

# Australian Journal of DementiaCare

For all who work with people with dementia

2019

## Media information

### 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 Editors Catherine Ross and Briana Lees, and Website Manager Emma Paul. They are supported by Editor-In-Chief Dr Richard Hawkins and 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 Centre for Research Collaboration, UNSW Sydney.
- **Marilyn Cintra**, Executive Director, Health and Arts Research Centre, Inc, Canberra.
- **Professor Elizabeth Beattie**, Director, Dementia Training Australia, Queensland University of Technology
- **Dr Penny Flett AO**, Pro-Chancellor University of Western Australia.
- **Kathryn Quintel**, CEO / Founder Preventing Dementia.
- **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, LaTrobe 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

## EVENTS

Information about forthcoming dementia care events and conferences where the *Australian Journal of Dementia Care* will be distributed can be found on our website at: [www.journalofdementiacare.com](http://www.journalofdementiacare.com)

## CIRCULATION

The *Australian Journal of Dementia Care* is a bi-monthly publication available through subscription and distributed in Australia and overseas. We offer a targeted readership of dementia care professionals in leading aged care organisations, hospitals and health and community services. The journal is also distributed to delegates at major dementia conferences around Australia during the year. The publishers guarantee a readership of at least 1000 key personnel per issue as the subscription base grows.

## DIGITAL DISPLAY ADVERTISING

Reach an average of 3,500 highly targeted individual visitors per month. Our online advertising options include banner, static and video box ads and advertorial features on our website [www.journalofdementiacare.com](http://www.journalofdementiacare.com)

### BANNER- SHARED

Your ad will appear at the top right of the home page, next to the AJDC masthead. This is a shared space, with a maximum of 3 ads, each rotating every 5 seconds.

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

Size: 750px wide x 180px deep

File Size: Maximum 80 KB File format: JPEG

### DISPLAY - EXCLUSIVE

Box 1 (video or static).....\$800 (ex GST). Price is per month.

Size: 530px wide x 300px deep

Video to be supplied as an MP4 file.

Box 2 (static).....\$500 (ex GST). Price is per month.

Size: 230px wide x 670px deep

## ADVERTORIAL ADVERTISING

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Full page advertorial print edition (p2).....\$4,500 (ex GST)  
700-800 words + 1 image + 1 logo

Website advertorial (home page).....\$1,000 (ex GST)  
800-1,000 words + 1 image + 1 logo. Price is for 1 month.

All advertorial content is subject to approval by the publisher, Hawker Publications Australia Pty Ltd.

### INSERTS/ONSERTS

Available in our print editions.

### LOOSE INSERTS OR ONSERTS

Up to 20g per item.....\$290 (ex GST)  
per 1,000-1,300 circulation inserted. Full print run only. A4 size or roll-fold to DL brochure, no staples. Loose inserts are machine inserted to random pages.

Items above 20g POA: email [kerry@australianjdc.com](mailto:kerry@australianjdc.com)

## PRINT ADVERTISING RATES (ex GST)

Size	1 Issue	3 Issues	6 Issues
Full page	\$2,500	\$2,200	\$1,900
Half page	\$1,400	\$1,100	\$950
Quarter page	\$800	\$650	\$600
Eighth page	\$600	\$500	\$450

### Premium Position, Add:

25% for Inside front cover

30% Outside Back cover

5% Inside Back cover

## PRINT ADVERTISING SPECIFICATIONS

Size (depth x width)	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		

## ADVERTISING DEADLINES 2019 (print & digital)

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 or the first week of the cover date month.

Issue	Booking	Material	Publication date
Aug/Sept 2019	11/06/19	05/07/19	02/08/19
Oct/Nov 2019	05/08/19	30/08/19	27/09/19
Dec/Jan 2020	07/10/19	01/11/19	29/11/19
Feb/Mar 2020	09/12/19	03/01/20	03/02/20
Apr/May 2020	03/02/20	28/02/20	27/03/20
Jun/Jul 2020	06/04/20	01/05/20	29/05/20

## INSERT/ONSERT DELIVERY DEADLINES 2019

Issue	Deadline
Aug/Sept 2019	26/07/19
Oct/Nov 2019	20/09/19
Dec/Jan 2020	22/11/19
Feb/Mar 2020	24/01/20
Apr/May 2020	20/03/20
Jun/Jul 2020	22/05/20

**Email all ad inquiries & artwork to: Kerry Schelks at [kerry@australianjdc.com](mailto:kerry@australianjdc.com)**

## TERMS AND CONDITIONS OF ACCEPTANCE

The *Australian Journal of Dementia Care* is published by Hawker Publications Australia Pty Ltd. In these conditions "Publisher" means Hawker Publications Ltd and "Advertiser" means the party booking space and who is responsible for payment (ie The advertiser or his agent).

- The Publisher reserves the right to refuse, amend, withdraw or otherwise deal with advertisements submitted to him at his absolute discretion and without explanation. All advertisements submitted must comply with the AANA Advertiser Code of Ethics. It is the responsibility of the Advertiser to ensure that his advertisement is legal, decent, honest and truthful.
- The Publisher reserves the right to increase advertisement rates at any time, and is in no circumstances bound to publish future advertisements on accepted or similar terms.
- The Publisher will not be liable for any loss or damage consequential or otherwise occasioned by error, late publication or the failure of an advertisement to appear from any cause whatsoever.
- The Advertiser will indemnify the Publisher against any damage and/or loss or expense which the Publisher may incur as a direct or indirect consequence of the advertiser's announcement.
- The Advertiser must supply copy without application from the publisher. In the event of copy instructions not being received by the copy date the Publisher reserves the right to repeat the copy last used. If no copy is available, the Publisher reserves the right to charge the full rate for the advertisement as booked, even though an advertisement does not appear in the publication.
- The Advertiser must inform the Publisher immediately of any errors in their advertisement. The Publisher accepts no responsibility for errors unless he or his agents have set the advertisement from copy supplied. Any allowance for errors will not be made after the advertisement has previously appeared in the magazine.
- The Advertiser shall be responsible for the insurance of all artwork, colour separated film, computer discs or any form of advertisement material delivered to the Publisher. The Publisher accepts no liability for any loss or damage to such material.
- Cancellation of orders for advertising space must be received 8 clear weeks prior to date of publication. The Publisher reserves the right to refuse any stop-orders, cancellations or transfers unless they are received prior to the cancellation date.
- An advertisement booking is binding regardless of whether it is given verbally or in writing. All advertisement bookings will be acknowledged by the publishers within 28 days of booking.
- Unless otherwise agreed in writing by the Publisher all orders are subject to the above stated conditions.