

# Australian Journal of DementiaCare

For all who work with people with dementia



## 2024/25 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) digital and print editions.

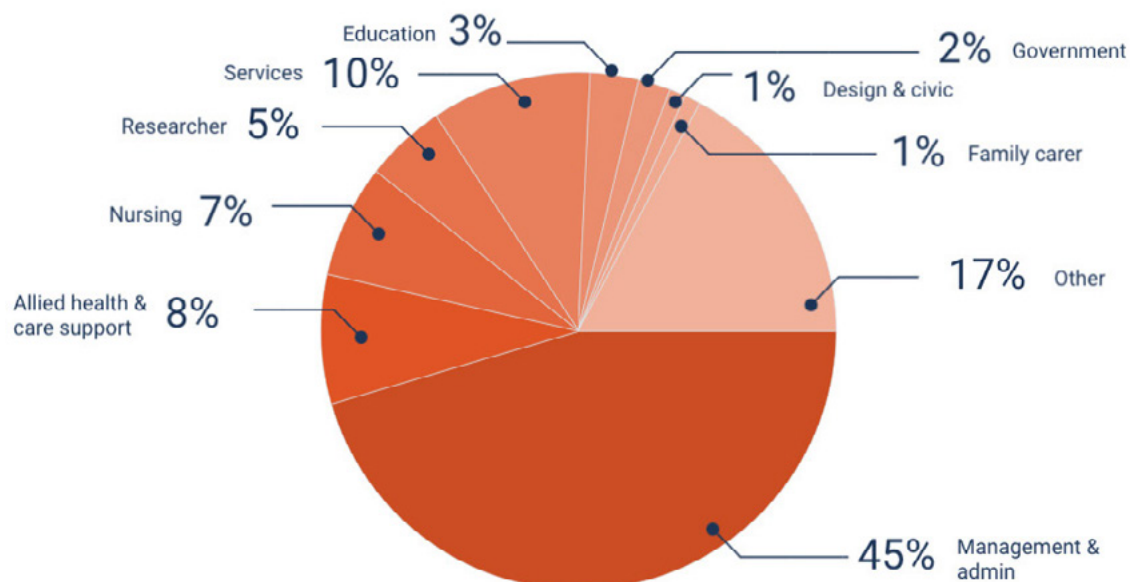
Premium position advertising space is available in each of our quarterly print and digital editions (January, April, July, October).

## Target readership

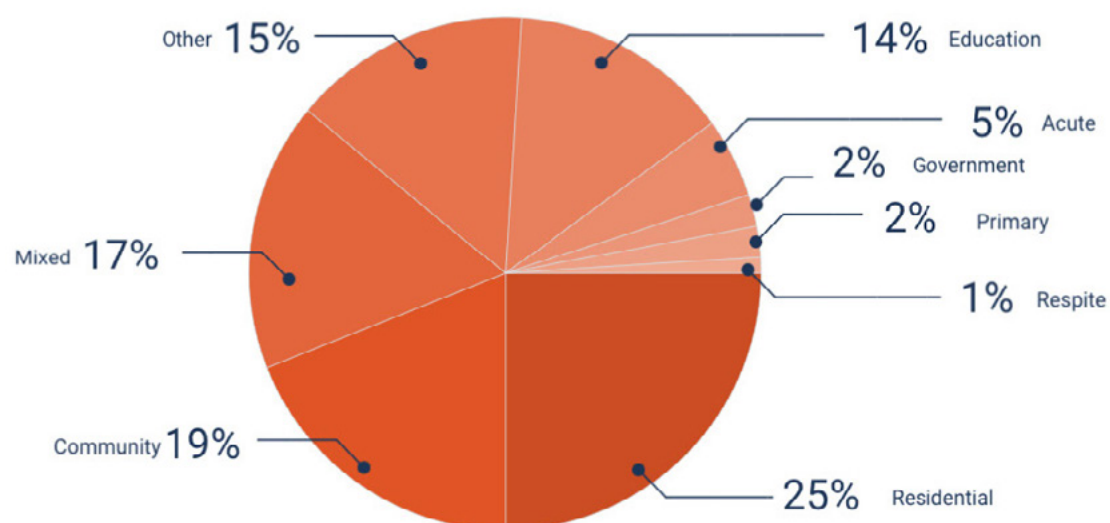
The Australian Journal of Dementia Care (AJDC) is Australia's only dementia-specific publication for all who work with and support people living with dementia. It is targeted directly at decision makers and buyers of products and services related to the care of people living with dementia. AJDC readers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



**Facebook**

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



**Twitter X**

<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.





# Advertising rates and specifications

## Print display advertising rates (ex GST)

Size	1 issue	2 issues	4 issues
Full page (FP)	\$1,000	\$1,800	\$3,200
FP inside backcover	\$1,050	\$1,890	\$3,360
Half page	\$800	\$1,400	\$2,400
Strip ad	\$250	\$350	\$500
Double-strip ad	\$525	\$735	\$1,050



# Advertising rates and specifications

## Print display advertising dimensions and specifications

Size	Type area (mm)	Trim (mm)	Bleed (mm)
Full page	210w x 297h	210w x 297h	213w x 303h
Half page horizontal	182w x 131h	210w x 149h	213w x 152h
Strip ad horizontal	182w x 85h	210w x 103h	213w x 106h

Please provide artwork as high-res PDF (300dpi, CMYK)

## Advertising deadlines and publication dates

Edition	Booking	Published
Jan/Feb/Mar 2024	1st Friday of Nov	1st week of the month
Apr/May/June 2024	1st Friday of Feb	
Jul/Aug/Sept 2024	1st Friday of May	
Oct/Nov/Dec 2024	1st Friday of Aug	

# Start advertising with AJDC today

To submit a booking or make  
an enquiry, please email:

**[admin@journalofdementiacare.com](mailto:admin@journalofdementiacare.com)**

Australian Journal of  
**DementiaCare**

For all who work with people with dementia



# Advertising Booking Confirmation Form

To confirm your booking with the **Australian Journal of Dementia Care**, please fill out the form below and email the completed & signed form to **admin@journalofdementiacare.com**

Enquiries to: Managing Editor, Australian Journal of Dementia Care **admin@journalofdementiacare.com**

## 1. Campaign name:

## 2. Print display advertising in the AJDC

Edition	Year	Size	Premium position	Rate (ex GST) <i>AJDC Admin to complete</i>

## 3. Invoice details: Payment terms are 30 days from the date of the invoice

Company name:

ABN:

Postal address:

Contact name:

Job title:

Contact email:

Phone:

## 4. Booking authorisation

Name:

Signed:

Date:

In signing this booking form you acknowledge you have read and accept the terms and conditions attached to this booking form.

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12. The Publisher reserves the right to increase Advertisement rates at any time.
13. If the Advertisements are ultimately not published because of the Advertiser's failure to deliver the copy by the Advertising material deadline, the Advertiser will still be liable for payment for the Advertisements.
14. Cancellation of orders for Advertisements 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.
15. 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.
16. The Advertiser agrees to take all reasonable precautions to prevent any unauthorised use, disclosure, publication or

## TERMS AND CONDITIONS OF ACCEPTANCE (TERMS) continued

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23. You agree to store and use all personal information which we may provide to you in accordance with the requirements of the Privacy Act 1988 (Cth) and equivalent State legislation.
24. These Terms are governed by the laws of New South Wales and each party submits to the jurisdiction of that State.