

Journal of the
**Australian
Traditional
Medicine
Society**

2016 Media Kit



Publication Profile

The Journal of the Australian Traditional Medicine Society (JATMS) is a peer reviewed, long-standing and trusted practitioner publication that has the unique ability to reach the highest number of natural medicine practitioners nationally.

We source the most trusted and progressive research in the area of natural medicine and our journal is widely known and respected in the industry.

The JATMS is released quarterly in March, June, September and December. Each publication focuses on specific modalities and themes to ensure all of our members are represented, and that our advertisers have the opportunity to choose the editions that are most relevant for their products and services.

This year we celebrate the 30th Anniversary of ATMS and will be releasing a special edition to commemorate this historic event.

The Australian Traditional Medicine Society (ATMS)

The Australian Traditional Medicine Society (ATMS) is the largest national professional association of natural medicine practitioners, representing approximately 12,000 accredited practitioners throughout Australia.



The Mission of ATMS is to promote, represent and support professional practitioners of natural medicine occupations who are encouraged to pursue the highest ideals of professionalism in their natural medicine practice and education.

We are a multi-disciplinary association with a wide range of modalities including:

- Massage and other Bodywork Therapies (60%)
- Ingestive Therapies (38%)
- Counselling/other Therapies (2%).

The importance of natural medicine in Australia is growing rapidly as the public look to take more control of their health and search for more holistic approaches to their health and well-being.

Circulation

12,700

Readership

Approximately 55,000

Our publication is not only read by our members but by key stakeholders in the natural medicine industry.

Editorial content

Each edition of the JATMS incorporates the following sections:

- the President and CEO reports
- the latest published articles in natural medicine from Australia and around the world
- law report
- regulatory report
- media watch update
- recent natural medicine research reports
- health fund update and news
- continuing professional education courses and calendar

Financial members by state as of December 31, 2013.

NSW - 7185 SA - 786 NT - 47
 QLD - 1741 WA - 404 O/S - 77
 VIC - 1595 TAS - 214

TOTAL – 12,049

Membership Level Breakdown as of December 31, 2013

Accredited – 93.1%
 Student – 4.8%
 Associate – 2.1%

Breakdown of Modalities

Modalities (as at January 2014)	Quantity
Acupuncture	1223
Alexander Technique	1
Aromatherapy	735
Ayurveda	4
Bowen Therapy	101
Chinese Herbal Medicine	813
Chinese Massage	448
Chiropractic	28
Counselling	108
Deep Tissue Massage	9
Herbal Medicine	2772
Homeopathy	1074
Hypnotherapy	35
Iridology	305
Kinesiology	448
Lymphatic Drainage	25
Myofascial Release	142
Natural Fertility Management	62

Natural Vision Improvement	2
Naturopathy	2589
Nutrition	2357
Osteopathy	14
Reflexognosy	15
Reflexology	570
Remedial Massage	7690
Remedial Therapies	777
Shiatsu	148
Sports Therapies	1582
Swedish Massage	85
Thai Massage	60
Tibetan Medicine	1
TOTAL MODALITIES	24548
ASSOCIATE	243
STUDENT	581
ACCREDITED	11,225
TOTAL MEMBERS	12049

2016 Advertising Rates for Members

Advertising for non-members attracts a 25% loading

	Casual	4 x issues
Double page	\$3,750	\$3,400 per issue
Full page	\$2,250	\$2,000 per issue
½ page	\$1,200	\$1,050 per issue
1/3rd page	\$900	\$800 per issue
¼ page	\$700	\$650 per issue
1/8th page	\$400	\$375 per issue

Premium cover position loading

Outside back cover - 15%

Inside front cover - 10%

Inside back cover - 5%

GST not included.

Autumn

Editorial deadline: 19/02

Material deadline: 26/02

To Print: 04/03

Circulated: 16/03

Winter

Editorial deadline: 27/05

Material deadline: 03/06

To Print: 10/06

Circulated: 22/06

Spring

Editorial deadline: 26/08

Material deadline: 02/09

To Print: 09/09

Circulated: 21/09

Summer

Editorial deadline: 11/11

Material deadline: 18/11

To Print: 25/11

Circulated: 07/12

The natural medicine industry is a picture of health. Revenue has increased at an annualised 4.1% over the past five years to reach \$3.8 billion in 2013-14, largely due to increased public acceptance and higher private health cover.

The strong growth of natural medicine therapies is forecast to continue. Australia's population will continue to age, while government incentives will keep driving growth in private health insurance coverage.

Editorial Enquiries

Sandra Grace

Editor

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Ad Sizes / Material Specifications

DISPLAY ADVERTISEMENT DIMENSIONS

Full page (A)

Trimmed 297 mm high x 210 mm wide
 w/ Bleed 303 mm high x 216 mm wide

Double page (B)

Trimmed 297 mm high x 420 mm wide
 w/ Bleed 303 mm high x 426 mm wide

Half page (horizontal) (C)

Trimmed 148 mm high x 210 mm wide
 w/ Bleed 151 mm high x 216 mm wide
 Floating ad 127 mm high x 185 mm wide

Half page (vertical) (D)

Trimmed 297 mm high x 105 mm wide
 w/ Bleed 303 mm high x 108 mm wide*
 Floating ad 265 mm high x 90 mm wide

One-third (horizontal strip) (E)

Trimmed 99 mm high x 210 mm wide
 w/ Bleed 102 mm high x 216 mm wide
 Floating ad 88 mm high x 185 mm wide

One-quarter page (horizontal strip) (F)

Floating ad 66 mm high x 185 mm wide

One-third page (vertical non bleed) (G)

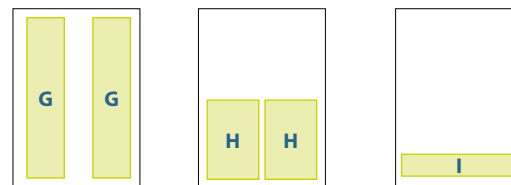
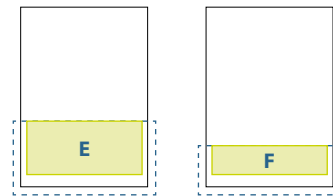
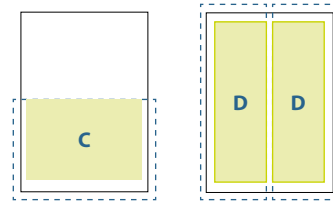
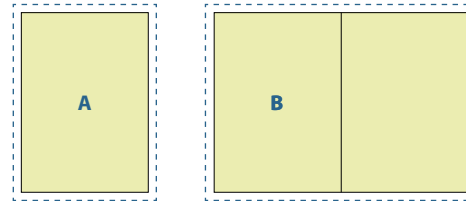
Floating ad 297 mm high x 74 mm wide

One-quarter page (vertical non bleed) (H)

Floating ad 127 mm high x 90 mm wide

One-eighth page (horizontal no bleed) (I)

Floating ad 35 mm high x 185 mm wide



C, E, F and I appear on bottom half of page only
D, G and H may appear on left or right side of page
G, H and I are non bleed ads
Please keep all ad text at least 5mm from the trim area.

MATERIAL SPECIFICATIONS

Accepted file formats are high resolution pdfs (PDF/X-1a:2001), EPS or Tiff files. All bleed ads must include crop marks. All files and images must be supplied as CMYK or Mono only. RGB and PMS colours not accepted. All fonts to be embedded. A proof of the advertisement (preferably colour) should be included.

Image resolution must be a min 300 dpi at 100% scaling. Line art images min of 1200 dpi at 100% scaling.

Indesign, Illustrator or Photoshop files to be saved in CS5 or earlier. Placed images within Illustrator files are to be a minimum 300 dpi and embedded. All fonts to be outlined.

Bleed ads require additional 3mm bleed on all sides.

MATERIAL SUPPLY

Artwork can be supplied on disc, USB or electronically via email (email file limit of 5mb). Files larger than 5mb should be sent via an online file delivery service such as Yousendit.com or similar.

Advertising material can be supplied or addressed to:
 Yuri Mamistvalov – Advertising Manager, Commstrat.
 Level 8, 574 St Kilda Road Melbourne Vic 3004.
 email: yuri@commstrat.com.au

Contact

Yuri Mamistvalov (03) 8534 5008
 National Advertising Manager yuri@commstrat.com.au