

Journal of the  
**Australian  
Traditional  
Medicine  
Society**



# 2017 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.

## The Australian Traditional Medicine Society (ATMS)

The Australian Traditional Medicine Society (ATMS) is the largest national professional association of natural medicine practitioners, representing approximately 11,500 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

12,200

## Readership

Approximately 52,000

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 June 30, 2016.

NSW - 6850    SA - 712    NT - 42  
 QLD - 1686    WA - 428    ACT - 179  
 VIC - 1328    TAS - 202    O/S - 49

**TOTAL – 11,476**

### Membership Level Breakdown as of June 30, 2016.

Accredited – 90.2%  
 Student – 6.1%  
 Associate – 3.7%

## Breakdown of Modalities

Modalities (as at June 2016)	Quantity
Acupuncture	1321
Alexander Technique	1
Aromatherapy	656
Ayurveda	6
Bowen Therapy	147
Chinese Herbal Medicine	907
Chinese Massage	438
Chiropractic	30
Counselling	105
Deep Tissue Massage	7
Herbal Medicine	2450
Homeopathy	932
Hypnotherapy	33
Iridology	270
Kinesiology	480
Lymphatic Drainage	30
Myofascial Release	127
Natural Fertility Management	55

Natural Vision Improvement	1
Naturopathy	2455
Nutrition	2219
Osteopathy	12
Reflexognosy	10
Reflexology	499
Remedial Massage	6931
Remedial Therapies	669
Shiatsu	144
Sports Therapies	1365
Swedish Massage	72
Thai Massage	52
Tibetan Medicine	1
<b>TOTAL MODALITIES</b>	<b>22,425</b>
ASSOCIATE	420
STUDENT	700
ACCREDITED	10,356
<b>TOTAL MEMBERS</b>	<b>11,476</b>

## 2017 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 & Ad Deadline: 24/02

To Print: 08/03

Circulated: 20/03

### Winter

Editorial & Ad Deadline: 26/05

To Print: 07/06

Circulated: 19/06

### Spring

Editorial & Ad Deadline: 25/08

To Print: 06/09

Circulated: 18/09

### Summer

Editorial & Ad Deadline: 10/11

To Print: 22/11

Circulated: 04/12

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)

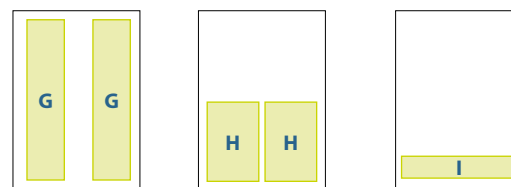
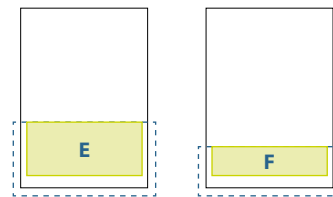
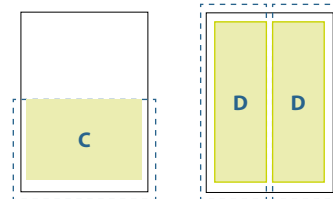
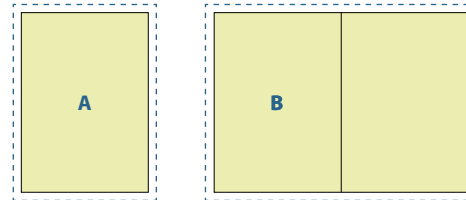
Floating ad 297 mm high x 74 mm wide

#### 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](mailto:yuri@commstrat.com.au)

### Contact

Yuri Mamistvalov 0419 339 865  
 National Advertising Manager [yuri@portsidemediamedia.com.au](mailto:yuri@portsidemediamedia.com.au)