

# Media Kit

---

2023

# AHHA Media Kit



communications@ahha.asn.au



02 6162 0780

The Australian Healthcare and Hospitals Association (AHHA) is Australia's leading health peak body advocating for universal and equitable access to high-quality healthcare in Australia. With almost 70 years of engagement and experience in the acute, primary and community health sectors, we are a respected and authoritative voice working to ensure a healthy Australia supported by the best possible healthcare system.

Advertising with AHHA enables you to reach senior executives, policy and purchasing decision-makers, clinicians and academics in healthcare organisations across the country. Our publications are well respected and widely read with a readership that skews towards the executive levels of organisations.

## REACH



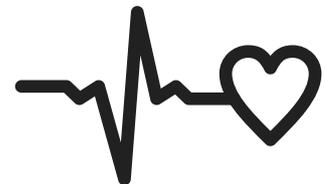
**4,500+**

The Health Advocate  
Magazine impressions



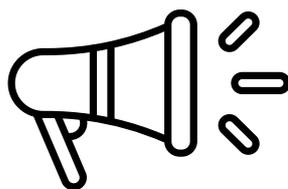
**30,000+**

Average website page  
views per month



**5,600+**

Healthcare in Brief  
subscribers



**2,300+**

Monthly Events  
Roundup subscribers



**27%+**

Email open rate

# CHANNELS

**The Health Advocate** is the AHHA's high-quality, insightful and online magazine filled with the thoughts and opinions of Australia's leading health managers, academics and clinicians.

It is published 4 times a year reaching a wide range of healthcare professionals and receiving over 4,500 impressions per issue. Advertising is limited to a total of 4 pages plus covers per issue, providing high visibility and longevity for your advertisement. Bookings close approximately six weeks prior to publishing. Artwork is required four weeks in advance.

The magazine accepts articles from AHHA members and invited subject matter experts, for more information on editorial matters please contact [communications@ahha.asn.au](mailto:communications@ahha.asn.au).

The **AHHA Website** is a key channel that averages over 30,000 pageviews per month. The website features button advertisements, banner advertisements, job listings and event listings.

**Healthcare in Brief** is AHHA's weekly newsletter, providing over 5,600 subscribers with the latest health related news, research and opinion. The newsletter's readership includes health service leaders, academics, politicians, medical practitioners and other health service workers. Healthcare in Brief has on average a 27%+ open rate. Advertising is available via online banner ads.

The **Monthly Events Roundup** provides an overview of AHHA and other events to over 2,300 subscribers. Readers are actively interested in attending industry events, undertaking training and hearing about advances in health policy and science. Advertising is available via inline banner ads and promoted event listings.

AHHA also offers limited opportunities to directly contact its readership with dedicated eBlast emails (EDMs). Communicate your information in a dedicated email to our over 2,300 email subscribers.

# ADVERTISING OPPORTUNITIES

## THE HEALTH ADVOCATE

Ad Type	Cost (inc. GST)	Specifications
1/3 Page Ad	\$880.00	w: 210mm h: 99mm
1/2 Page Ad	\$1,650.00	w: 210mm h: 148.5mm
Full Page Ad	\$2,750.00	w: 210mm h: 297mm
Inside Cover	\$3,300.00	w: 210mm h: 297mm
Back Cover	\$3,850.00	w: 210mm h: 297mm

## HEALTHCARE IN BRIEF

Ad Type	Cost (inc. GST)	Specifications
Banner Ad - 2 week campaign	\$330.00	w: 600px h: 160px
Banner Ad - 4 week campaign	\$495.00	w: 600px h: 160px
Banner Ad - 8 week campaign	\$990.00	w: 600px h: 160px

## AHHA WEBSITE

Ad Type	Cost (inc. GST)	Specifications
Website Banner Ad - 2 week campaign	\$375.00	w: 940px h: 236px
Website Banner Ad - 4 week campaign	\$515.00	w: 940px h: 236px
Website Banner Ad - 8 week campaign	\$925.00	w: 940px h: 236px
Website Button Ad - 2 week campaign	\$275.00	w: 120px h: 80px
Website Button Ad - 4 week campaign	\$415.00	w: 120px h: 80px
Website Button Ad - 8 week campaign	\$825.00	w: 120px h: 80px
Website Button <u>and</u> Banner Ad 2, 4 or 8 week campaign	\$600.00, \$850.00 or \$1,500.00	w: 940px h: 236px w: 120px h: 80px

## JOB LISTING

Ad Type	Cost (inc. GST)	Specifications
Website Listing (30 days)	\$150.00	Please contact us for a job listing form
Website Listing + 4 Healthcare in Brief inclusions	\$380.00	Please contact us for a job listing form

## EVENT LISTING

Ad Type	Cost (inc. GST)	Specifications
Online event calendar listing	\$220.00	Please contact us for event listing form.
Event calendar + event newsletter	\$385.00	Event Listing newsletter column display ad: w: 600px h: 160px
Event calendar + event newsletter + Healthcare in Brief inclusion	\$880.00	Event Listing newsletter column display ad: w: 600px h: 160px

## E-BLAST EMAILS

Ad Type	Cost (inc. GST)	Specifications
Direct email campaign	Starting at \$990.00	Please contact us for more information

# PACKAGES

## GOLD 8 WEEK CAMPAIGN

- 8 x Healthcare in Brief ads
- Website banner ad
- Full-page advertisement in The Health Advocate Magazine

**\$3500.00**  
(25% discount on standard pricing)

## SILVER 4 WEEK CAMPAIGN

- 4 x Healthcare in Brief ads
- Website banner ad
- 1/2 page ad in The Health Advocate Magazine

**\$2200.00**  
(20% discount on standard pricing)

## BRONZE 2 WEEK CAMPAIGN

- 2 x Healthcare in Brief ads
- Website button ad

**\$485.00**  
(20% discount on standard pricing)

## EVENTS 4 WEEK CAMPAIGN

- 30-day Event calendar listing
- 1 x Event newsletter
- 1 x eBlast

**\$1100.00**  
(20% discount on standard pricing)

Custom packages are available on request and discounts are available for consecutive and advance bookings.

# SPONSORSHIPS & PARTNERSHIPS

AHHA offers exclusive sponsorship and partnership opportunities tailored to your individual needs. For more information, please contact [communications@ahha.asn.au](mailto:communications@ahha.asn.au).

There are also discounts on advertising available for AHHA members, please get in touch to discuss becoming a member or to redeem your membership discount.

## TERMS & CONDITIONS

- AHHA reserves the right to refuse or withdraw advertising at any point that, in the opinion of AHHA, is illegal, defamatory, offensive and/or contrary to the business interest, policy position and/or reputation of AHHA or its members.
- AHHA will, subject to availability, technical limitations and these Terms and Conditions, use our reasonable endeavours to publish your advertisement in the format submitted by you and in accordance with your other instructions. Positioning and placement will be at our discretion unless expressly agreed otherwise in writing.
- Cancellations of any advertisement must be received in writing not less than 5 business days before the commencement date or artwork due date.
- If required elements of an advertisement are not received by the designated dates, we reserve the right to withhold your advertisement without providing a refund.
- The advertiser warrants to AHHA that the publication of Advertising does not breach or infringe any Commonwealth or state legislation or codes.
- The advertiser warrants that if Advertising contains the name or image of any living person, the advertiser has obtained appropriate consent of that person for such use.
- AHHA does not use our social media platforms (Twitter, Facebook etc.) to promote other organisations/events.