

PS
POST SCRIPT

Natural
**Health
& Beauty**

MEDIA

KIT 09



The professional magazine for pharmacy assistants

A UNIQUE EDITORIAL ENVIRONMENT—JUST FOR PHARMACY ASSISTANTS

Now incorporating
Natural
Health
& Beauty

INFORMING AND INFLUENCING BEHAVIOUR

For more than 30 years, **Post Script** has been the first choice of pharmacy assistants for information and advice to help them in their roles at the frontline of community healthcare. No other pharmacy publication has the same authority and influence when it comes to community health and beauty issues and specialist product knowledge.

- **87% of pharmacy assistants prefer PS over any other pharmacy publication.**
- **81% of pharmacy assistants say that information they have read in PS has influenced them to change their advice or recommendations to customers in the last six months.**
- **34% of pharmacy assistants say that information they have read in PS has influenced them to change advice or recommendations to customers in the last month.**

NATIONAL DISTRIBUTION

Distributed to pharmacy assistants in virtually every community pharmacy in Australia, every issue of PS includes health and beauty features on a range of topics, each focusing on the latest trends and advances relevant to pharmacy and its customers.

The unique editorial platform provides a broad-ranging platform for advertisers to showcase their products and services.

HEALTH

Special health focus: a detailed look at a different major health condition every issue.

Feature articles: the latest issues and advice on a range of common health conditions, including symptoms and appropriate treatments.

Health expert: current research from Dr Norman Swan, ABC radio presenter.

BEAUTY

Feature articles: from makeup to fragrance, hair care to nail care, the latest beauty trends and advice to help pharmacy assistants offer customers the look they're after.

Skin care: recent innovations in products to help customers protect and care for their skin.

Fragrance: the latest fashions and products in fragrance every issue.

PRODUCT INFORMATION

Front of shop: a showcase of new cosmetics, fragrance, skin care, hair, personal care, and over-the-counter products.

Kids' korner: new products for babies and children, plus information on child-related health issues.

Healthy body: promoting health and wellness through different life stages.

EDUCATION

Pharmacy self care: John Bell discusses a different health topic in each issue, with specific advice for pharmacy assistants.

Your career: from professional development to staff management, retailing and security, the latest updates on issues that affect pharmacy assistants in their everyday work and throughout their careers.

LIFESTYLE

Just for you: from practical issues like buying a mobile phone or finding child care, to topics such as work/life balance, travel stories, reviews and recipes and tips on nutrition, this section looks at life away from the pharmacy.



A BI-MONTHLY SUPPLEMENT TO POST SCRIPT

QUALITY NATURAL HEALTH AND BEAUTY INFORMATION FOR PHARMACY ASSISTANTS

Conventional and complementary health and beauty treatments are the opposite sides of the same coin. And community pharmacies are a major and growing retail outlet for natural medicines and beauty products.

So it's appropriate that every second issue of Post Script will be complemented by Natural Health & Beauty, as a "flipped", bi-monthly supplement with its own front cover on the opposite side of the magazine.

Natural Health & Beauty is an informative and entertaining mix of articles, competitions and updates on common health, wellness and lifestyle issues written especially for pharmacy assistants.

NH&B is written by industry specialists and

focuses solely on natural health and beauty products—making it a powerfully credible environment for advertisers and an ideal platform for getting your message to consumers who place great trust in the advice they receive from pharmacy staff.

PREMIUM POSITIONS

POST SCRIPT

| | |
|--|----------------------|
| Outside front cover plus DPS cover advertorial | \$15,500 |
| Outside and inside front cover plus gatefold plus DPS cover advertorial | \$22,260 |
| Inside front cover | \$6,110 |
| Inside front cover spread | \$9,765 |
| DPS on pages 2 and 3, after inside front cover spread | client rate plus 25% |
| Outside back cover (limited availability) | \$5,765 |
| Outside and inside back cover plus gatefold (4pp) (limited availability) | \$11,760 |

PREMIUM POSITIONS:

NATURAL HEALTH & BEAUTY

Natural Health & Beauty is published as a bi-monthly supplement to PS. Every second month, Natural Health & Beauty will be published on the back of PS, but as a flip, with its own front cover—providing premium positions for maximum exposure of your natural health and beauty product.

| | |
|--|----------|
| Outside front cover plus DPS cover advertorial | \$11,600 |
| Outside and inside front cover plus gatefold | \$11,760 |
| Inside front cover | \$5,600 |
| Inside front cover spread | \$9,115 |

Front cover designs must be approved by the editor and comply with conditions specified on the Cover Commitment Guidelines.

FOR MAXIMUM IMPACT

Ask us how we can tailor a special format to suit your needs and gain maximum impact for your promotion using gatefolds, die cuts and barn door folds.

FREQUENCY OF PUBLICATION

| | Casual | 3x | 6x | 12x | 18x | 24x | 36x |
|----------------------------|--------|-------|-------|-------|-------|-------|-------|
| Full Page | 4,810 | 4,735 | 4,665 | 4,520 | 4,380 | 4,230 | 4,080 |
| Double Page Spread | 7,810 | 7,690 | 7,575 | 7,340 | 7,110 | 6,870 | 6,630 |
| Junior Page (formerly 2/3) | 3,845 | 3,785 | 3,730 | 3,610 | 3,500 | 3,380 | 3,260 |
| Junior Page Spread | 6,250 | 6,155 | 6,060 | 5,870 | 5,690 | 5,500 | 5,310 |
| Half Page | 3,000 | 2,955 | 2,910 | 2,820 | 2,730 | 2,640 | 2,550 |
| Half Page Spread | 4,885 | 4,810 | 4,735 | 4,590 | 4,450 | 4,300 | 4,150 |
| Third Page | 2,130 | 2,100 | 2,065 | 2,000 | 1,940 | 1,875 | 1,810 |
| Third Page Spread | 3,465 | 3,415 | 3,355 | 3,250 | 3,150 | 3,045 | 2,935 |
| Banner | 1,875 | 1,850 | 1,820 | 1,760 | 1,700 | 1,650 | 1,595 |
| One Sixth | 1,635 | 1,610 | 1,585 | 1,535 | 1,485 | 1,440 | 1,390 |

▲ GST of 10% will be added to all invoices. Agency commission 10%.

INSERTS

| | 2-page | 4-page | 6-page | 8-page | 16-page |
|------------------|---------|---------|---------|---------|----------|
| Mechanical Loose | \$3,680 | \$5,150 | \$7,050 | \$8,090 | \$9,280 |
| Mechanical Fixed | \$5,150 | \$6,190 | \$8,470 | \$9,810 | \$11,130 |

▲ Deduct 20% for partial distribution

Loose Onserts: are placed outside the publication under the address sheet.

Fixed Inserts: Specifications and paper stock available on request.

The above prices apply to mechanical onserts and inserts only. Separate quotes will be provided for hand inserts, tip ons, etc. A template is available for all bound in inserts.

Following approval by APPco of paper stock, copy and layout, advertisers should produce, supply and deliver 11,000 inserts direct to our mailing house by the specified insert delivery deadline. Ten sample copies are to be sent to the APPCo Sydney office.

ADVERTORIALS

You write the copy, we do the rest! Advertorials provide an opportunity for clients to provide their own copy for company/product news that does not fit into the confines of a standard advertisement. APPco will design the advertorial and provide finished artwork for approval by the client.

| | | |
|-----|----------------------------|--|
| DPS | 900 words plus four images | Client rate plus 15% |
| | | <i>PS provides design, layout and prepress only.</i> |
| FP | 450 words plus two images | Client rate plus 15% |
| | | <i>PS provides design, layout and prepress only.</i> |

FRONT OF SHOP / NEW PRODUCTS

| | |
|-------------------------------|--|
| Up to 70 words plus pack shot | \$1,040 |
| | <i>PS retains control of copy and layout</i> |

ADDRESS COVERSHEET

| | |
|---|--|
| Prominent advertising on the carrier sheet creates strong impact and can be followed through with advertising or special promotion within PS. | |
| Four colour | \$3,300 |
| | <i>Discount available on multiple issues</i> |

GUARANTEED POSITIONS

| | |
|---|----------------------|
| First quarter placement | Client rate plus 20% |
| All guaranteed positions (such as consecutive placements) | Client rate plus 10% |



2009 FEATURE LIST



2009 FEATURE LIST

| Issue | POST SCRIPT | | | | | | NATURAL HEALTH & BEAUTY (BI-MONTHLY SUPPLEMENT) | | | | | DEADLINES | | | |
|---------------------|---|-----------------------|-------------------|---------------------|-----------------------------|-----------------------------|---|------------------------------------|---|---------------------------------|----------------------------------|------------------|-------------------|-----------------|------------|
| | Special Health Focus | Category Management | Healthy Body | Kids' Korner | Beauty | Skin Care | Wellness | Category management | In Profile | Beauty | Baby care | Booking deadline | Material deadline | Insert delivery | Mailed |
| Jan/ Feb | Tummy troubles | Weight loss | Liver (detox) | Back-to-school nits | New year beauty resolutions | Moisturisers with sunscreen | Tummy troubles | Vitamins, minerals and supplements | Greens (chlorella, wheatgrass, spirulina etc) | Shampoos and conditioners | Breastfeeding and infant formula | Mon 24 Nov | Mon 15 Dec | Mon 12 Jan | Mon 19 Jan |
| | HOT TOPIC: Education—Natural Healthcare Colleges Special | | | | | | | | | | | | | | |
| Mar | Women's health | Mother and Baby | Mouth/Teeth | Children's pain | Autumn make-up trends | Fighting wrinkles (eyes) | Women's health | Natural/mineral make-up | Fish oils; Krill oil | Natural cosmetics | Nappy care | Mon 2 Feb | Mon 9 Feb | Wed 18 Feb | Mon 2 Mar |
| Apr | Pain | Wound care | Muscles | Safety accessories | Hair care | Exfoliation | | | | | | Mon 2 Mar | Mon 9 Mar | Wed 18 Mar | Mon 30 Mar |
| May | Colds and flu | Pain | Ears | Breast or bottle | Winter make-up trends | Anti-ageing (serums) | Winter medicine | Cough and cold | Vitamin C | Dry skin (body) | Parents "going green" | Mon 30 Mar | Mon 6 Apr | Wed 22 Apr | Mon 4 May |
| Jun | Winter medicine | Coughs, colds and flu | Sinus | Fever | Manicure/Nails | Winter body care | | | | | | Mon 4 May | Mon 11 May | Wed 20 May | Mon 1 Jun |
| Jul | Men's health | Ear, nose throat | Prostate | New dads | Men's grooming | Man care | Men's health | Natural skincare | Echinacea | Natural/Organic skincare (face) | Infant massage | Mon 1 Jun | Mon 8 Jun | Wed 17 Jun | Mon 29 Jun |
| Aug | Diabetes | Allergy | Bones | Worms | Fragrance | Cosmeceuticals | | | | | | Mon 6 Jul | Mon 13 Jul | Wed 22 Jul | Mon 3 Aug |
| | PLUS Michael Edwards Cosmetic and Fragrance Survey 08/09 Results | | | | | | | | | | | | | | |
| Sep | Allergies | Hair | Eyes | Teething | Spring make-up trends | Skin allergies/conditions | Allergies | Mother and baby | Olive leaf | Mineral make-up | Cradle cap | Mon 3 Aug | Mon 10 Aug | Wed 19 Aug | Mon 31 Aug |
| Oct | Asthma | Eye care | Foot care | Baby's skin | Bronzing and self-tan | Teenage skin/Acne | | | | | | Mon 31 Aug | Mon 7 Sep | Wed 16 Sep | Mon 28 Sep |
| Nov | Sun protection | Smoking cessation | Hands (Arthritis) | Dehydration | Summer make-up trends | Sensitive skin | Sun protection | Stomach health | B-group vitamins | Summer beauty | Pre-conception and pregnancy | Mon 5 Oct | Mon 12 Oct | Wed 21 Oct | Mon 2 Nov |
| Dec | Quit smoking | Sun care | Lungs | 0-12 months | Travel beauty | Sunscreens | | | | | | Mon 2 Nov | Mon 9 Nov | Wed 18 Nov | Mon 30 Nov |

- Competitions
- Training Modules
- OTC Health
- Product of the Month
- Beauty Product of the Month
- Company Profile
- Frequently asked Questions

A range of tailored promotional platforms to highlight your product or service, as well as our regular advertising formats—and we can help you write and design your single or double-page spread.

We can write the copy to accompany your images, and design and provide finished artwork for your approval.

COMPETITIONS AND TRAINING

A unique opportunity to interact with pharmacy assistants and gauge the effectiveness of your promotion via reader response rates.

PRODUCT OF THE MONTH

To ensure the exclusive nature of this promotion, only one Product of the Month advertorial each in the OTC Health and Beauty categories will be included in each issue. Provide readers with detailed information on your new health or beauty product!

FREQUENTLY ASKED QUESTIONS

This format provides the opportunity to raise and answer questions relevant to a health condition, OTC or complementary medicine, or beauty issue, and how your product or service can aid treatment. Only one FAQ per issue.

COMPANY PROFILE

Inform pharmacy assistants about the latest developments or the history of your company. Only one company profile per issue.

SPECIAL PROMOTION RATES

| | | |
|-----|----------------------------|----------------------|
| DPS | 900 words plus four images | Client rate plus 35% |
| FP | 450 words plus two images | Client rate plus 35% |

Additional costs

- An administration fee equivalent to \$500 will be applied to reader response promotions only when readers are asked to fax or mail their responses to APPco, rather than to the advertiser directly.
- Any postage charges incurred will be passed on to the client.
- Sourcing and fulfilment of prizes, competition licences and ASMI or CHC approval numbers is the responsibility of the client.

APPROVAL OF ADVERTISEMENTS

Therapeutic Goods Regulations require approval for all advertisements for therapeutic products published in Post Script and Natural Health & Beauty. Obtaining an approval number is the responsibility of the advertiser.

- For non-prescription therapeutic goods (excluding complementary healthcare products and devices), an ASMI approval number is required. Contact (02) 9955 7205 or www.asmi.com.au/advertising.htm
- For complementary healthcare products, a CHC approval number is required. Contact (02) 9548 6868 or www.chc.org.au

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CIRCULATION



11,073

CAB, September 2008

FREQUENCY

11 times per year
(Jan/Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec)

DISTRIBUTION

Free of charge controlled distribution to community pharmacies throughout Australia

| Distribution by state | |
|-----------------------|------------|
| NSW/ACT | 38% |
| Victoria | 23% |
| Queensland | 19% |
| WA | 9% |
| SA/NT/Tas | 11% |

KEY FACTS

ABOUT OUR READERS

There are an estimated 35,000 pharmacy assistants employed in community pharmacies throughout Australia, many of whom regularly read **PS**.

| Gender | |
|----------------|-----|
| Female | 98% |
| Male | 2% |
| Age | |
| Up to 24 years | 34% |
| 25 to 34 years | 31% |
| 35 to 44 | 18% |
| 45 to 54 | 15% |
| +55 | 2% |



Australian Pharmaceutical Publishing Company

Owned by Australian pharmacists through their membership of Pharmaceutical Defence Ltd

Level 5, 8 Thomas Street,
Chatswood, NSW 2067

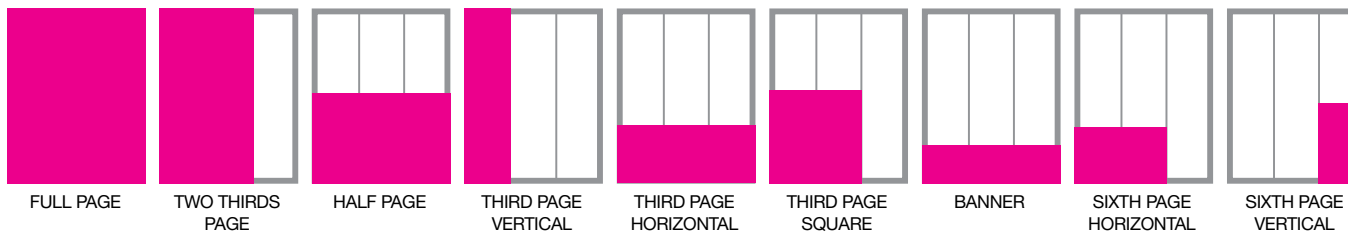
T: (02) 8117 9500 F (02) 8117 9511
www.appco.com.au



Mechanical specifications

PAGE SPECIFICATION (HEIGHT X WIDTH)

| SIZE | TYPE AREA | TRIM SIZE | BLEED AREA |
|-----------------------|---------------|---------------|---------------|
| Full page | 250mm x 186mm | 270mm x 206mm | 280mm x 216mm |
| Double page spread | 250mm x 392mm | 270mm x 412mm | 280mm x 422mm |
| Two thirds page | 250mm x 110mm | 270mm x 130mm | 280mm x 140mm |
| Half page | 113mm x 186mm | 133mm x 206mm | 143mm x 216mm |
| Third page vertical | 260mm x 61mm | 270mm x 71mm | 280mm x 81mm |
| Third page horizontal | 80mm x 186mm | 90mm x 206mm | 100mm x 216mm |
| Third page square | 120mm x 120mm | 130mm x 130mm | 140mm x 140mm |
| Banner | 45mm x 186mm | 55mm x 206mm | 65mm x 216mm |
| Sixth page horizontal | 77mm x 120mm | 87mm x 130mm | 97mm x 140mm |
| Sixth page vertical | 122mm x 60mm | 132mm x 70mm | 142mm x 80mm |



- All live copy must be kept within the type area; this includes all text, image, keylines and keycodes.
- As **PS** is perfect bound, clearance space in the spine for all spreads should be a minimum of 6mm due to this space being optically lost in the spine of the magazine and therefore must be in addition to any word or letter space already present.
- As **PS** is perfect bound, any critical cross over spreads should be double image across the gutter. Double image allowance is 3mm each side of the centre which is to be included within the trim not additional to the trim size ie the spread will carry 6mm common image through the centre of the spread.

SUPPLY METHOD:

We prefer to receive advertising material via

Quickcut www.quickcut.com.au

WebSend www.websend.com.au

FILE FORMATS:

High resolution CYMK PDF files must be supplied with trapping, fonts, trim marks, bleeds and graphics embedded into the document. If technical information is required, please consult www.3dap.com.au/ for guidance.

PROOFS:

All material must include a colour proof at actual size so that we know what you expect to see on the page. You can mail the proof to the address above.

GRAPHICS/IMAGES:

Production is PC-based. We support: Illustrator (must be saved as EPS (8-bit preview) format and all type outlined) and Photoshop files in EPS (binary encoded, 8-bit preview) and TIFF formats. We require high resolution scans—300dpi at 100% scaling. Screen ruling: 133 lpi. Colours: CMYK. All discs are to be clearly labelled and burned as PC compatible. Pictures embedded in Word or Excel files are not acceptable.

ALL ADVERTISING PROOFS AND INSERT SAMPLES SHOULD BE SENT TO:

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