



HEALTH ANNALS

RATE CARD

Health Annals will be published in
OCTOBER 2009

DISTRIBUTION & availability

CIRCULATION:

Hasa distributes 6 000 copies of the annual journal directly to a target market of the healthcare industry. The book gets delivered directly at home and/or workplace. A few are made available to medical wards and coffee shops and lounges of private hospitals, surgeries and clinics.

ABSOLUTE READERS

Professional:

CEO's of private and public hospitals and medical supply companies.

Medical doctors, matrons and specialists.

PR persons and other communicators in the private healthcare field.

Highly qualified decision makers, researchers, policy makers and the media and other high earners charged with decision making.

Medical schemes administrators, nursing services managers and key

personnel in the Departments of Health charged with power to purchase medical equipment.
Readership uses new technology and medical products to keep up to date with medical innovation.

Personal:

Travel regularly for both pleasure and business.

More than 90% own a car

About 70% own a second car

A quarter will buy a new car in 2009.

They dine out at least twice a week for both pleasure and business.

EDITORIAL CONTENT

HEALTH ANNALS is the official publication of the Hospital Association of South Africa providing in-depth and up-to-date information on the private hospital industry in South Africa. This publication has become the standard reference tool for information on private hospitals in South Africa. Advertisements do not date easily as the publication is used on a continuous basis.

Content is research-driven and regards developments in the healthcare sector. Focus is on the quality and accuracy. The content mainly covers issues in nursing, funding, research, quality and standards, health economics, medical tourism. Contributions come from health experts across the industry.

ADVERTISING RATES (EXCLUDING VAT and ANY Agency Commission)

Full-colour advertisements:

A5 (half page, bottom)	R 8 600
A4 (full page)	R12 400
A3 (double-page spread)	R18 500

Premium Positions:

Inside front cover, A4	R17 900
Inside back cover, A4	R17 400
Contents section, A4	R15 200
Outside back cover, A4	R23 100

Smaller sizes:

Third of a page

Bottom horizontal (trim size 180mm X 83mm) – **R5 700**

Vertical (trim size 58mm X 257) – **R 5 700**

Type area 5mm all round, bleed +3mm except left side of ad

Quarter page bottom (trim size 88mm X 257mm) – **R3 700**

Type area - 5mm all round, bleed +3mm except top of ad

TECHNICAL SPECIFICATIONS

Advertisement material must be supplied on disc as **high resolution “EPS”** or **high resolution “PDF”** files or as **“Open Files”** (Mac or PC) with all fonts and links included. Preferably supply all three options to eliminate any problems that may occur with files.

Matchprints / chromalins are required to ensure colour accuracy.

Full page (portrait): A4: type area –5mm all round, bleed +3mm all round; ie

Trim size: 297mm x 210mm

Type area: 287mm x 200mm

Bleed size: 303mm x 216mm

Double page spread (landscape): A3: type area –5mm all round, bleed +3mm all round; ie

Trim size: 420mm x 297mm

Type area: 410mm x 287mm

Bleed size: 426mm x 303mm

Half page (landscape ONLY, bottom of A4 page): A5 : type area –5mm all round, bleed +3mm except top of ad; ie

Trim size: 148mm x 210mm

Type area: 138mm x 200mm

Bleed size: 154mm x 213 mm (+3mm left, +3mm right, +3mm bottom)

TERMS AND CONDITIONS

DEADLINES

To book advertising space sign and FAX the contract (attached) to +27 11 478 0410 OR TO Lindie.moss@hasanet.co.za before 31 July 2009.

Clearly marked ads and advertorials must reach us before 29 August 2009. This deadline includes advertorials. Payment is due within 30 days from date of invoice (see attached contract).

SPECIAL CONSIDERATION

All our rates come with free advertorial space equal to the size of the ad taken. The advertorial must have a healthcare feel to appeal to our audience.

PLEASE SEND MATERIAL IN TIME.

More details available from Lindie Moss at:

Tel: +27 11 478 0156 – 9; Fax: +27 11 478 0410; Email:

contact@hasa.co.za or lindie.moss@hasanet.co.za