

the lamp

THE MAGAZINE OF THE NSW NURSES
AND MIDWIVES' ASSOCIATION



THE ONLY WAY
TO REACH OVER
63,790
NURSES AND
MIDWIVES IN NSW

MAAA **cab**
Audited Media
Association of Australia

68,727 Avg Net Distribution per Issue

The Lamp is independently audited under the AMAA's CAB
Total Distribution Audit.
Audit Period: 01/04/2018 - 30/09/2018 - Publisher Statement

Advertising Specifications

READERSHIP PROFILE

Metropolitan	40,749
Country	21,557 including 7,757 members in the Illawarra & Hunter Regions
TOTAL	OVER 63,790*
Female	88.0%
Male	12.0%



Over 51,172 of the NSWNMA membership are registered nurses (RNs). Over 6,851 are students.



Full-time RNs earn an average salary of \$83,581 plus.



97.5% are mailed to household addresses.

**Due to members not specifying address.*

MECHANICAL DETAILS

The Lamp is printed 4-colour, web offset and consists of 48 pages on 65gsm gloss paper stock, plus a 4-page cover on 115gsm gloss paper stock.

SUPPLYING DIGITAL FILES FOR THE LAMP MAGAZINE

To assist us in processing your files as quickly and accurately as possible, we need you to keep the following items in mind when creating and submitting your artwork.

- Ads should be submitted as press-ready PDF files, supplied via email or on disk. Please do not submit material in original format (eg: Quark Express, Illustrator files).
- CMYK ONLY. We are unable to accept files supplied with Pantone specifications.
- Magazine trimmed size: 200 mm wide by 275 mm deep (Please see over for advertising dimensions).
- Screen ruling: 133 lpi.

PLEASE NOTE: It is the responsibility of the advertiser to ensure that all PDF files supplied are submitted to press-ready standard.

ARTWORK & LAYOUT CHARGES

1/4 – 1/8 page	\$243 [^]
1/3 – 1/2 page	\$325 [^]
Full Page	\$491 [^]
Artwork changes	from \$113

There is no additional charge for advertisements containing up to three transparencies. A quotation can be supplied for any other variations.

The Lamp prefers finished artwork but should the client want to make any subsequent changes to their supplied artwork, a nominal charge of \$113 will be made where the total time to process the changes does not exceed 30 minutes. Time in excess of 30 minutes will be charged at a rate to be determined by the NSWNMA.

Written approval will be sought from the client in acceptance of these charges.

All costs include GST.

[^]Cost are estimates and will be confirmed once brief is finalised.

INSERTS

\$150 per 1,000 for supplied insert

Inserts should be larger than A5 and smaller than 260mm by 190mm. Inserts outside these measurements will require a special quote.

Examples of inserts should be sent to the contact person below when the booking is made.

DEADLINES

BOOKING DEADLINE

Sixth day of the month prior to publication month (eg, the July issue is due 6 June).

ARTWORK DEADLINE

Tenth day of the month prior to publication month (eg, the February issue is due 10 January).



CONTACT DETAILS

DANIELLE NICHOLSON T (02) 8595 2139 (direct) or 1300 367 962 **M** 0429 269 750 **F** (02) 9662 1414
50 O'Dea Avenue, Waterloo NSW 2017 Australia **E** dnicholson@nswnma.asn.au **W** www.nswnma.asn.au

Advertising Rates

SIZE	COLOUR	NUMBER OF PLACEMENTS			
		1	3	6	11
Inside front cover Inside back cover Outside back cover	Four	\$4,608	\$4,377	\$4,147	\$3,917
Full page	Four	\$3,360	\$3,193	\$3,026	\$2,856
1/2 page	Four	\$2,117	\$2,010	\$1,908	\$1,800
1/3 page	Four	\$1,618	\$1,536	\$1,456	\$1,375
1/4 page	Four	\$1,247	\$1,185	\$1,121	\$1,061
1/8 page	Four	\$715	\$680	\$644	\$607
Inserts to page	\$150 per 1,000 for supplied insert				

**All rates and charges include GST.*



The latest industrial and professional news for NSW nurses and midwives.

THE LAMP is the official monthly publication of the NSW Nurses and Midwives' Association.

It is produced 11 times a year and mailed to over 63,790 members.

97.5% are sent to residential addresses.



Advertising Dimensions



FULL PAGE

Type area

Depth 254.5mm Width 176mm

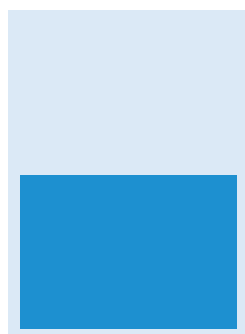
Trim size

Depth 275mm Width 200mm

Full page bleed

Depth 285mm Width 210mm

FOUR \$3,360



HALF PAGE HORIZONTAL

Type area

Depth 124mm
Width 176mm

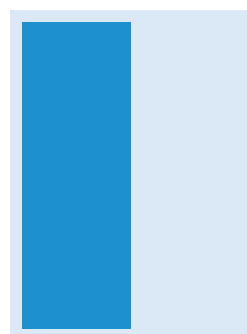
Trim size

Depth 132mm
Width 200mm

Full page bleed

Depth 142mm
Width 210mm

FOUR \$2,117



HALF PAGE VERTICAL

Type area

Depth 254.5mm
Width 88mm

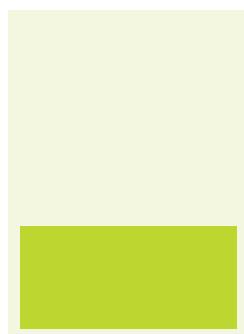
Trim size

Depth 275mm
Width 100mm

Full page bleed

Depth 285mm
Width 110mm

FOUR \$2,117

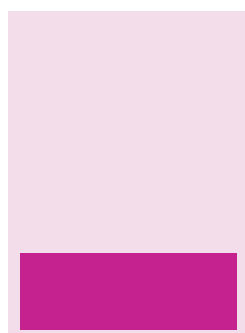


THIRD PAGE HORIZONTAL

Type area

Depth 84mm
Width 176mm

FOUR \$1,618

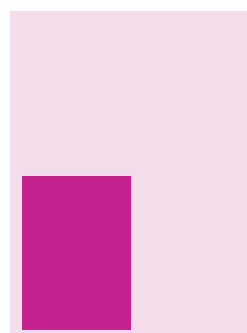


QUARTER PAGE HORIZONTAL

Type area

Depth 58mm
Width 176mm

FOUR \$1,247



QUARTER PAGE VERTICAL

Type area

Depth 124mm
Width 84mm

FOUR \$1,247



EIGHTH PAGE

Type area

Depth 58mm
Width 84mm

FOUR \$715

- Advertising is accepted for publication in *The Lamp* subject to the terms and conditions set out in this rate card.
- All new advertisers are required to pre pay their initial advertising placement or insert. An invoice will be issued once advertising space is confirmed.
- All artwork bookings, alterations or cancellations must be in writing either by way of e-mail, fax or letter. All cancellations must be received in writing. The listing price is charged if cover bookings are cancelled with less than three months notice or other bookings are cancelled after the fifth day of the month prior to publication, i.e. February for bookings for the March issue.
- All advertisements including inserts are subject to acceptance of the publisher. The publisher reserves the right to refuse to publish or republish any advertisement, without explanation for such action.
- The word 'advertisement' will be placed on advertising, which, in the publisher's opinion, resembles the journal's editorial style or could be mistaken by readers for editorial matter.
- The publisher shall not be liable in any manner for any loss or damage whatsoever to any negatives, artwork, disk or other materials the property of the advertiser which may be deposited with the publisher for the purpose of fulfilling the order, and such materials shall, at all times, and in respect of all things remain at the risk of the advertiser.
- All orders are subject to rate adjustments that occur during the period of the order.
- It is the responsibility of the advertiser or advertising agent to notify the publisher immediately of any error as soon as it appears otherwise the publisher accepts no responsibility for republishing such advertisements.
- When material is overdue the publisher reserves the right to repeat previous material.
- The advertiser hereby indemnifies and agrees to hold indemnified the publisher, its servants and agents each of them against all liability, claims or proceedings whatsoever which may arise from the publication of any material pursuant to the order, and in particular but without limiting the generality of the foregoing, indemnify and hold indemnified each and all of them against any action for defamation, discrimination, slander of title, breach of copyright or infringement of any trade mark, name or description, invasion of privacy or for any action under or for any or breach of any provision of any State or Territory fair trading legislation or the *Trade Practices Act, 1974*.