

aged care

1 Site

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.







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

\$4,865 185 mm (w) x 133(h)

1/3 Page

185 mm (w) x 90(h)

\$2,686

\$2,252

1/4 Page

Horizontal 185 mm (w) x 64(h)

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 GS7

**podcast re-edit \$950

Advertising packages including podcasts available upon request.

1,099+ plays per month

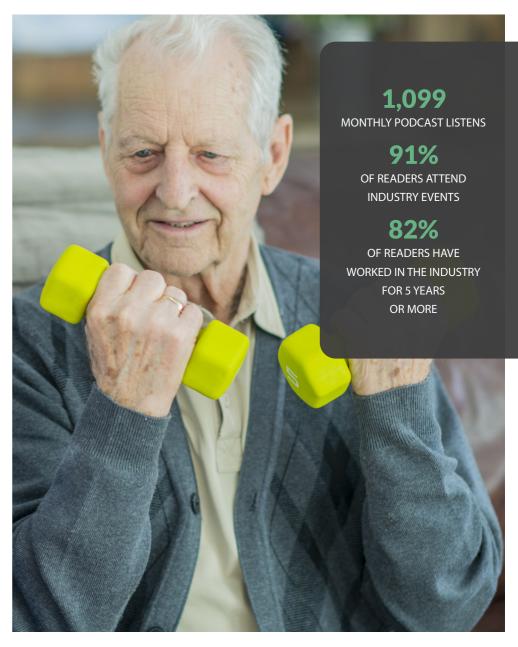
Monthly Sponsorship

\$1,600

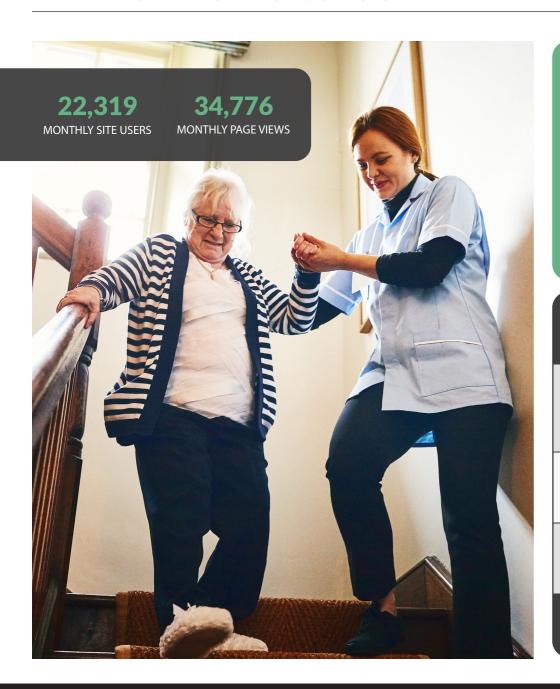
15s intro

You provide the script, we provide the voice

Call 02 9936 8710







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.

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

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

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 940 x 90 px

\$3,632

Listing

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

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

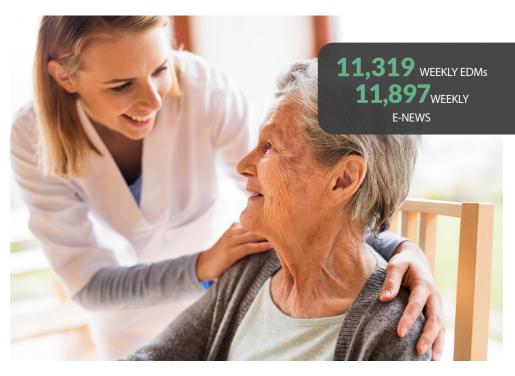
\$3,127

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.