



aged care
insite

2021
MEDIA KIT

VIEW DEMOGRAPHICS AND DISTRIBUTION

MAGAZINE DEADLINE DATES

AD DIMENSIONS AND SPECIFICATIONS GUIDE

CELEBRATING 20 YEARS AS AUSTRALIA'S PREEMINENT AGED CARE MEDIA PROVIDER

Published since 2000, *Aged Care Insite* is Australia's leading independent aged care print and digital content provider. Our widely respected journalists engage an audience of almost 50,000 people every month, delivering over 20,000 leads a year in an industry worth billions. We are widely read by CEOs, managers, care managers, technical staff, independent bodies, boards and support staff as they take on the challenge of employing more than 78,000 new workers needed over the next 10 years.

CREATIVE ADVERTISING

Use the latest in print and online technology to help your ad stand out as soon as someone picks up a magazine or sees your ad on the website or e-newsletter.

If you're looking to create better connections or generate immediate leads in the aged care sector, contact us today.

APN Educational Media

facilitates more connections between professionals in education and health-care markets than anyone else. These connections help generate a more informed community, capable of learning and developing at a faster rate for the benefit of students and patients throughout Australia. Our influence and reach help suppliers of products and solutions generate more leads than anyone else through our access to exclusive subscription media audiences.

We also manage the complete strategy and delivery of turnkey content marketing solutions for companies intent on dominating social media and traditional channels as preeminent thought leaders.

Hundreds of customers, from SMEs to multinationals, trust us to help them connect and engage in education and healthcare. They do so because we care as much about our clients' business as they do.



ROLE

46% Management
21% Nurses
6% Admin
4% Academic / Student
3% Allied Health Professional
20% Other

EXPERIENCE

67% 10+ years
16% 5-9 years
5% 3-4 years
9% 1-2 years
3% <1 year

53,104

AUDIENCE REACH PER MONTH

22,319

MONTHLY SITE USERS

34,776

MONTHLY PAGE VIEWS

12,506

PRINT AND EMAGS

11,319 WEEKLY EDMs
11,897 WEEKLY E-NEWS

6,470

FOLLOWERS ON SOCIAL
MEDIA

1,099

MONTHLY PODCAST LISTENS

**Source: average numbers between April and June 2020. These numbers are a best indication and can be subject to fluctuation.*

DISPLAY ADVERTISING

Premium Full Page
210 mm (w) x 297(h)
+ 5 mm bleed **\$8,036**

Full Page
210 mm (w) x 297(h)
+ 5 mm bleed **\$7,006**

1/2 Page
185 mm (w) x 133(h) **\$4,865**

1/3 Page
185 mm (w) x 90(h) **\$2,686**

1/4 Page
Horizontal
185 mm (w) x 64(h) **\$2,252**

1/4 Page
Vertical
90 mm (w) x 133(h) **\$2,054**

2-Page Spread
420 mm (w) x 297(h)
+ 5 mm bleed **\$14,910**

All files to be sent at a high resolution (300dpi)
PDF file in CMYK with full page crop marks
via email to ads@apned.com.au or via Quickcut

Call 02 9936 8710

ADVERTORIAL ADVERTISING

Full Page
600-800 words
+ 1 image + 1 logo **\$9,394**

Double Page
1800-2200 words
+ 1 image + 1 logo **\$18,403**

Contact ads@apned.com.au for our
full advertorial specifications

AD CREATION

Advertising artwork
service for print and
online advertising. **\$400**

We include: Artwork for layout option
and 2 rounds of author corrections.

You provide:

- (1) Finalised text in a Word Document
- (2) 2 high-resolution (300 dpi) photos
- (3) Company logo in vector format
- (4) Previous ad styles we can emulate.

For more information, email
ads@apned.com.au

FEATURES AND SCHEDULE

ISSUE | Feature Booking Deadline Delivery Week

117 : February-March
Education & training, mobility,
building & refurbishment Feb 18 Mar 8

118 : April-May
Mental health, telehealth,
falls prevention Apr 1 Apr 19

119 : June-July
Professional development,
medication management,
palliative care Jun 10 Jun 28

120 : August-September
Nutrition, ICT, OH&S Aug 5 Aug 23

121 : October-November
Recruitment, dementia,
hygiene/infection control Sept 30 Oct 18

122 : December-January
Wound care, catering and
kitchens, health and wellbeing Nov 25 Dec 13

All prices include GST

SOCIAL MEDIA

Along with our widely read print edition and popular website **agedcareinsite.com.au**, *Aged Care Insite* also connects with a large percentage of its audience through social media. This is our fastest growing area to engage our readers and allows us to be followed by an engaged demographic locally and nationally.

5000+ followers online

Social Media Blast **\$1,250**

For more information, email
ads@apned.com.au

Sponsorship provides an opportunity to build and reinforce relationships or introduce new initiatives, products and services to a relevant audience.

Packages can be tailored to suit your needs and budget.

PODCASTS

Our podcasts allow our team to communicate information directly and efficiently, creating an intimate and personal connection with our audience.

Podcast Series:

1 x 10 min **\$990**

3 x 10 min **\$2250**

6 x 10 min **\$4250**

*all prices inc GST

**podcast re-edit \$950

Advertising packages including podcasts available upon request.

1,099+ plays per month

Monthly Sponsorship

15s intro

You provide the script, we provide the voice

\$1,600

Call 02 9936 8710



1,099

MONTHLY PODCAST LISTENS

91%

OF READERS ATTEND
INDUSTRY EVENTS

82%

OF READERS HAVE
WORKED IN THE INDUSTRY
FOR 5 YEARS
OR MORE



22,319

MONTHLY SITE USERS

34,776

MONTHLY PAGE VIEWS

Online advertising options range from static box ads to videos. Everyone has a preferred way of reading *Aged Care Insite*. Advertising online ensures you reach all our readers, including those who subscribe to online only.

EXCLUSIVE DISPLAY

Subject to availability. Price is per month.

Leaderboard
940 x 90 px **\$4,220**

Exclusive Box
300 x 250 px **\$4,020**

Call 02 9936 8710

SHARED DISPLAY

A "shared" ad rotates with up to two other ads upon page refresh. Price is per month.

Leaderboard
940 x 90 px **\$2,657**

Box
300 x 250 px **\$2,169**

For more information, email
ads@apned.com.au

ADVERTORIAL

Website post & social media boost
600-1000 words
+ 1 image + 1 logo **\$4,000**

TECHNICAL SPECS Web artwork in JPG format. Up to 3 transitions via GIF. No Flash files accepted. All files to be supplied at the specified size.

E-NEWS OPTIONS

Sponsor one of our e-newsletters sent every Monday and Thursday.

Leaderboard **\$3,632**
940 x 90 px

Listing **\$4,153**
310 x 165 px
70 words + your logo

For more information, email
ads@apned.com.au

Please contact your
account manager for our
full specifications sheet at
ads@apned.com.au
or 02 9936 8710

EDM

(ELECTRONIC DIRECT MAIL)

You provide the HTML, we provide the audience!

Per email/
broadcast **\$7,195**

Follow-up
email **\$3,127**

Technical Specifications

- HTML file, all images linked
- Text file (for non-HTML email clients)
- Subject line (less than 50 characters)

Layout suggestions

- No background images
- No GIFs, video or Flash
- Table format, 600 px wide
- Don't link to an external .css file
- No Javascript
- No more than 45,000 characters
- Don't use <div> tags
- Use links for forms or videos



The main benefit of an eDM campaign is that it's one of the only forms of mass communication that provides usable data and analytics that can assist with future planning. You can view how many people opened your email, how many took action as a result, which link they clicked on, how many people clicked on each individual link, all valuable data that will help you calculate an exact return on investment (ROI).

An eDM campaign can save our clients time and money by making it simple for them to reach large, targeted audiences that would have previously been out of their reach.

The most important aspect of an eDM is a client's ability to customise and personalise their message. Unlike traditional marketing platforms, an eDM allows our clients to specifically design a message, offer, competition, free demo etc to encourage and entice subscribers to engage with their eDM.