

# Australian Journal of DementiaCare

For all who work with people with dementia

2022

## Media information

### PURPOSE AND ROLE

The *Australian Journal of Dementia Care* (AJDC) 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 AJDC is published by the University of Wollongong (UOW) and managed by Dementia Training Australia (DTA). The Editorial Team includes Co-Editors **Professor Belinda Goodenough** (Executive Director DTA), **Associate Professor Lyn Phillipson** (Principal Research Fellow, UOW) and **Dr Louisa Smith** (Research Fellow, UOW, Australian Health Services Research Institute), Managing Editor Kerry Schelks and Contributing Editor Catherine Ross. They are supported by the following **Editorial Advisors**:

- **Dr Marita Chisholm**, Researcher and Registered Nurse, Honorary Fellow, Australian Centre for Evidence Based Aged Care, La Trobe University.
- **Mr Dennis Frost**, person living with dementia and dementia advocate; Chair of the Southern Dementia Advisory Group, Kiama, NSW; Dementia Australia Dementia Advisory Committee member.
- **Dr Claire O'Connor**, Research Fellow, HammondCare; Conjoint Lecturer, School of Population Health, UNSW.
- **Professor Lezanne Ooi**, Principal Research Fellow, University of Wollongong and the Illawarra Health and Medical Research Institute.
- **Dr Chris While**, Training Consultant, Dementia Training Australia; Research Fellow, La Trobe University and the Australian Centre for Evidence Based Aged Care.



### TARGETED READERSHIP

The *Australian Journal of Dementia Care* (AJDC) 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 lacked a centralised forum until the advent of the journal, AJDC's reputation as a trusted source of information is 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

## CIRCULATION

The *Australian Journal of Dementia Care (AJDC)* is a quarterly publication, available in print and PDF formats through subscription, distributed in Australia and overseas and at selected events and conferences.

Distribution is 700-1,000 copies per issue. However, the *AJDC* reaches an even larger audience, with our last Readership Survey showing **46% of AJDC subscribers pass their copy to at least 1-2 others; 29% to 3-5 others; 15% to 5-10 others; 7% to more than 10 others, and 3% said 20 or more people look through their copy.**

The majority use *AJDC* for personal education and to share information with their colleagues (96%), and to find dementia care resources/events (94%).

## DIGITAL DISPLAY ADVERTISING

Reach an average of 3,000 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 - \$400; 2 months - \$700; 3 months - \$1,050 (all ex GST)

Size: 750px wide x 180px deep File size: Max 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

Enhance your brand coverage and message with an advertorial feature in our print editions or on our website.

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, the University of Wollongong.

### INSERTS/ONSERTS

Available in our print editions.

#### LOOSE INSERTS OR ONSERTS

Up to 20g per item.....\$290 (ex GST)  
per 1,000 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 :  
[admin@journalofdementiacare.com](mailto:admin@journalofdementiacare.com)

## PRINT ADVERTISING RATES (ex GST)

Size	1 Issue	2 Issues	4 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 2022 (print & digital)

The *Australian Journal of Dementia Care* is published quarterly: Jan/Feb/Mar, Apr/May/June, Jul/Aug/Sept, Oct/Nov/Dec. It is mailed during the first month of the cover date.

Issue	Booking	Material	Publication date
Jan/Feb/Mar 2022	29/10/21	03/12/21	21/01/22
Apr/May/June 2022	28/01/22	11/03/22	13/04/22
Jul/Aug/Sept 2022	29/04/22	10/06/22	11/07/22
Oct/Nov/Dec 2022	29/07/22	09/09/22	10/10/22
Jan/Feb/Mar 2023	28/10/22	02/12/22	20/01/23

## INSERT/ONSERT DELIVERY DEADLINES 2022

Issue	Deadline
Jan/Feb/Mar 2021	14/01/22
Apr/May/June 2021	05/04/22
Jul/Aug/Sept 2021	04/07/22
Oct/Nov/Dec 2021	03/10/22
Jan/Feb/Mar 2023	10/01/23

Email all inquiries & artwork  
to: **Kerry Schelks at**  
[admin@journalofdementiacare.com](mailto:admin@journalofdementiacare.com)

## TERMS AND CONDITIONS OF ACCEPTANCE

The *Australian Journal of Dementia Care* is published by the University of Wollongong and managed by Dementia Training Australia. In these conditions 'Publisher' means the University of Wollongong and 'Advertiser' means the party booking space who is responsible for payment (ie The Advertiser or his/her Agent).

1. 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.
2. 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.
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4. 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.
5. 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.
6. 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.
7. 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.
8. 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.
9. 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.
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