



# THE AUSTRALIAN HEALTHCARE ANNUAL REVIEW 2018

A Product of Publications and Exhibitions Australia Pty Ltd

## PUBLICATION OVERVIEW

*The Review* is an annual publication showcasing the amazing standard of healthcare delivered to Australians in our hospitals today.

Our journalists will look nationally to produce stories and articles highlighting the exemplary outcomes achieved by the dedicated professionals behind the success of our world class hospitals.

Eminent medical leaders will be invited to participate in interviews, provide case study material and point to important research in advancing the delivery of healthcare, ensuring a diverse and engaged readership.

Hospital administrators will examine the new systems and technologies which help to improve and expedite processes.

*The Review* is an independent, positive analysis on the challenges and successes of Australia's hospital sector.

## CONTENT IN BRIEF

### Interviews and Messages

Federal Minister for Health on hospitals today and the vision to 2020 and beyond

### Economics and statistics of the Australian Healthcare System

Managing Budgets/Rising Costs/Staffing and Expertise  
Best Value Process and Systems

### World Class Hospitals and Infrastructure

New and Improved Hospitals, Better Environments and Spaces including inside the Perth Children's Hospital, Managing Rising Hospital Admissions, and much more.

### Improvements and Innovations

21st Century Health including: Digital Age and e-Health, Robotics, Best Equipment, Advanced Electronics, Post Graduate Education, Clinical Trials, Investments and Partnerships, and more.

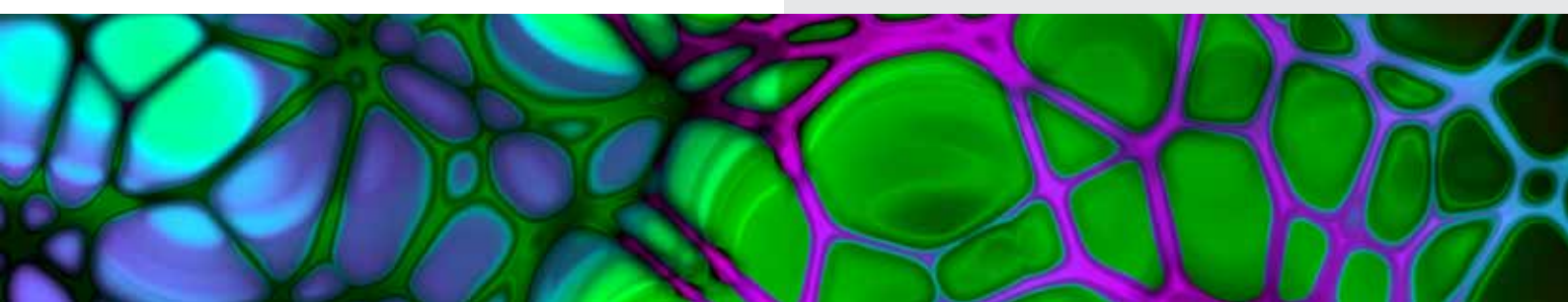
### Best Practice and Professional Development

Our doctors, administrators, nurses, carers, and more.

**Focus Areas:** Critical and Emergency Care, Reproduction, Dermatology, Respiratory, Theatre and Surgery, Aged Care, Military Medicine, Gynaecology and Obstetrics, Ear Nose Throat, Cardiology, Burns, Podiatry, Oncology, Rehabilitation, Palliative Care, and more.

### Debate

Mental health, euthanasia, violent patients, influenza vaccine, and more.



## DISTRIBUTION AND READERSHIP

We aim for a full distribution, either through hardcopy or digital, into every area of medicine and care delivered in our hospitals.

Recipient practitioners will be Doctors (General Practice and Specialist), Senior Nurses and Administrators in **every hospital in Australia**.

### 5000 hard copies and unlimited electronic flip books Breakdown:

2500 free hard copies with free delivery  
2500 subscribed hard copies (\$50 + \$10 delivery)

**Guaranteed 10,000+ Electronic Flip Books** (PDF viewer) to a comprehensive database of administrators and practitioners

Social media   

## RELEASE DATE AND SPECIFICATIONS

### Release Date

3rd of December 2018

### Specifications

Full colour glossy  
A4 (295mm x 210mm) includes bleed

### Website

Electronic Publication will be housed and archived on our website

Link:



## PROMOTE YOUR BUSINESS

The publication is a perfect medium for suppliers and service providers to promote themselves to the industry, the decision makers and senior personnel for 12 months in a combination of hardcopy, digital, and social media. Our distribution provides complete and unparalleled penetration.

### Advertising Rates

1/4 Page	\$2,200
1/2 Page (Vertical)	\$2,900
1/2 Page (Horizontal)	\$2,900
Full Page	\$4,850
Double Page	\$7,490

Includes all artwork and proofing

Invoicing on the 3rd of December – Payable 7 days after receipt of your personal hardcopy.

# CONTACT

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## PRINT ADVERTISING SPECIFICATIONS



### Double Page Spread (WxH)

**Bleed:** 426 x 303mm  
**Trim:** 420 x 297mm  
**Gutter:** 6mm (3mm on either side of spine)  
**Type clear space:** 7mm on all sides

### Full Page (WxH)

**Bleed:** 216 x 303mm  
**Trim:** 210 x 297mm  
**Type clear space:** 7mm on all sides



### Half Page horizontal (WxH)

190x130mm

### Half Page vertical (WxH)

95x277mm



### Quarter Page (WxH)

95x130mm