

# Media Kit

## 2023/2024



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# About the New Zealand Medical Journal

The New Zealand Medical Journal (NZMJ) is the principal scientific journal for the medical profession in New Zealand. The Journal has become a fundamental resource for providing research and written pieces from the health and medical industry.

NZMJ's first edition was published in 1887, marking the beginning of a rich 136-year history. It was a key asset of the New Zealand Medical Association (NZMA) up until July 2022.

It is now owned by the [Pasifika Medical Association Group \(PMAG\)](#).

The PMAG was formed in 1996 by a group of Pasifika health professionals who identified a need for an association with the purpose of “providing opportunities to enable Pasifika peoples to reach their aspirations”.

The PMAG will continue to build on the pioneering legacy of the NZMJ and enable its ongoing contribution and support of the New Zealand medical industry.

## NZMJ Website

The online NZMJ is New Zealand's leading scientific journal for medical practitioners. Established in 1887, the NZMJ is published 20 times a year and has been online only since mid-2002. The NZMJ is available at [nzmj.org.nz](http://nzmj.org.nz).

NZMJ's website recently had a full upgrade, refreshing the interface as well as the look and feel. This allows for flexible, dynamic advertising options, that integrate seamlessly within the user experience.

The NZMJ attracts a wide range of notable contributors on a variety of interesting and noteworthy topics, and has wide media coverage. The NZMJ carries banners for advertising both as a header and in the footer of the site, and is a premier source of medical recruitment advertisements in New Zealand. In a typical month, the NZMJ website will receive more than 40,000 visitors, and approximately 100,000 page views.

## Editor-in-Chief

The Editor-in-Chief for NZMJ is Professor Frank Frizelle, Colorectal Surgeon and Professor at the University of Otago., New Zealand.

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# Advertising Rates

All rates are \$NZ and exclude GST.

	Rate Per Month		Rate Per Month
Leaderboard Banner 970x250px	\$800	Vacancies (Listed on Vacancies page)	\$400
Footer Banner 970x250px	\$800		

## General Advertising Conditions

- All prices quoted are in NZD, and are exclusive of GST.
- Existing advertising contracts will be honoured for a 12-month period from the signing of the contract, should advertising rates increase in the meantime.
- The publisher reserves the right to refuse or omit advertising which the publisher believes is unsuitable for publication.
- Cancellation cannot be effected after 5pm on the advertising deadline date, and must be advised in writing.
- All advertising material is to be delivered to the advertising manager without expense to the publisher.
- In the event of material not being submitted by the date for copy, all expenses incurred endeavouring to secure the material will be payable to the publisher as an additional cost.

## Vacancies

Advertisements will be placed for one month and can be placed at any time, or can coincide with an issue of the NZMJ (see page 5 for schedule).

Recruitment advertisements may list a number of specific positions in one advertisement.

Accepted formats:

- Word documents
- Text files
- JPEG/GIF graphics

Advertising agency commission applicable.

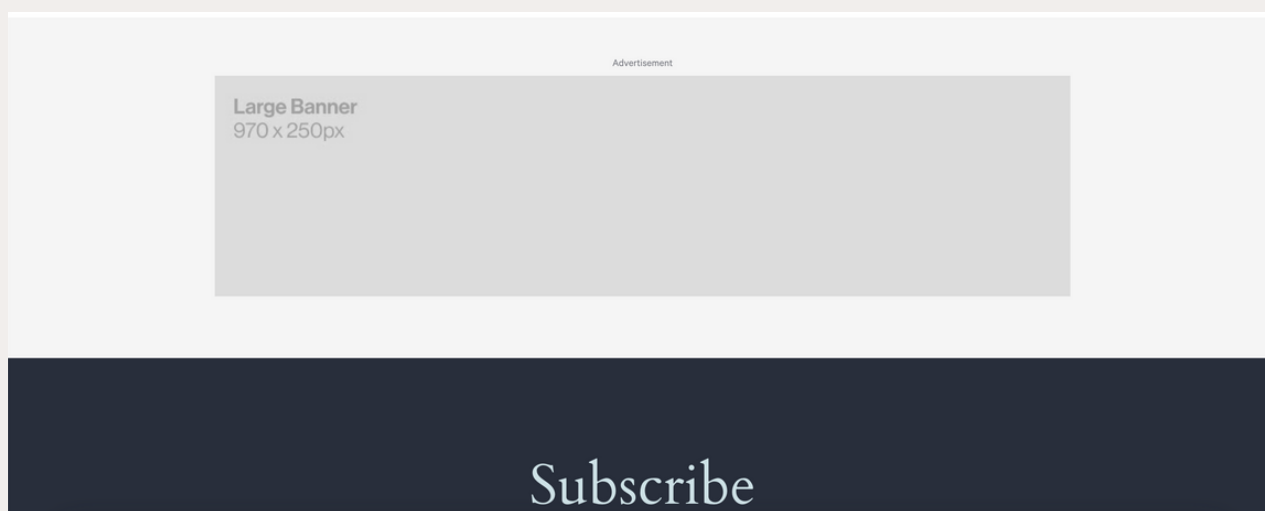
Material required two days before publication.

# Advertising Specs

## Digital Leaderboard Banner - 970 x 250px | \$800 per month



## Digital Footer Banner - 970 x 250px | \$800 per month



NZMJ banners currently have approximately 30,000 impressions per week. No more than two different banners are on the site concurrently. Advertisements run for four weeks from placement date.

### Accepted formats:

- JPEG/PNG/PDF
- RGB
- Fonts converted to outlines
- Include http reference

# 2024 Production Schedule

Please note these are proposed dates for 2024 and may change:

- 19 January
- 2 February
- 23 February
- 8 March
- 22 March
- 12 April
- 3 May
- 17 May
- 7 June
- 21 June
- 5 July
- 19 July
- 2 August
- 23 August
- 6 September
- 27 September
- 18 October
- 8 November
- 29 November

## Contact Us

If you wish to book an advertisement, or find out more information, please contact:

[nzmj@pmagroup.co.nz](mailto:nzmj@pmagroup.co.nz)  
+64 9 250 5761

For any media enquiries or requests, please contact:

[communications@pmagroup.co.nz](mailto:communications@pmagroup.co.nz)  
+64 9 250 5761