PURPOSE AND ROLE
The Australian Journal of Dementia Care is the first and only multidisciplinary journal in Australia for all professional and community carers of people living with dementia. It offers a forum in the challenging field of dementia care and fills a vital niche providing relevant, practical, high-quality and well-researched solutions for dementia care settings, presented by practitioners, researchers and other experts in the field of dementia care from Australia and around the world. There is a strong emphasis on ‘knowledge translation’, which closes the gap between research into dementia care and provides practical, positive outcomes for carers, those living with dementia and healthcare staff. Topics include care practice, clinical updates, research, resources, training, technology and news.

The Editorial Team is headed by its Director, Executive Editor Professor Richard Fleming. The team includes Managing Editor Kerry Schelks, Contributing Editor Sheree Blanch and Website Manager James Baldwin. They are supported by UK Editor Mark Ivory, UK Editor-In-Chief Dr Richard Hawkins and UK Production Editor Andrew Chapman.

The team is further advised by the Australian Journal of Dementia Care Advisory Board whose members are:

- **Professor Henry Brodaty** AO, Director, Academic Department for Old Age Psychiatry, Prince of Wales Hospital and Dementia Collaborative Research Centre, UNSW.
- **Marilyn Cintio**, Executive Director, Health and Arts Research Centre, Inc, Canberra.
- **Professor Elizabeth Beattie**, Director, Dementia Training Australia, Queensland University of Technology.
- **Kathryn Quintel**, CEO, Alzheimer’s Australia SA.
- **Dr Penny Flett AO**, Medical Lead, Brighwater Care Group Oats Street Rehabilitation Service.
- **Emeritus Professor Rhonda Nay**, La Trobe University.
- **Tara Quirke**, Dementia consultant and educator.
- **Margaret Ryan**, Head of Dementia Services Group Development, Bupa Care Services, Australia.
- **Dr Andrew Stafford**, Director, Dementia Training Australia, University of WA.
- **Dr Margaret Winbolt**, Director, Dementia Training Australia, La Trobe University.

TARGETED READERSHIP
The Australian Journal of Dementia Care is a specialist publication targeted directly at decision makers and buyers of products and services related to the care of people with dementia. Because this fast-growing market has lacked a centralised forum until the advent of the journal, its reputation as a trusted source of information will be highly influential in the readers’ choices of products and services.

Readers include:
- Managers of residential care services
- Managers and proprietors of specialist dementia care homes
- Geriatricians and Psycho-Geriatricians
- Community Health Nurses
- Occupational Therapists
- Managers of specialist day care facilities
- Administrators and Nursing Unit Managers in hospitals
- Community-based carers and dementia care organisations
- Staff in residential aged care services
- Psychologists
- Diversional Therapists
- Architects
- Interior Designers
Robots in dementia care

The idea that robots are being developed with dementia and ensuring that the best psychological symptoms of dementia. The publishers interested in examining whether robots are taking away the human robots are dotted around my office do look who thought I was creating an army of assistive technologies and their use, resulting in them being stored in few aged care facilities were purchasing these robots, particularly for people with very little research on the effectiveness of ethical debates.

Along the way, I have faced many critics who would otherwise have been alone, and comfort for a person with dementia particularly companion robots, can also robots as conduits through which social means to replace humans; in fact the >>

Music therapy qualifications are the theoretical and included the practical. In the United States O'Dwyer and Dr Takanori Shibata (PARO developer) with a resident from Wesley Mission The Griffith University team (from left) Professor Wendy Moyle, Dr Cindy Jones, Dr Siobhan

The Australian Journal of Dementia Care is published bi-monthly: Jun/Jul, Aug/Sept, Oct/Nov, Dec/Jan, Feb/Mar, Apr/May. It is mailed during the last week of the month before the cover date.

1/8 page horizontal 65 X 92 (Depth X width)
1/4 page vertical 130 X 92
1/2 page vertical 276 X 92 304 X 95
Eighth page $600 $500 $450

Loose inserts Up to 20g per item - $290 (ex GST) per 1000 circulation inserted. Full print run only. Items above 20g: POA.

MECHANICAL DATA
Size Type area (mm) Bleed (mm) Trim (mm)
Full Page 276 X 190 304 X 216 298 X 210
1/2 page horizontal 130 X 190 133 X 216
1/2 page vertical 276 X 92 304 X 95
1/4 page horizontal 65 X 190
1/4 page vertical 130 X 92
1/8 page horizontal 65 X 92

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Position: AJDC website (www.journalofdementiaicare.com) home page top-right button, next to the AJDC masthead. This is a shared space, with each ad rotating every 25 seconds.

Rates: 1 month - $150, 2 months - $250; 3 months - $300 (all ex GST)

Reach: An average of 4,000 highly targeted individual visitors per month.

Dimensions in pixels (width x height): 500w x 120h

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Email inquiries & artwork to: Kerry Schelks at kerry@australianjdc.com