

Australian Journal of DementiaCare

For all who work with people with dementia

2022/23 Advertising Pack



Information for advertisers



Extend your marketing campaign to reach a highly targeted audience within the dementia care sector through the Australian Journal of Dementia Care (AJDC) website and print editions.

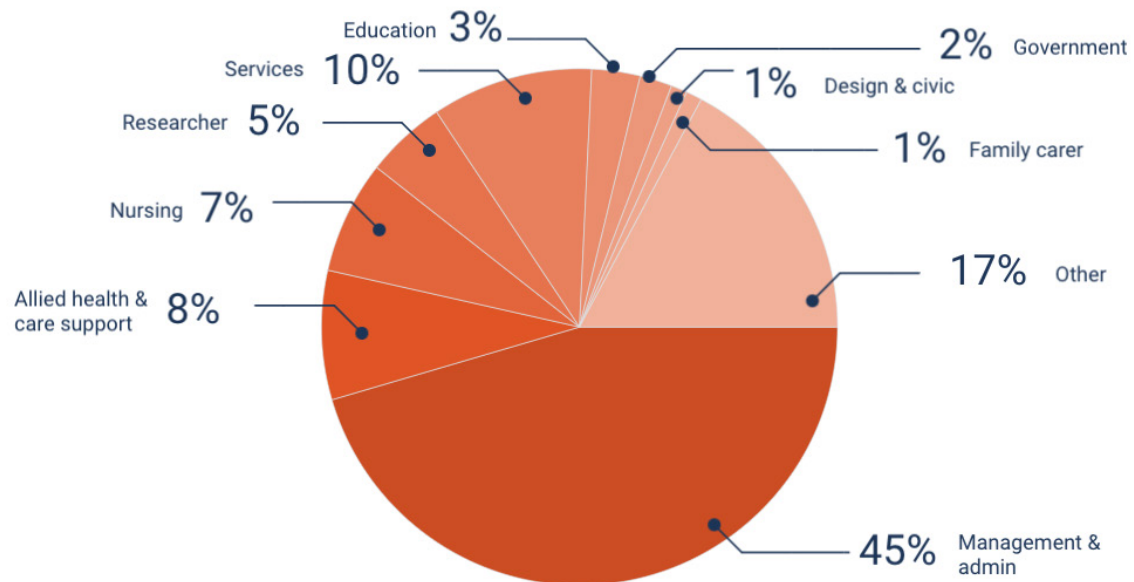
Premium position advertising space is available in each of our quarterly print editions (January, April, July, October) and online, along with print and online advertorial features (Sponsored Content) and print inserts/onserts.

Target readership

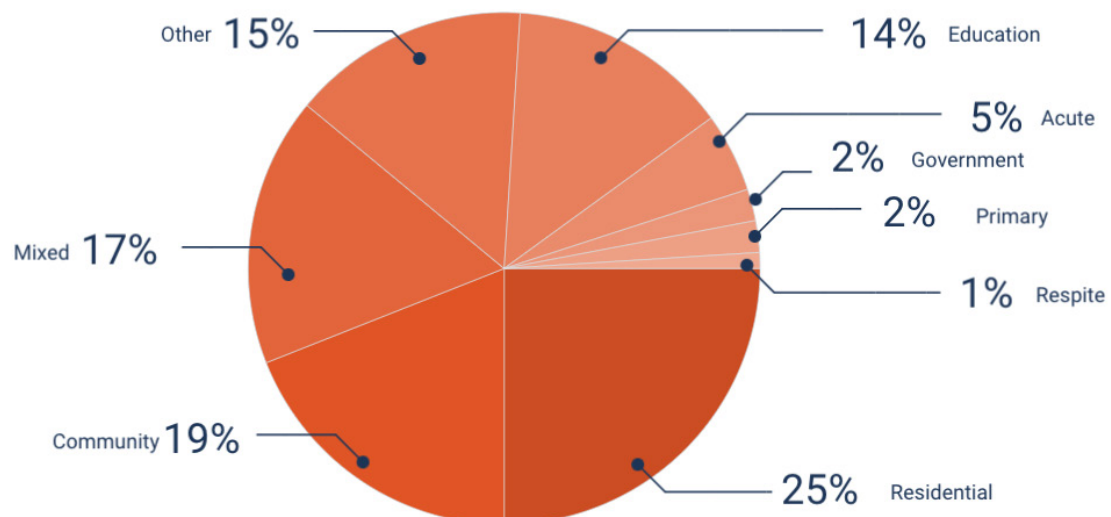
The Australian Journal of Dementia Care (AJDC) is Australia's only dementia-specific publication for all who work with and support people living with dementia. It is targeted directly at decision makers and buyers of products and services related to the care of people living with dementia. AJDC readers include:

- Managers and staff of residential aged care services
- Managers and owners of specialist dementia care homes
- Geriatricians and psychogeriatricians
- Registered and enrolled nurses
- Community health nurses
- Allied health professionals
- Administrators and nursing unit managers in hospitals
- Community-based carers and dementia care organisations
- People with a lived experience of dementia and family carers
- Dementia and aged care researchers
- General practitioners (GPs)
- Psychologists
- Architects

AJDC subscribers by occupation



AJDC subscribers by setting



Distribution

Print and digital

The Australian Journal of Dementia Care (AJDC) is published quarterly in print and digital (interactive PDF) format, with between 700-1,000 copies of each issue distributed in Australia and overseas.

Additional copies are also distributed to delegates at selected dementia and aged care events and conferences around Australia each year.

Our last readership survey* revealed that 46% of AJDC subscribers pass their copy to at least 1-2 other people to read; 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.

* See <https://journalofdementiacare.com/ajdc-readership-survey-your-opinion-counts/>



Online

The AJDC website features a selection of freely available articles, news, resources and events for the dementia care sector, attracting an average of 3,000 highly targeted individual visitors per month. Our online advertising options include leaderboard and skyscraper display adverts and Sponsored Content/advertorial features.



Our website

30,944

Returning users of the AJDC website

39,220

Unique sessions

57,218

Page views

* Google Analytics: January – December 2021

Our social media communities



Facebook

<https://www.facebook.com/AustralianJDC/>



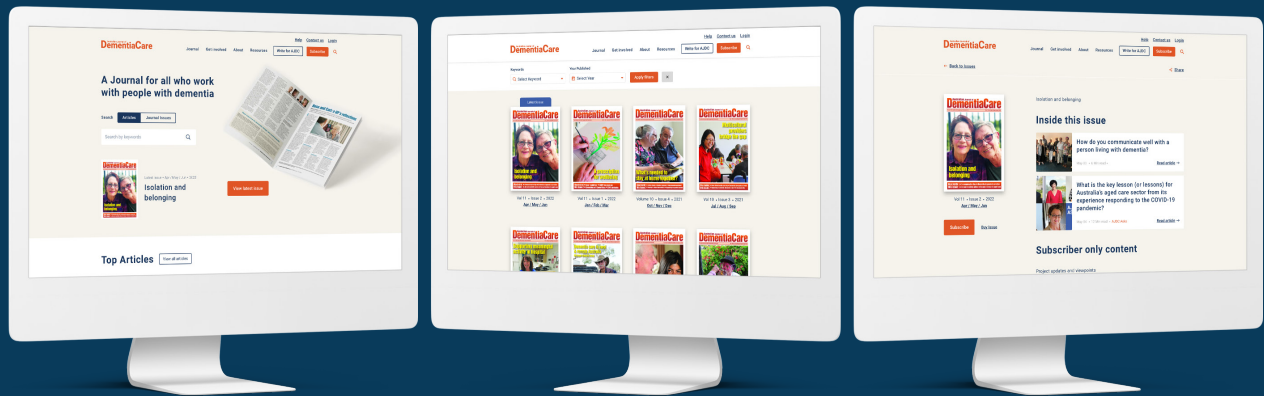
Twitter

<https://twitter.com/AJDementiaCare>



LinkedIn

<https://www.linkedin.com/company/australian-journal-of-dementia-care/>



About the AJDC

The Australian Journal of Dementia Care (AJDC) was established in 2012. It is published by the University of Wollongong (UOW) and managed on behalf of UOW by Dementia Training Australia (DTA).



UNIVERSITY
OF WOLLONGONG
AUSTRALIA



Dementia
Training
Australia

- The AJDC is a key resource for learning about evidence-based dementia care strategies, innovations in practice, training and technology.
- It offers comprehensive coverage of the latest dementia news, research, resources and events.
- Articles are written by dementia care practitioners, researchers, people with a lived experience of dementia and other experts in the field of dementia care from Australia and around the world.

The team

Editorial team

- Professor Belinda Goodenough (UOW), Co-Editor
- Associate Professor Lyn Phillipson (UOW), Co-Editor
- Dr Louisa Smith (Deakin University), Co-Editor
- Keryn Curtis, Contributing Editor
- Catherine Ross, Contributing Editor

Editorial advisors

- Dr Marita Chisholm: Researcher and Registered Nurse; Honorary Research Fellow, the 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
- Ms Lynda Henderson: carer for a person living with dementia; member of the Southern Dementia Advisory Group
- Dr Claudia Meyer: Research Fellow, Bolton Clarke Research Institute, Melbourne; Board Director, Australian Association of Gerontology
- Dr Claire O'Connor: occupational therapist; 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: Clinical Nurse Consultant Aged Mental Health, St Vincent's Hospital, Melbourne; Honorary Research Fellow, Australian Centre for Evidence Based Aged Care, La Trobe University



Advertising rates and specifications

Print display 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
Inside cover	+ 25%	+ 25%	+ 25%
Back cover	+ 30%	+ 30%	+ 30%
Inside back cover	+ 5%	+ 5%	+ 5%



Print display advertising dimensions and specifications

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		

Insert / onsert rates (print) (ex GST)

Specifications

Loose inserts or onserts up to 20g per item per 1,000 circulation. 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 and concertina / Z-fold and / or manual insertion between specified pages.

Cost

\$290

POA*

*Email Advertising at admin@journalofdementiacare.com for a quote. Insert / onsert material is subject to approval by the publisher.



Digital display advertising rates (ex GST)

Leaderboard banner	\$800 per month
Skyscraper	\$600 per month

Specifications

Leaderboard banner (horizontal) (seen on home page): 728 wide x 90 deep (px)

Skyscraper (vertical) (seen on Articles / Resources pages): 160 wide x 600 deep (px)

Please supply digital artwork in JPEG / PNG format with maximum file size of 1MB.

Skyscraper
160px wide X 600px deep

Leaderboard banner
728px wide X 90px deep

Sponsored content (advertorial) advertising rates (ex GST)

Content type	Cost	Content limits
Full page advertorial on page 2 of 1 x print edition	\$4,500	700-800 words + 1 image + 1 logo
Home page advertorial on the AJDC website for one month	\$1,000	800-1000 words + 1 image + 1 logo

All advertorial content is subject to approval by the publisher, the University of Wollongong.

Advertising deadlines and publication dates (print and digital)

Edition	Booking	Material	Insert / onsert	Published
Oct/Nov/Dec 2022	29.07.22	09.09.22	03.10.22	10.10.22
Jan/Feb/Mar 2023	28.10.22	02.12.22	10.01.23	23.01.23
Apr/May/Jun 2023	27.01.23	17.03.23	11.04.23	18.04.23
Jul/Aug/Sept 2023	28.04.23	09.06.23	04.07.23	11.07.23

Start advertising with AJDC today

Submit your booking form or inquire

To submit your advertising booking form (journalofdementiacare.com.au/advertising-with-ajdc/) or contact us to inquire about advertising opportunities, email Advertising at admin@journalofdementiacare.com

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