

# Reaching Australia's leading Doctors *At Leisure*



THE UNIVERSITY OF  
SYDNEY

# radius

The magazine of the University of Sydney Medical Alumni Association and  
the Faculty of Medicine

# radius



Radius takes you to Australia's leading Doctors, in their leisure time, without the clutter and cost of a medical magazine.



<b>Circulation</b>	15,000 copies
<b>Published</b>	Quarterly
<b>Distribution</b>	12,000 Sydney University Alumni 3,000 Doctors at leading NSW teaching hospitals*, Faculty staff, donors
<b>Geography</b>	70% Sydney Metropolitan 18% Rest of Australia 12% Currently overseas
<b>Aged 21 to 40</b>	28%
<b>Aged 41 to 60</b>	40%
<b>Aged over 60</b>	32%
<b>Male readers</b>	63%
<b>Female readers</b>	37%

Statistics based on University of Sydney Alumni data April 2008

Readers are alumni of The Faculty of Medicine at the University of Sydney – Australia's oldest, largest and most prestigious medical school. Alumni are often leaders in their field, as evidenced by the high proportion of specialist doctors amongst the group. They value their association with their alma mater and elect to stay in touch, year after year. Readers are loyal and responsive, and despite their busy lives make time to read their magazine.

\*Teaching hospital distribution includes Doctors at Royal North Shore, Royal Prince Alfred, Westmead, Westmead Childrens, Nepean and Concord hospitals in Sydney as well as the rural teaching hospitals of Dubbo, Lismore and Broken Hill.



Audited distribution (Alumni only) 14,084 copies  
Audit period 6 months ending September 2008.

## ADVERTISING RATES PER ISSUE

Prices exclude gst

SIZE	casual	x 2 pa	x 4 pa
Full page	\$ 2,400	\$ 2,150	\$ 1,900
Half page horizontal	\$ 1,250	\$ 1,130	\$ 1,000
Two fifths vertical page	\$ 1060	\$ 950	\$ 840
One quarter page	\$ 690	\$ 620	\$ 550
Directory 1/6 page	\$ 470	\$ 430	\$ 380
Directory 1/12 page	\$ 270	\$ 240	\$ 210

### LOADINGS

Outside back cover	30%
Inside front cover or page 3	25%
Inside back cover	20%
Specified page or position	10%

### ADVERTISING LAYOUT

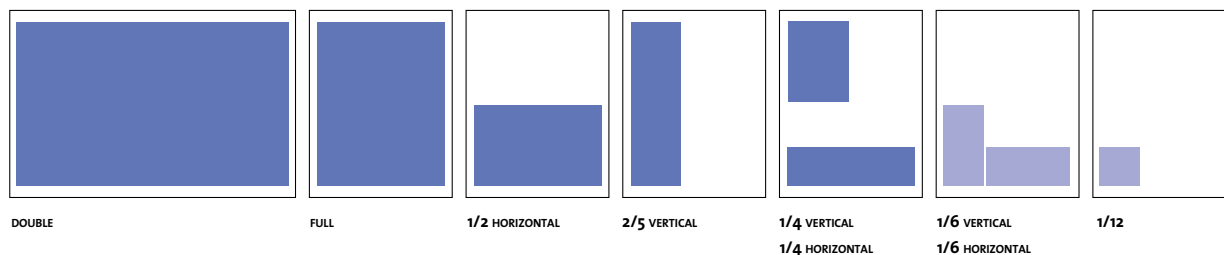
Full Page	\$250
Half Page	\$200
1/3 or 1/4 page	\$150
1/6 or 1/12 page	\$100
minimum charge	\$60

- 10 group can layout your ad to your brief. You will need to supply a sketch of your layout. Copy, logos and images must be supplied electronically.
- A pdf proof, via email, will be provided.
- Additional production costs will apply for scanning, RGB to CMYK image conversion, high resolution proofs, deep etching or other production services if required.
- Ongoing design and layout requirements can be quoted separately.

## ISSUE DEADLINES

Issue	Booking	Material	Publication date
March 2010	21 January	28 January	mid March
July 2010	27 May	3 June	mid July
November 2010	16 September	23 September	mid November

## ADVERTISING DIMENSIONS & SPECIFICATIONS



FORMAT	Size (width x height) trim	Bleed size (width x height)
<b>Double page spread</b>	420 x 275 mm 400 x 240 mm (type area)	430 x 285 mm
<b>Full page</b>	210 x 275 mm 187 x 240 mm (type area)	220 x 285 mm
<b>Half page horizontal</b>	187 x 118 mm	not required
<b>Two fifths vertical</b>	73 x 240 mm	not required
<b>One quarter page vertical</b>	91 x 118 mm	not required
<b>One quarter page horizontal</b>	187 x 57 mm	not required
<b>One sixth page vertical</b>	59 x 118 mm	not required
<b>One sixth page horizontal</b>	123 x 57 mm	not required
<b>One twelfth vertical</b>	59 (w) x 57 (h) mm	not required

### FILE SPECIFICATIONS

All advertising material must be supplied in press ready PDF format.

Files must be in CMYK (not RGB, no spot colours)

Files must be high-resolution press-ready format - 300 dpi at 100% size.

Total ink coverage must not exceed 280% (use under-colour removal if necessary).

All advertisements less than a full page and without block colour should be supplied with a 0.4 point keyline surrounding the image area.

A colour hard copy proof of your advertisement is required.

*Material not supplied to 10 group specification may result in additional production charges and cannot be guaranteed for quality or colour reproduction.*

*Additional production charges will apply for converting artwork to a PDF, scanning, RGB to CMYK conversion, high-resolution proofs, deep etching or other production services if required.*

## CONTACT

### ADVERTISING AND PRODUCTION ENQUIRIES

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### TERMS & CONDITIONS

- All advertising and inserts are subject to the approval of the University of Sydney and 10 group.
- Cancellations will only be accepted if made a minimum of 7 days prior to the advertised booking deadline. Cancellations made after this date will be charged at the full rate.
- Material not supplied to 10 group specifications may result in additional production charges and cannot be guaranteed for quality or colour reproduction.
- 10 group will not be held liable for any loss or damage resulting from the publication or late publication of any material.
- All material supplied is accepted by 10 group on the basis that the advertiser warrants they are authorised to supply and use the material.

**10 group**

design | print | publish

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