

Healthy Profession.
Healthy Australia.

racgp.org.au



RACGP



RACGP

2021 media kit

Connect with 99% of
Australia's 37,000 GPs



RACGP

To discover the ways in which advertising with the RACGP could benefit your organisation, please contact us.

✉ mediakit@tremedia.com.au

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Disclaimer

The information set out in this publication is current at the date of first publication and is intended for use as a guide of a general nature only. The RACGP and its employees and agents have no liability (including for negligence) to any users of the information contained in this publication.

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We acknowledge the Traditional Custodians of the lands and seas on which we work and live, and pay our respects to Elders, past, present and future.

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99% of Australia's 37,000 GPs engage with RACGP print and digital channels

✓ Most highly
trafficked general
practice sites and
opened eDMs by
Australia's GPs

✓ Largest print
audience of GPs
in Australia

Source: Competitive Advantage Research. Primary Care
GPs Readership & Digital 2020. N = 1464. Sample data
represents 37,642 primary care GPs.

A wooden mannequin is shown from the waist up, with its right arm missing. The background features a series of blue and white geometric lines that create a sense of depth and perspective. The text 'RACGP print' is displayed in a white serif font within a blue rectangular frame on the right side of the image.

RACGP print

AJGP is the premium print platform to reach over 36,000 GPs and GPs in training – Australia's largest GP audience and No. 1 title with early career GPs.



Australian Journal of General Practice (AJGP)

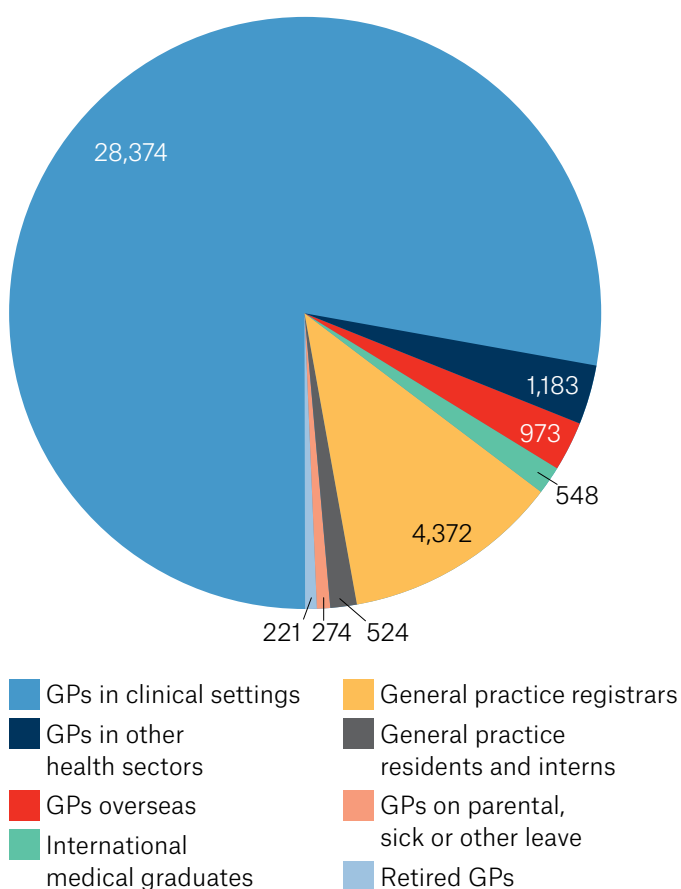
Formerly *Australian Family Physician* (AFP)

For more than 60 years, the general practitioner (GP)-directed, edited and peer-reviewed *Australian Journal of General Practice* (AJGP) has informed and assisted GPs in their daily work. *AJGP*'s reputation can be attributed to doctors' absolute confidence in the accuracy and objectivity of the clinical material it publishes. *AJGP* is the only Australian publication for general practice to meet the rigorous criteria for inclusion in MEDLINE and Science Citation Index Expanded (SCIE).



Source: Competitive Advantage Research. Primary Care GPs Readership & Digital 2020. N = 1464. Sample data represents 37,642 primary care GPs.

Distribution to 36,469 GPs and GPs in training, by classification




AJGP average mailing data 11 issues to December 2020

AJGP features and essential dates

Issue	Topic	Focus articles		Booking deadline	Material deadline	Insert delivery deadline	Distribution date
Jan-Feb	Endocrine and metabolism	<ul style="list-style-type: none"> • Paget's disease • The KISS principles in blood glucose monitoring • Pituitary disease: An update • Adrenal disease: An update 	<ul style="list-style-type: none"> • Thyroid disease: Long-term management of hyperthyroidism and hypothyroidism • Thyroid disease: Using diagnostic tools effectively 	18 Dec	11 Jan	14 Jan	01 Feb
Mar	Neurodiversity: Adult and paediatric	<ul style="list-style-type: none"> • Tourette syndrome in children • 'Autistic' or 'with autism'? Why the way GPs view autism matters • Fetal alcohol spectrum disorder • Recognising attention deficit hyperactivity disorder (ADHD) across the lifespan 	<ul style="list-style-type: none"> • Recognition and management of adult ADHD • Detection and management of autism in early childhood • Recognising, supporting and understanding autistic adults in the general practice setting 	29 Jan	05 Feb	12 Feb	01 Mar
Apr	Renal medicine	<ul style="list-style-type: none"> • Acute and post-acute kidney injury • End-stage renal disease: The last 12 months of life • Hydration and physical activity • Haematuria • Stones 	<ul style="list-style-type: none"> • Prescribing and deprescribing in chronic renal impairment • Recurrent urinary tract infections and cystitis symptoms in women • Advances in chronic kidney disease management • SARS-CoV-2 kidney damage 	03 Mar	09 Mar	17 Mar	01 Apr
May	Medical cannabis	<ul style="list-style-type: none"> • Medical cannabis prescribing outcomes – a three-year audit in Australian general practice • Therapeutic uses of cannabinoids to treat behavioural problems in children and adolescents 	<ul style="list-style-type: none"> • Cannabis toxicity • Medical cannabis for psychiatric disorders • Medical cannabis in the treatment of chronic pain 	01 Apr	09 Apr	16 Apr	03 May
Jun	Rheumatology	TBA		03 May	10 May	17 May	01 Jun
Jul	Resuscitation	TBA		02 Jun	08 Jun	16 Jun	01 Jul
Aug	Gut	TBA		02 Jul	09 Jul	16 Jul	02 Aug
Sep	Physician self care/culture	TBA		03 Aug	10 Aug	17 Aug	01 Sep
Oct	Movement disorders	TBA		01 Sep	08 Sep	15 Sep	01 Oct
Nov	Haematology	TBA		01 Oct	08 Oct	15 Oct	01 Nov
Dec	Antimicrobials	TBA		02 Nov	09 Nov	16 Nov	01 Dec

All dates are subject to change. Cancellation same as booking deadline.



 **80%** of GPs are impacted by a campaign across six issues of *AJGP*, 59% with one issue

The largest GP audience and **No. 1** with early career GPs

AJGP is distributed via the largest GP database, exclusive to RACGP, to over **36,000** GPs and GPs in training

Source: Competitive Advantage Research. Primary Care GPs Readership & Digital 2020. N = 1464. Sample data represents 37,642 primary care GPs.

GPs regularly use clinical journals in print such as *AJGP* to keep up to date and refresh their knowledge of:

- ✓ diagnosis
- ✓ treatment
- ✓ new therapies
- ✓ new medications
- ✓ new indications



ahead of most other commercial print and digital channels.

Source: GP information sources 2018, October 2018. Competitive Advantage Research. GPs aged ≤65 years, with an AMPCo-registered practice address and email address, n = 436

AJGP rates

Display rates

Ad type (unit)	Rates	3x	6x	12x	18x	24x	36x
Full page	\$8,360	\$8,230	\$8,110	\$7,860	\$7,570	\$7,270	\$6,990
Double-page spread	\$16,220	\$15,970	\$15,730	\$15,250	\$14,690	\$14,100	\$13,560
Half-page horizontal	\$5,520	\$5,430	\$5,350	\$5,190	\$5,000	\$4,800	\$4,610
Half-page spread	\$10,710	\$10,530	\$10,380	\$10,070	\$9,700	\$9,310	\$8,940
Third-page horizontal	\$4,050	\$3,980	\$3,930	\$3,800	\$3,660	\$3,520	\$3,380
Single column	\$4,050	\$3,980	\$3,930	\$3,800	\$3,660	\$3,520	\$3,380
Third-page spread	\$7,860	\$7,720	\$7,620	\$7,370	\$7,100	\$6,830	\$6,560
Quarter-page horizontal	\$3,010	\$2,960	\$2,920	\$2,830	\$2,730	\$2,620	\$2,520
Strip horizontal	\$2,150	\$2,120	\$2,080	\$2,020	\$1,950	\$1,870	\$1,800
Premium positions							
Inside front cover	\$10,030	\$9,880	\$9,730	\$9,430	\$9,080	\$8,720	\$8,390
Inside front cover spread	\$18,390	\$18,110	\$17,840	\$17,290	\$16,650	\$15,990	\$15,380
Outside back cover	\$10,450	\$10,290	\$10,140	\$9,830	\$9,460	\$9,090	\$8,740
Contents page strip	\$2,370	\$2,330	\$2,290	\$2,220	\$2,150	\$2,060	\$1,980

Rates are subject to 10% GST. Advertising agency commission is 10%. Advertising space is limited.

Premium concept rates

Ad type (unit)	Rates
Inside front cover gatefold	\$24,700
Inside front cover spread gatefold	\$32,600
False front cover with full page	\$28,800
False front cover with double-page spread	\$36,900
Belly band with outside back cover, including production	\$38,000
Envelope	\$4,800

Recruitment and lease rates

Ad type (unit)	Trim size	Rates
Full page	178 mm (w) x 234 mm (h)	\$4,030
Half page	178 mm (w) x 125 mm (h)	\$2,590
Third page	Trim: 178 mm (w) x 75 mm (h)	\$1,660
Quarter page	Trim: 178 mm (w) x 50 mm (h)	\$1,300
recruitGP	Online 30-day classified	\$340
recruitGP serves 47,000 page views a month and offers a 200-word online classified listing per state/territory		

Rates are subject to 10% GST. Advertising agency commission is 10%. Please supply high-resolution CMYK PDF to correct specifications by published material deadline.

Prescribing information (PI) rates

Ad type (unit)	Trim size	PI rate
Full-page PI	210 mm (w) x 275 mm (h)	\$5,430
Half-page horizontal PI	210 mm (w) x 125 mm (h)	\$3,590
Double-column PI	117 mm (w) x 220 mm (h)	\$3,590
Third-page PI	210 mm (w) x 75 mm (h)	\$2,630
Single-column PI	56 mm (w) x 220 mm (h)	\$2,630
Quarter-page horizontal PI	210 mm (w) x 50 mm (h)	\$1,960

PI rates are only available if a secondary advertisement is placed in the same issue. PI rates apply to the primary advertisement only. Positioning is at the editor's discretion. No bleed allowed.

Advertising feature rate

Ad type (unit)	Rates
Product news	\$1,480

Supply 200 words as a Word document, plus one high-resolution JPG image. If applicable, pharmaceutical information must be compliant with Medicines Australia Code of Conduct and must not include promotional claims. *AJGP* takes no responsibility for errors, omissions or inaccuracies.

Insert rates

	Full run	NSW	Vic	Qld	SA&NT	WA	Tas	ACT
Quantity required	37,000	11,400	9,300	7,700	3,300	3,900	900	700
Loose								
Business reply-paid card	\$8,880	\$2,710	\$2,230	\$2,230	\$2,230	\$2,230	\$2,230	\$2,230
One-sheet insert	\$10,730	\$3,310	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700
Two-sheet insert	\$14,430	\$4,470	\$3,630	\$3,630	\$3,630	\$3,630	\$3,630	\$3,630
Three-four-sheet insert	\$18,500	\$5,660	\$4,650	\$4,650	\$4,650	\$4,650	\$4,650	\$4,650
Six-sheet insert	\$29,600	\$9,100	\$7,440	\$7,440	\$7,440	\$7,440	\$7,440	\$7,440
Bound								
One-sheet insert	\$12,210	\$3,770	\$3,020	\$3,020	\$3,020	\$3,020	\$3,020	\$3,020
Two-sheet insert	\$17,020	\$5,200	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160	\$4,160

Rates are subject to 10% GST. Advertising agency commission 10%. Minimum charge based on 9300 inserts. Loose and bound inserts limited and offered on availability. Inserts are placed in Australia only.

Insert requirements

Loose insert requirements

The default placement of all loose inserts is in the *AJGP* envelope, with the journal. Loose inserts must be supplied trimmed or folded to the trim size of the journal (275 mm x 210 mm). A4 inserts are only accepted if supplied folded to A5. A4 inserts not folded will be folded and surcharged for additional production. Z-folded loose inserts will incur a \$130 + GST per 1000 hand insertion surcharge.

Loose inserts can only be placed between the pages of the journal if supplied trimmed or folded to 275 mm x 210 mm. Inserts not meeting the requirements will be refused or incur a surcharge for additional production.

Maximum flat or folded size

Trim – 210 mm (w) x 275 mm (h)

Minimum size

Trim – 105 mm (w) x 148 mm (h)

Accepted stock weight

100–250 gsm only

Bound insert requirements

Bound inserts are positioned at the discretion of the publisher. Bound inserts must be supplied untrimmed. Inserts not meeting requirements will be refused or incur a surcharge for additional production.

Supplied flat size

218 mm (w) x 285 mm (h)

Minimum size

143 mm (w) x 148 mm (h)

Accepted stock weight

115–200 gsm only

Conditions

Inserts with *AJGP* are restricted by postage weights. Inserts exceeding specified weights will be surcharged for additional postage.

Other insert requirements and rates supplied on application. Minimum rate charge based on 9300 inserts. Inserts can be targeted by state or territory. Inserts arranged by postcode or other incur a list washing fee of \$1850 + GST. The publisher reserves the right to refuse insertion.

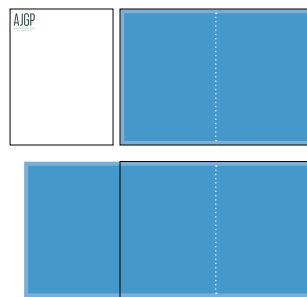
Delivery of inserts

Before printing and delivery, a PDF is to be supplied for editor's approval of content. 'Insert delivery advice' label will be supplied at time of approval and must be adhered to all boxes. Failure to attach will result in return of inserts at sender's cost. It is the insert supplier's responsibility to package inserts as per our supplied printer 'Insert packaging instructions'. Boxes to weigh no more than 16 kg.

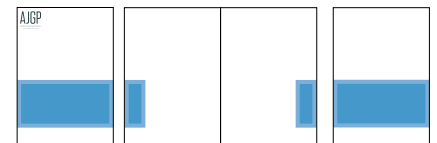
AJGP has advertising policies that guard the integrity of the journal and its world-class standing.

AJGP advertising concepts

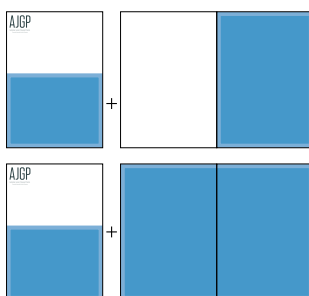
Detailed here are a few concepts to assist you in your creative thinking and make a real impact on the readers of Australia's leading general practice journal. More concepts and rates available on request.



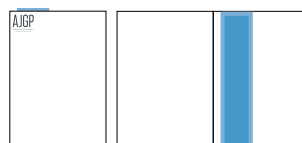
Inside front cover gatefold – provides an impactful way to increase advertising exposure. Available as a single page or double-page spread foldout as an extension of the inside front cover.



Belly band – wraps around the cover and includes outside back cover. Option available to fix the tags to your full page or double-page spread to direct readers immediately to your advertisement.



Front cover package – a false front cover (glue-on) with either a full page or double-page spread to ensure your message is noticed.



Bookmark style insert – placed loosely over your advertisement to highlight your message in the journal.



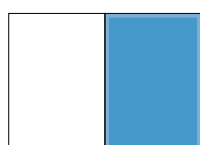
Front cover sticky note – an ideal reminder mechanism for GPs. Dimensions are 75 mm (w) x 75 mm (h), printed on one side only.



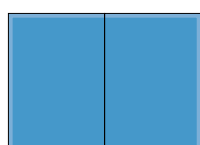
AJGP envelope – presents your brand as the first impact with GPs when they receive their copy of *AJGP* in its own envelope, manufactured from paper sourced from sustainable forests.



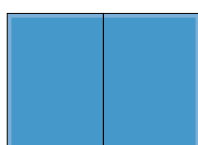
AJGP mechanical specifications



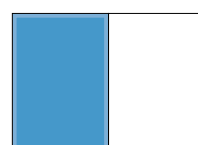
Full page



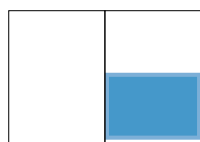
Double-page spread



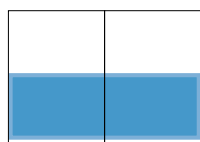
Inside front cover spread



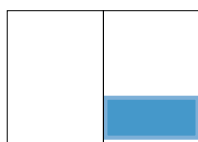
Inside front cover



Half-page horizontal



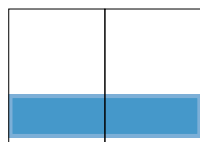
Half-page horizontal spread



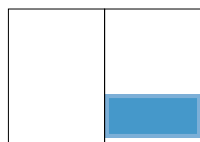
Third-page horizontal



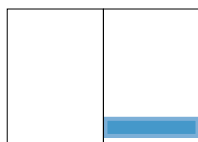
Single column



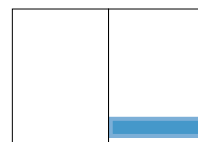
Third-page horizontal spread



Quarter-page horizontal



Strip horizontal



Contents page strip

AJGP advertising specifications

Full page

Trim: 210 mm (w) x 275 mm (h)

Type: 185 mm (w) x 247 mm (h)

Bleed: 5 mm all edges

Double-page spread

Please supply double-page spreads as two separate PDFs (left page and right page) and allow 6 mm across the gutter for type to clear the binding.

Half-page horizontal

Trim: 210 mm (w) x 125 mm (h)

Type: 185 mm (w) x 125 mm (h)

Bleed: 5 mm left and right edges

Single-column

Trim: 56 mm (w) x 223 mm (h)

Third-page horizontal

Trim: 210 mm (w) x 75 mm (h)

Type: 185 mm (w) x 75 mm (h)

Bleed: 5 mm left and right edges

Quarter-page horizontal

Trim: 210 mm (w) x 50 mm (h)

Type: 185 mm (w) x 50 mm (h)

Bleed: 5 mm left and right edges

Strip horizontal/contents page

Trim: 210 mm (w) x 25 mm (h)

Type: 185 mm (w) x 25 mm (h)

Bleed: 5 mm left and right edges

False front cover

Double-sided

Trim: 210 mm (w) x 130 mm (h)

Type: 185 mm (w) x 110 mm (h)

Bleed: 5 mm left and right edges

Finish: Gloss UV front

Envelope

Trim: 210 mm (w) x 125 mm (h)

Please ensure all type and logos are kept within type area.

File type

High-resolution PDF, crop marks offset by 7 mm.

Resolution

At least 300 dpi.

Fonts

Ensure all fonts are embedded.

Colour mode

CMYK

Please check no spot colours or RGB profiles are used.

AJGP is calibrated to ensure colour consistency and cannot guarantee an exact match due to printing processes, or if there are inaccuracies in electronic files supplied. Changes after proof charge is \$400 + GST per full page.

Material instructions

It is the responsibility of the client/agency to ensure that material instructions and advertising material are supplied to specification by the published material deadline. Failure to provide material instructions for ongoing appearances will default as repeat last.

Delivery

Material accepted by email as a high-resolution CMYK PDF.

Please ensure PDFs are supplied to correct specifications with all colours converted to CMYK, and send by email to Jonathon at Tremain Media: jonathon@tremedia.com.au

AJGP only accepts certified 3DAP Papertype 1 proofs. Send proof by material deadline to: RACGP College House, Attn: Beverley Gutierrez, 100 Wellington Parade, East Melbourne, VIC 3002

AJGP production specifications

Page size

210 mm (w) x 275 mm (h)

Printing

Offset sheet fed, four-colour process throughout


Stock

Cover: 200 gsm A2 matt

Text: 75 gsm, A2 matt

Binding

Perfect bound in 16-page sections

 **37,000**
members
receive *check*
each month

***check* by numbers**

- 📊 CPD average unit completions: **2400**
- 📊 **71%** of GPs have read at least one of the past six *check* modules

Promoted to GPs and GPs in training with the *check* eDM

- 📊 Successfully sent: **37,430**
- 📊 Opened: **16,255**
- 📊 Percentage opened: **43.4%**

Source: Kentico – average data 12 months to October 2020.



check is a monthly CPD activity for GPs and has been written by expert clinicians for more than 50 years.

check

(Continuous Home Evaluation of Clinical Knowledge)

Each *check* unit focuses on a specific topic and includes clinical case studies with answers, multiple choice questions, references and resources.

Activities are tailored for GPs to test their skills regarding clinical history, examination, investigation and/or management of a problem.

GPs access *check* online as a PDF and/or in print. A monthly eDM sent to GPs promotes recently published activities.

check distribution and access

- 37,000 subscriber GPs and GPs in training receive the monthly *check* eDM
- 8500 request the quarterly print volume

check offers exclusive sponsorship, or a limited number of full-page advertising positions, to promote relevant products and services while supporting GP education.

Advertisements are included in the PDF and print volume. Further opportunities exist in the *check* eDM.

check features and essential dates

Issue	Focus	Booking deadline	Material deadline	Distribution date	Print volume
Jan–Feb (unit 579)	Oral medicine	21 Jan	28 Jan	4 Feb	Delivery early April – includes units 579, 580
Mar (unit 580)	Women's health	18 Feb	25 Feb	4 Mar	
Apr (unit 581)	Infectious diseases	23 Mar	30 Mar	6 Apr	Delivery early July – includes units 581, 582, 583
May (unit 582)	Ophthalmology	22 Apr	29 Apr	6 May	
Jun (unit 583)	Urology	21 May	28 May	4 Jun	
Jul (unit 584)	Cardiovascular disease	22 Jun	29 Jun	6 Jul	Delivery early October – includes units 584, 585, 586
Aug (unit 585)	Adolescent health	22 Jul	29 Jul	5 Aug	
Sept (unit 586)	Cancer	23 Aug	30 Aug	6 Sep	
Oct (unit 587)	Sports medicine	22 Sep	29 Sep	6 Oct	Delivery early January 2021 – includes units 587, 588, 589
Nov (unit 588)	Sexology	21 Oct	28 Oct	4 Nov	
Dec (unit 589)	Orthopaedics	22 Nov	29 Nov	6 Dec	

All dates are subject to change. Cancellation same as booking deadline.



check advertising and sponsorship rates

Ad type (unit)	Rate
Full page	\$5100
Exclusive sponsorship	\$13,800

Rates are subject to 10% GST. Advertising agency commission is 10%. Advertising space is limited.

Sponsorship locks in all advertising positions for total module exclusivity:

- 2 x full pages on PDF (1 x upfront, 1 x on last page)
- 3 x full pages on print version
- disclaimer and acknowledgment on editor's page.

If available, extended opportunities may exist with the module-related *check* eDM.

check specifications

Full page

Trim: 210 mm (w) x 275 mm (h)
Type: 185 mm (w) x 247 mm (h)
Bleed: 5 mm all edges

Please ensure all type and logos are kept within type area.

File type

High-resolution PDF, crop marks offset by 7 mm.

Resolution

At least 300 dpi.

Fonts

Ensure all fonts are embedded.

Colour mode

CMYK (please check no spot colours or RGB profiles are used).

Delivery

Please ensure PDFs are supplied to correct specifications and sent by email to Jonathon at Tremain Media: jonathon@tremedia.com.au

check eDM rates

Ad type (unit)	Rate
Medium rectangle (MREC)	\$2700/issue
Banner	\$5400/issue

Rates are subject to 10% GST. Advertising agency commission is 10%. Advertising units limited and offered on availability.

check eDM specifications

Medium rectangle

300 pixels (w) x 250 pixels (h)

Banner

600 pixels (w) x 250 pixels (h)

File type

Static GIF or JPG

Resolution

72 dpi

Colour mode

RGB

File size

Less than 90 kb

Delivery

Please ensure material is supplied to correct specifications and sent by email to Jonathon at Tremain Media: jonathon@tremedia.com.au



RACGP
website

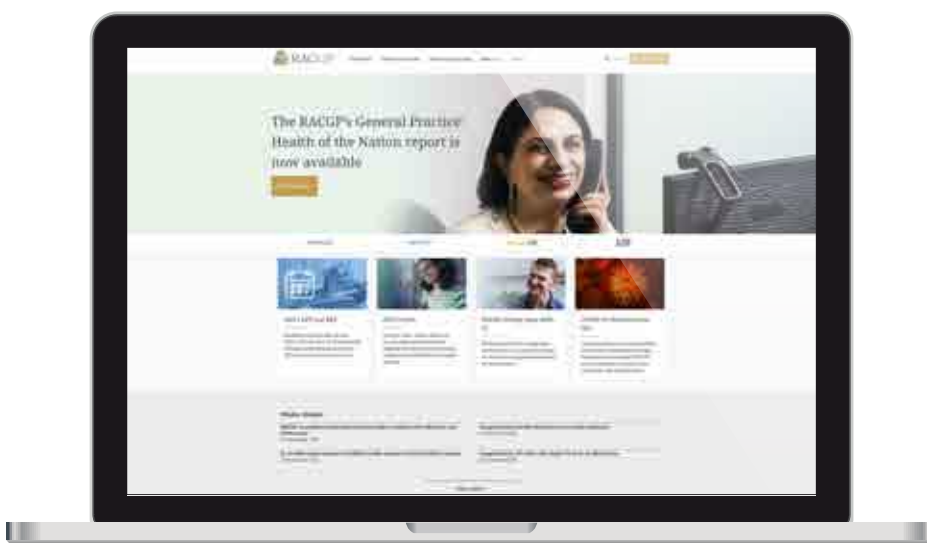
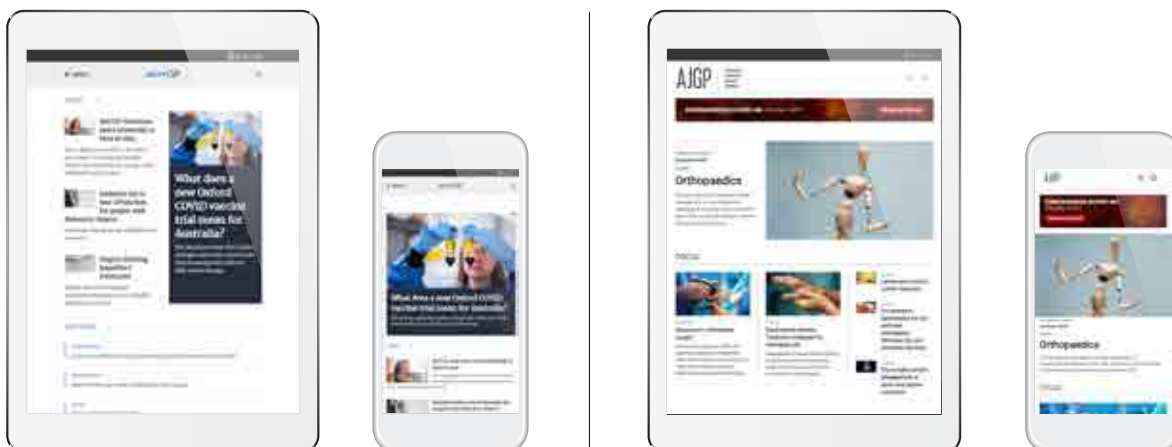
Astonishing and growing traffic! Sessions up 45% on previous year

- 📈 **820,000** website sessions per month
- 📈 **1.5 million** page views per month
- 📈 **2.3 million** impacts across all digital platforms per month

Source: Google Analytics – average monthly Australian data. Website: RACGP, *AJGP*, *AFP*, *newsGP* = 1,507,371 page views per month. Kentico – average monthly data 12 months to October 2020. eDMs successfully sent: *AJGP* eTOC, *check*, *newsGP* = 812,066 per month. Total 2,319,437

Coming from the peak body for GPs, it stands to reason that RACGP websites are heavily trafficked as they deliver GPs with CPD requirements, support, credible information and clinical resources. Plus *newsGP*, Australia's No. 1 site for current and relevant general practice news

Australia's largest digital audience of GPs



Source: Competitive Advantage Research. Primary Care GPs Readership & Digital 2020. N = 1464. Sample data represents 37,642 primary care GPs.

RACGP websites

96% of GPs visit an RACGP website at least once every 30 days*

racgp.org.au

The RACGP website is the hub for GPs to access news, knowledge bases, the CPD Program, support, general practice guidelines and administrative and member information. More than 800,000 pages are viewed each month.



AJGP

Sites for the *Australian Journal of General Practice* and its predecessor *Australian Family Physician (AFP)* serve 290,000 sessions a month. Users engage with the open access sites to view current or previous issues and search for published articles.



newsGP

newsGP has ascended to be the No. 1 news hub for GPs sourcing general practice news. Sessions have increased by 89% compared to the same period last year, reflecting its popularity and how GPs have embraced the concise daily news and alerts and the informative content.



By numbers

Website per month	Total	RACGP	AJGP†	newsGP
Sessions	822,319	277,053	289,418	255,849
Page views	1,507,371	800,769	387,373	319,229
Average session duration	2:16	2:03	4:15	3:48

Source: Google Analytics – average monthly data Australia only: six months to October 2020.

†AJGP numbers include AFP site.

newsGP 89% session increase over six months to October 2020 compared to the same period in 2019.

*Competitive Advantage Research. Primary Care GPs Readership & Digital 2020. N = 1464. Sample data represents 37,642 primary care GPs.

Website rates

Users	Ad type (units)	CPM impressions
GP verified	Leaderboard, MREC and half page	\$130
GP verified are users identified as registered GPs on the RACGP database (available March–April)		
Non-GP verified	Leaderboard, MREC and half page	\$50
Non-GP verified are all other users, including GPs not identified on the RACGP database		
Targeting load +15%. Advertising can be targeted by state, city, region or postcode, and/or specific site.		

Rates are based on cost per thousand (CPM) impressions and delivered across all RACGP websites over a desired number of days.

Rates are subject to 10% GST.

Advertising agency commission is 10%.

Advertising impressions are limited and offered on availability.

Advertising rates are based on cost per thousand impressions and include MREC, leaderboard and half-page units placed across all RACGP websites (racgp.org.au | newsgp.org.au | ajgp.org.au | afp.org.au) on desktops, mobiles and tablets.

Ad impressions are delivered evenly over a desired number of days and allocated with other advertisers with each new page view or screen refresh, viewed by Australian users only.

Advertising can be targeted by state, city, region or postcode, and or specific site (loads apply).

Optimise your campaign to impact our audience of GPs

The RACGP websites are primarily open access and, for a campaign targeting GPs only, advertising can be served across all sites to registered GPs identified as members of the RACGP (available March–April).

newsGP sponsored content

newsGP offers a limited number of sponsored content articles to be authored by the *newsGP* editorial team. Content must first gain consent from the publisher, who has full control of the final article published on the *newsGP* site. Promoted on the *newsGP* eDM and social media, Twitter and/or Facebook.

Typical articles are 1000 words maximum and gain 700+ unique page views.

POA

Rates are subject to 10% GST. Advertising agency commission is 10%.

Website essential dates

Booking and material required five working days prior to live date.

Cancellation

Must be received in writing 14 days prior to campaign start date. Cancellations received after this time will incur a cancellation fee for 50% of the value up to the first 30 days of the campaign.

Website specifications

Supply leaderboard, MREC and half page, plus click-through URL

All required creatives and click-through URLs must be provided five working days prior to live date to allow testing and approval. Please ensure all specifications are met. Ads that do not meet the specifications will be rejected and may affect the launch date.

Leaderboard

728 pixels (w) x 90 pixels (h)

MREC

300 pixels (w) x 250 pixels (h)

Half page

300 pixels (w) x 600 pixels (h)

File type

GIF, JPG, PNG, HTML5.

If supplying HTML5 files

Supply backup files (GIF, JPG, PNG) to display for unsupportive environments. Before supplying, review quick check list:

1. Do the files contain clicktags (one for each file – this is where you want the click to be directed)?
2. Are the files SSL compatible?
3. Have you provided 3 x zip files – one for 728 x 90 leaderboard, one for 300 x 250 MREC and one for 300 x 600 half page?
4. Have you checked the file in the validator? (<https://h5validator.appspot.com/dcm/asset>)

UTM

1 x standard format UTM tag accepted per creative

Third-party ad serving tags permitted

Animation

Maximum four loops. Maximum duration 15 seconds. Play through three times. No continuous looping permitted.

File size

Less than 100 kb

Colour mode

RGB

Note: Flash and rich media not accepted.

Delivery

Please ensure material is supplied to correct specifications and sent by the material deadline by email to Jonathon at Tremain Media: jonathon@tremedia.com.au



295,000 (36.3%)

average opens
per month

Source: Kentico – 294,675 opens from 812,066 successful sends of RACGP eDMs per average month. Average monthly data 12 months to October 2020



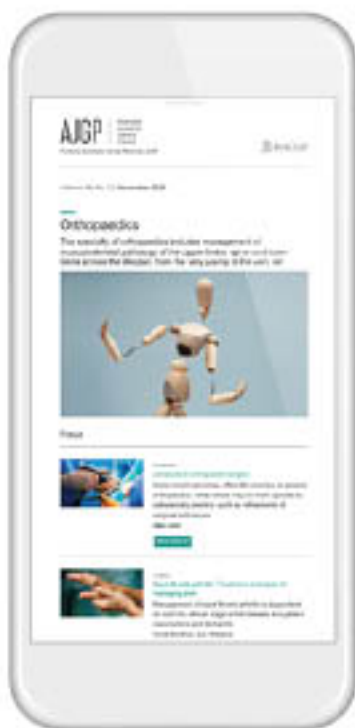
RACGP

electronic direct mail

eDMs and eTOC

71% of GPs open and read the range of RACGP national eDMs

RACGP eDMs are sent to a subscriber base of 37,000 and make up three of the top five general practice eDMs opened and read by GPs



newsGP eDM

No. 1 eDM, read by 51% of GPs

Tuesday to Friday, 36,800 subscribers receive headline news and topical stories, linking readers to the *newsGP* website. These weekday sends offer more than 52,000 visual impacts.

The *newsGP* Saturday eDM highlights the most read stories of the week.



AJGP eTOC

Each month, 38% of GPs read the *AJGP* electronic table of contents (eTOC), making it second only to *newsGP* as the most read eDM.

The *AJGP* eTOC coincides with the delivery of *AJGP* and highlights the articles in the latest issue, with a brief synopsis and a direct link to each *AJGP* article hosted on the website.



check eDM

check comprises an independent CPD activity written by expert clinicians for GPs to test their skills.

GPs access new online learning units through the monthly *check* eDM – sent to a subscriber base of more than 37,000, with a very high average open rate of more than 43%.

Source: Competitive Advantage Research. Primary Care GPs Readership & Digital 2020. N = 1464. Sample data represents 37,642 primary care GPs.

By numbers

eDM/eTOC per issue	newsGP eDM*	newsGP Saturday eDM	AJGP eTOC	check eDM
Successfully sent	147,432	36,860	37,468	37,430
Opened	52,926	14,160	10,076	16,255
Percentage opened	35.9%	38.4%	26.9%	43.4%

*newsGP eDM numbers are the total of four sends in the same week.

Source: Kentico – average monthly data 12 months to October 2020.

eDM rates

Ad type (unit)	newsGP eDM	newsGP Saturday eDM	AJGP eTOC	check eDM
Included sends	4 x sends	1 x send	1 x send	1 x send
MREC	\$3900	\$2400	\$1700	\$2700
Banner	\$7800	\$4800	\$3400	\$5400

newsGP eDM rate includes 4 x weekday sends in the same week, commencing Tuesday. More than 90% of eDM subscribers are verified GPs. Prescribed pharmaceutical product advertising only accepted with AJGP eTOC and check eDM. Rates are subject to 10% GST. Advertising agency commission is 10%. Advertising units limited and offered on availability.

eDM essential dates

newsGP

Distribution date	Every Tuesday, Wednesday, Thursday and Friday										
Booking and material	Required Thursday prior										

newsGP Saturday

Distribution date	Every Saturday										
Booking and material	Required Wednesday prior										

AJGP eTOC

Distribution date	1 Feb	1 Mar	1 Apr	3 May	1 Jun	1 Jul	2 Aug	1 Sep	1 Oct	1 Nov	1 Dec
Booking and material	25 Jan	22 Feb	25 Mar	26 Apr	25 May	24 Jun	26 Jul	25 Aug	24 Sep	25 Oct	24 Nov

check eDM

Distribution date	4 Feb	4 Mar	6 Apr	6 May	4 Jun	6 Jul	5 Aug	6 Sep	6 Oct	4 Nov	6 Dec
Booking and material	28 Jan	25 Feb	30 Mar	29 Apr	28 May	29 Jun	29 Jul	30 Aug	29 Sep	28 Oct	29 Nov

Cancellation

Must be received in writing 14 days prior to issue date. Cancellations received after this time will incur a cancellation fee of 50% of the issue rate.

eDM specifications

MREC

300 pixels (w) x 250 pixels (h)

Banner

600 pixels (w) x 250 pixels (h)

Must be supplied with click-through URL (email addresses do not function).

File type

Static GIF or JPG

Can accept animated GIFs, but the majority do not function with MS Outlook, and only the first slide will appear. Max four loops for animated GIF.

File size

Less than 90 kb

Colour mode

RGB

Note

Flash and rich media not accepted. Third-party tracking not accepted.

Delivery

Please ensure material is supplied to correct specifications and sent by the material deadline by email to Jonathon at Tremain Media: jonathon@tremedia.com.au



The RACGP's print and digital media provide the ability to connect with Australia's largest general practice community of more than **41,000** members

For RACGP advertising policies, visit:

🌐 www.racgp.org.au/the-racgp/governance/organisational-policies/advertising-and-sponsorship





RACGP

To discover the ways in which advertising with the RACGP could benefit your organisation, please contact us.



mediakit@tremedia.com.au



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Healthy Profession.
Healthy Australia.