

# Medical Independent

## Frequency

Fortnightly newspaper. Additional issues at peak times. The frequency will convert to 3 per month in April, May, Sep, Oct & Nov. 30 issues in 2016.

## Editorial

The focus of the newspaper is to investigate, debate and analyse news.

## Issue Dates

2016 issues:

Jan 7 & 21, Feb 4 & 18, Mar 3, 16 & 30, Apr 9, 18 & 28, May 9, 19 & 30, Jun 09 & 23, Jul 7 & 21, Aug 11 & 25, Sep 5, 15 & 26, Oct 6, 17 & 27, Nov 7, 17 & 28, Dec 8 & 22

Artwork copy deadlines are 8 days prior to issue dates.

## Artwork Specifications in millimetres

Double Page Spread

395 x 545

Full Page

395 x 273

Half Page Vertical

375 x 123.5

Half Page Horizontal

251 x 184

Double Half Page

526 x 184

10 x 4

255 x 166

10 x 8

255 x 356

1/3 Strip

123 x 251

6 x 2 Front Cover Solas

152 x 81

1/4 page

170 x 123.5

Bookmark Wrappers

125 x 650

## Advertising Rates

### Colour

Double Page Spread

€4,000

Full Page

€2,250

Half Page

€1,350

Double Half Page

€2,500

10 x 4

€1,250

10 x 4 Outside Back Cover

€1,600

10 x 8

€2,100

1/3 Strip

€800

6 x 2 Front Cover Solas

€1,850

Wrappers

GPs €1,900

Hospital Consultants €1,900

Combined €3,200

Loose Inserts

GPs €1,800

Hospital Consultants €1,800  
Combined €2,750  
GPs - Specific Regions €750  
Consultants - Specific areas €750

### **Recruitment**

Single Column Centimetre  
€14.00

### **Mono**

Double Page Spread  
€3,500  
Full Page  
€1,950  
Half Page  
€1,150  
Double Half Page  
€2,175  
10 x 4  
€1,000  
10 x 4 Outside Back Cover  
€1,350  
10 x 8  
€1,750  
1/3 Strip  
€650  
6 x 2 Front Cover Solas  
€1600

### **Recruitment**

Single Column Centimetre  
€12.00

### **Subscription Data**

The annual subscription rates are as follows:  
One Issue €5.95  
Annual subscription - 30 issues €175.00 (Inc VAT @ 23%)

### **Circulation Data - Print**

General Practitioners 2675  
Consultants 2989  
Hospitals residencies, libraries and NCHD copies 240  
Pharmaceutical Industry Copies 200  
Total Circulation 6104 - ABC Certified  
Circulation Data - Digital Ecopy (Figure taken 31/03/2016)  
General Practitioners 1616  
Consultants 762  
NCHDs 958  
Pharmacists 1777  
Nurses 945  
Total Circulation 6058 - ABC Certified  
Each recipient has registered by providing a valid MCI, MPSI or MNBI number.

### **Contact Details**

Editorial  
Priscilla Lynch (01 441 0024)  
Advertising Sales  
Graham Cooke (01 441 0024)  
Recruitment and classifieds  
Louis O'Hegarty (01 441 0024)

## **Update Journal**

Clinical journal for all healthcare professionals.

### **Frequency**

Update will appear 6 times in 2016.

### **Editorial**

Update Journal offers a complete round up of the latest research and developments within one or two specialties per issue. The plan for 2016 is to cover the following specialties. Each issue will be clinically edited by Ireland's top consultants within each specialty.

Feb - Cardiology

Apr – Respiratory Medicine  
Jun – Oncology & Haematology  
August – Rheumatology & Pain  
Oct – Respiratory Medicine  
December – Endocrinology

## Artwork Specifications

Double Page Spread 22mm gutter

275 height x 430 width

Full Page

275 height x 214 width

1/2 Page Landscape

125 height x 194 width

1/2 Page Horizontal

255 height x 97 width

Front Cover Solas Strip

65 height x 214 width

Allow 5mm for bleed if required.

For type area, allow minimum 10mm insidetop/bottom/left/right of above measurements.

## Wrappers

Wraparound type

90 height x 470 width (includes overlap)

## Advertising Rates

### Colour

DPS

€3,800

Full Page

€2,250

1/2 Page

€1200

1/3 Strip Front Cover Soles

€1,600

1/3 Strip

€450

Wrappers

€1,750

Loose Inserts - €1750

## Circulation Data

GPs 2675

Consultants - dependedant on specialty

Practice Nurses 860

Industry 200

## Subscription Data

Controlled circulation to pharmacistsper annum per subscription. €110

## Contact Details

Editorial

Paul Mulholland (01 441 0024)

Advertising Sales

Graham Cooke (01 441 0024)

## Irish Pharmacist

The independent monthly for Irish pharmacists

### Frequency

Irish Pharmacist appears 12 times annually.

### Editorial

Irish Pharmacist is an independent publication for pharmacists in Ireland. The monthly journal focuses on news affecting the pharmacy sector while also providing a forum for some of Ireland's most respected and outspoken commentators on issues affecting Irish pharmacists. The high quality of contributors (mostly pharmacists) enables issues affecting the pharmacy community to be discussed and examined in an in-depth and well-informed manner. Articles cover news, opinion, clinical reviews, business, finance, law and technology.

## Artwork Specifications

Double Page Spread 22mm gutter

275 height x 430 width

Full Page

275 height x 214 width

1/2 Page Landscape

125 height x 194 width

1/2 Page Horizontal

255 height x 97 width

Front Cover Solas Strip

65 height x 214 width

Allow 5mm for bleed if required.

For type area, allow minimum 10mm insidetop/bottom/left/right of above measurements.

## Wrappers

Wraparound type

90 height x 470 width (includes overlap)

## Advertising Rates

### Colour

DPS

€2,250

Full Page

€1,250

8 x 3

€795

1/2 Page

€795

1/3 Strip Front Cover Soles

€1,300

1/3 Strip

€450

Wrappers

€1,250

Loose Inserts

Retail Pharmacies Only €1,250

Retail and Hospital Pharmacies €1,395

## Circulation Data

Retail Pharmacies 1,859

Hospital Pharmacies 196

Industry 171

Total 2226

## Subscription Data

Controlled circulation to pharmacists per annum per subscription. €110

## Contact Details

Editorial

Pat Kelly (01 441 0024)

Advertising Sales

Ricky Mak (01 441 0024)

## Nursing in General Practice

The official journal of the Irish Practice Nurses Association

### Frequency

Nursing in General Practice appears six times a year.

### Editorial

Nursing in General Practice is the official journal of the Irish Practice Nurses Association. It provides an opportunity for communication and education for Ireland's fastest growing nursing specialty. Nursing in General Practice focuses on current thinking and new developments in general practice nursing, as well as providing a forum for practice nurses to express their views on developments in primary care. Articles cover clinical practice, research, nurse education and scope of practice.

## Artwork Specifications

Double Page Spread 22mm gutter

297 height x 420 width

Full Page

297 height x 210 width

1/2 Page Landscape

148.5 height x 210 width

Allow 5mm for bleed if required.

For type area, allow minimum 10mm insidetop/bottom/left/right of above measurements.

## Wrappers

Wraparound type

100 height x 450 width (includes overlap)

## Advertising Rates

### Colour

DPS

€2,250

Full Page

€1,250

1/2 Page

€795

1/3 Strip

€450

Wrappers

€1,150

Loose Inserts

€1,100

## Circulation Data

Practice Nurses 860

Nursing homes 520

Industry 120

Total 1500

## Subscription Data

Controlled circulation to pharmacistsper annum per subscription. €70

## Contact Details

Editorial

Maura Henderson (01 441 0024)

Advertising Sales

Ricky Mak (01 441 0024)

## Pharmacy Assistant - a supplement to Irish Pharmacist

### Frequency

Pharmacy Assistant is a quarterly supplement to Irish Pharmacist.

### Editorial

Pharmacy Assistant offers a vibrant mix of articles designed to educate and inform counter assistants. Many of the articles focus on helping assistants in offering advice and solutions to their customers. Other regular features include a Q & A session with an individual assistant in each issue as well as a crossword.

Articles focus on therapeutic areas of interest to assistants.

### Artwork Specifications

Double Page Spread 22mm gutter

297 height x 420 width

Full Page

297 height x 210 width

1/2 Page Landscape

148.5 height x 210 width

Allow 5mm for bleed if required.

For type area, allow minimum 10mm insidetop/bottom/left/right of above measurements.

## Wrappers

Wraparound type

100 height x 450 width (includes overlap)

## Advertising Rates

### Colour

DPS

€2050

Full Page  
€1,200  
1/2 Page  
€795  
1/3 Strip Front Cover Soles  
€1,250  
1/3 Strip  
€450  
Wrappers  
€1,150  
Loose Inserts  
€1,100

### **Circulation Data**

Retail Pharmacies 1859  
Total 1859

### **Subscription Data**

Controlled circulation to pharmacists

### **Contact Details**

Editorial  
Maura Henderson (01 441 0024)  
Advertising Sales  
Ricky Mak (01 441 0024)

## **Digital Advertising Rates**

### **Medical Independent.ie**

#### **Banner advertising**

Size

Leaderboard

Rate

1 Month €1,250

3 Months €3,450

Dimensions

728 pixels wide x 90 pixels high

Size

MPU

Rate

1 Month €1,350

3 Months €3,600

Dimensions

300 pixels wide x 250 pixels high

Size

Base Unit

Rate

1 Month €1,050

3 Months €2,700

Dimensions

300 pixels wide x 250 pixels high

### **MediLearning.ie**

#### **Clinical area home page banner advertising**

Size

Leader/Baseboard

Rate

12 Months €3,500

6 Months €2,000

3 Months €1,000

Dimensions

728 pixels wide x 90 pixels high

Size

MPU

Rate

12 Months €4,000

6 Months €2,500

3 Months €1,300

Dimensions

300 pixels wide x 250 pixels high

Please Note: Advertisements on the clinical home page can be viewed by consumers and therefore cannot promote ethical pharmaceutical products. However, this page - the clinical home page - is ideal for corporate, OTC and awareness campaign advertisements.

### **Clinical module sponsorship**

One module

4 advertising positions available throughout: Leaderboard, Baseboard, MPU and a Button advert

Rates

12 Months €14,000

6 Months €8,000

3 Months €4,500

Dimensions

Leaderboard/Baseboard (728 pixels wide x 90 pixels high)

MPU (300 pixels wide x 250 pixels high)

Button advert (200 pixels wide x 90 pixels high)

Discounts available for multiple module sponsorship.

## **PharmacistCPD.ie**

### **Clinical area home page banner advertising**

Size

Leader/Baseboard

Rate

12 Months €3,000

6 Months €1,800

3 Months €1,000

Dimensions

728 pixels wide x 90 pixels high

Size

MPU

Rate

12 Months €3,600

6 Months €2,000

3 Months €1,200

Dimensions

300 pixels wide x 250 pixels high

Please Note: Advertisements on the clinical home page can be viewed by consumers and therefore cannot promote ethical pharmaceutical products. However, this page - the clinical home page - is ideal for corporate, OTC and awareness campaign advertisements.

### **Clinical module sponsorship**

One module

4 advertising positions available throughout: Leaderboard, Baseboard, MPU and a Button advert

Rates

12 Months €10,000

6 Months €6,500

3 Months €4,000

Dimensions

Leaderboard/Baseboard (728 pixels wide x 90 pixels high)

MPU (300 pixels wide x 250 pixels high)

Button advert (200 pixels wide x 90 pixels high)

Discounts available for multiple module sponsorship.

## **NurseCPD.ie**

### **Clinical area home page banner advertising**

Size

Leader/Baseboard

Rate

12 Months €3,000  
6 Months €1,800  
3 Months €1,000

Dimensions

728 pixels wide x 90 pixels high

Size

MPU

Rate

12 Months €3,600  
6 Months €2,000  
3 Months €1,200

Dimensions

300 pixels wide x 250 pixels high

Please Note: Advertisements on the clinical home page can be viewed by consumers and therefore cannot promote ethical pharmaceutical products. However, this page - the clinical home page - is ideal for corporate, OTC and awareness campaign advertisements.

### **Clinical module sponsorship**

One module

4 advertising positions available throughout: Leaderboard, Baseboard, MPU and a Button advert

Rates

12 Months €10,000  
6 Months €6,500  
3 Months €4,000

Dimensions

Leaderboard/Baseboard (728 pixels wide x 90 pixels high)

MPU (300 pixels wide x 250 pixels high)

Button advert (200 pixels wide x 90 pixels high)

Discounts available for multiple module sponsorship.

## **Cross website promotional packages - Multiple module sponsorship**

### **Package A - Sponsorship of a module on all 3 CPD sites**

Duration

12 Months

Package costs

€22,000

Percentage discount

35%

Individual costs for 3 sites

€34,000

Duration

6 Months

Package costs

€14,000

Percentage discount

33%

Individual costs for 3 sites

€21,000

Duration

3 Months

Package costs

€9,500

Percentage discount

30%

Individual costs for 3 sites

€13,500

### **Package B - Sponsorship of a module on Medilearning and PharmacistCPD.ie or NurseCPD.ie**

Duration

12 Months

Package costs

€18,000

Percentage discount

25%



Individual costs for 2 sites  
€24,000  
Duration  
6 Months  
Package costs  
€11,000  
Percentage discount  
24%

Individual costs for 2 sites  
€14,500  
Duration  
3 Months  
Package costs  
€7,000  
Percentage discount  
17%

Individual costs for 2 sites  
€8,500

### **Package C - Sponsorship of a module on PharmacistCPD.ie and NurseCPD.ie.**

Duration  
12 Months  
Package costs  
€16,000  
Percentage discount  
20%

Individual costs for 2 sites  
€20,000  
Duration  
6 Months  
Package costs  
€11,000  
Percentage discount  
15%

Individual costs for 2 sites  
€13,000

Duration  
3 Months  
Package costs  
€7,000  
Percentage discount  
12.5%

Individual costs for 2 sites  
€8,000

### **Digital and Print packages**

Discounts are available for combination packages incorporating print and digital spend. These will be treated on a case by case basis dependent on volume. Please contact [graham@greenx.ie](mailto:graham@greenx.ie) for further details.