSUE

Booking deadline: **August 14**  
Material deadline: **August 21**

### SUMMER ISSUE

Booking deadline: **November 13**  
Material deadline: **November 20**

### CANCELLATIONS

Cancellations after the booking deadline, but prior to the artwork deadline, will be subject to a 50% charge. Cancellations after the artwork deadline will be charged at the full rate.

## 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](mailto:gabrielle.earls@midwives.org.au)

## ADVERTISING ENQUIRIES TO:

### Gabby Earls

Business Development Manager, Australian College of Midwives

Email: [gabrielle.earls@midwives.org.au](mailto:gabrielle.earls@midwives.org.au)

Direct line: 0438 855 529

Head Office Phone: 02 6230 7333 / 1300 360 480

**acm**  
Australian College of  
**Midwives**