



# *AusDoc.* MEDIA KIT 2025

Australian  
**Doctor.**

**6**minutes

**Australian Specialist.**

**speciality**  
updates

medical  
**observer.**

Issued: March 2025



# AusDoc.

# #1

**The largest  
and most engaged  
addressable  
medical audience  
in Australia**



**Source:** GP readership Survey of Independent Australian Medical Publications (November 2023, n=330)



# AusDoc – The leading communication platform for Australian Doctors

Our network offers an integrated suite of advertising solutions allowing clients to reach more doctors and other medical specialists, more frequently, on more devices every day. Daily and weekly email e-newsletters working alongside Australian Doctor magazine, mean your brand message will leverage the latest news and opinion that matter to doctors.

## #1 for medical news and information in Australia

### Total Medical Audience

**61,800** AHPRA-verified **Prescribers**

**30,700** AHPRA-verified **GPS**

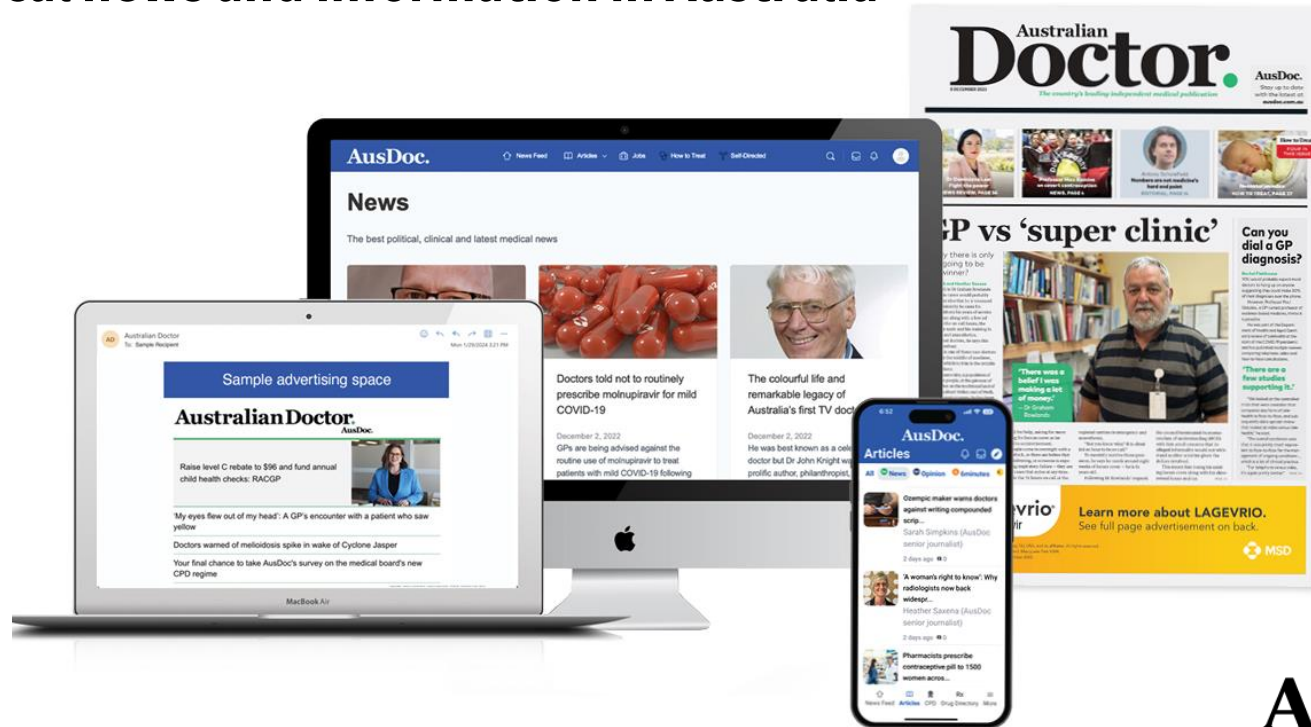
**22,000** AHPRA-verified **Specialists**

### Most read website and e-Newsletter with GPs

**1.6M** engagements each month

**33,000** doctors use *AusDoc* each month

**52.3K** daily e-newsletter sends to all HCPs



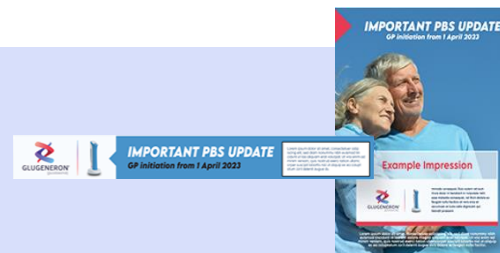
**AusDoc.**

**Source:** GP readership Survey of Independent Australian Medical Publications (November 2023, n=330); AusDoc Database February 2025.

# AusDoc – Scalable omnichannel solutions to support any GTM strategy

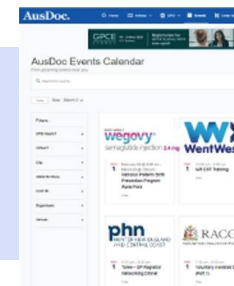
## Awareness

- Display advertising
- Promotional headlines
- Solus eDMs
- Drive SOV
- E-newsletter



## Consideration (Engagement)

- Self-detailing
- Hosted micro-sites
- KOL videos
- Guidelines
- Event Listings



## Ausdoc consent management services

## Conversion (Lead Gen)

- Samples & service request
- Rep requests
- Meeting & event attendance
- Consent management



Client owned

## CONVERSION (lead gen)

**2K+** rep and event attendance requests

## CONSIDERATION (engagement)

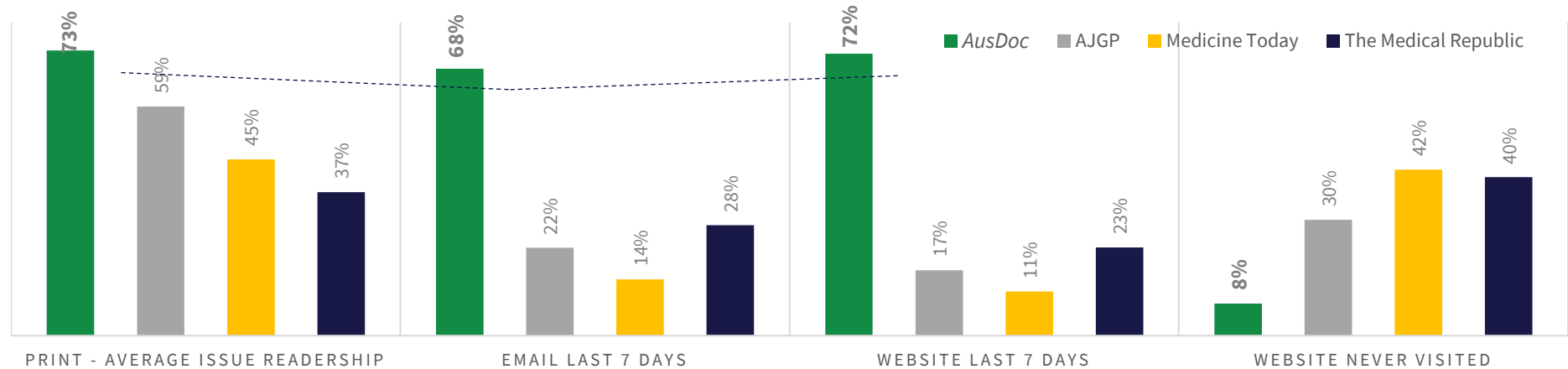
**20K** doctor-initiated engagements monthly

**AWARENESS**  
**4.5M** ad opportunities monthly

**AusDoc.**

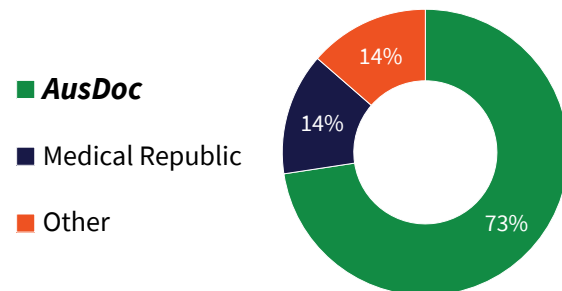
# AusDoc – #1 Doctor engagement platform for all channels

## Dominant #1 Doctor Engagement Portfolio in Australia – Print, Email & Web



## Competitive Traffic Share

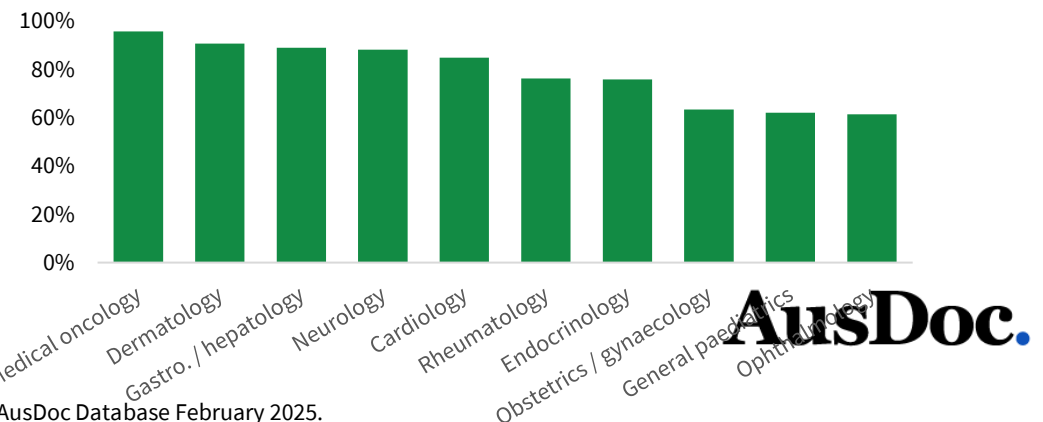
(Share of Australian website traffic to Australian doctor engagement platforms)



- AusDoc is the clear leader accounting for **73%** of traffic from Australia.
- AusDoc delivers the highset reach and engagement of any independent media publication in Australia.

## High Specialist Penetration

(AusDoc specialists relative to AHPRA database, as at Sep-23)



Source: GP readership Survey of Independent Australian Medical Publications (November 2023, n=330); Similarweb June 2024; AusDoc Database February 2025.

# Clients already using *AusDoc*.



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# GP PRODUCT SET

# Broadcast your message to +26k GPs

## AusDoc solus eDMs – Target your HCP audience with no distraction

Brands can reach AusDoc's engaged GP audience with solus eDM's designed to drive activation across product launches, exclusive offers, increase awareness of educational campaigns, or more. Whatever your objectives, you can be sure that an AusDoc solus eDM will get you to your goal.

With AusDoc solus eDMs you are in control

- Drive brand awareness and SOV
- Deliver brand key sales messages
- Encourage in-depth engagement with digital assets/ self-details
- Distribute digital assets and downloads for daily use guidelines, treatment algorithms, dosing tables etc.
- Generate leads for sales, events, webinars and sample requests

1

Solus eDM to full GP database

\$22,500

2

Additional Package

\$8,000

- Landing page hosting solus creative
- 45,000 e-Newsletter impression

3

Retarget all doctors who didn't open @50% discount

\$10,500



Call us to discuss your needs. NOTE: Restricted Solus eDM send per audience segment per week. Book early to avoid disappointment. All costs excludes GST and includes agency commission.

Source: AusDoc Marketo, 2025.



# AusDoc – Client content, self-detailing and hosted micro-site

## Nationwide Reach



AusDoc is Australia's leading self-detailing platform with an AHPRA verified subscriber base of over 64,300 prescribers

## Always-on 24/7



Available 24/7 - 365 days for doctors to access pharma information whenever and wherever best suits them

- ✓ Host company and brand materials within custom microsites accessible through *AusDoc* to all registered *AusDoc* members
- ✓ Drive interest and awareness through display advertising, headlines, QR codes and messaging
- ✓ Use hosted microsites and send doctors to your own brand or company websites, along with *AusDoc* consent management to allow instant sign up via the *AusDoc* platform
- ✓ \$180 CPM. Packages start at \$6K



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# Australian Doctor magazine 2025 print schedule

Publication Date	SPECIAL Edition Coverage
14th Feb	
14th March	Preventative Medicine & Vaccines
11th April	
16th May	Chronic Weight Management
20th June	
18th July	Winter edition: Cold & Flu, Vaccines, etc.
15th August	
12th September	Women's Health / Men's Health / Sexual Health
10th October	
14th November	Respiratory / Sleep
12th December	



# AusDoc GP display advertising

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STANDARD

## PRINT

STANDARD	RATE CARD
Banner	\$6,700
1/3 page (Horizontal or Vertical)	\$8,800
A4 or 1/2 Page (Horizontal or Vertical)	\$11,400
Full page	\$14,700

ENHANCED	RATE CARD
1/3 Double Page Spread (DPS)	\$17,700
A4 DPS or 1/2 page DPS	\$22,700
Full page DPS	\$29,300

PREMIUM

PREMIUM	RATE CARD
Outside Back Cover (OBC)	POA
Front Cover Wrap (includes OBC)	\$25,000
Special Executions	POA

ONSETS	RATE CARD
Loose A4 2pp	\$13,200
Loose A4 4pp	\$19,800
All other sizes available on request	POA

INSERTS	RATE CARD
Fixed A4 2pp	\$15,200
Fixed A4 4pp	\$22,900
All other sizes available on request	POA

## WEB



### Standard:

- Leaderboard
- Mobile Leaderboard
- MREC

\$110 CPM

### Enhanced:

- Super Leaderboard
- Tower

\$385 CPM



### Premium Rich Media

- Pushdown
- Inline Video
- Mobile interscroller

\$450 CPM

## Email / E-newsletter

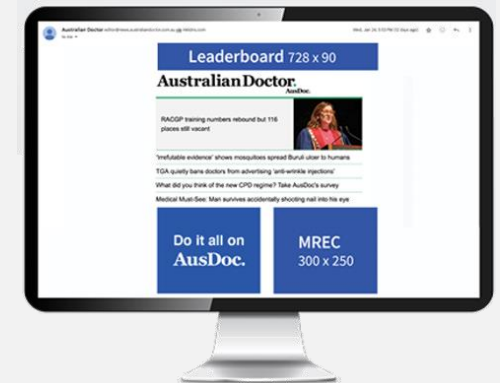
\$110 CPM



### Exclusive Australian doctor e - newsletter takeover:

- Leaderboard
- MREC

\$10,000



# Digital: Web advertising packages

AusDoc.

Get your brand noticed by 61,800 AHPRA verified prescribers and 30,700 AHPRA verified GPs across Australia by booking a roadblock package or premium takeover across our website.

## STANDARD ROADBLOCK:

- Leaderboard
- MREC

\$600 CPM

## ENHANCED ROADBLOCK:

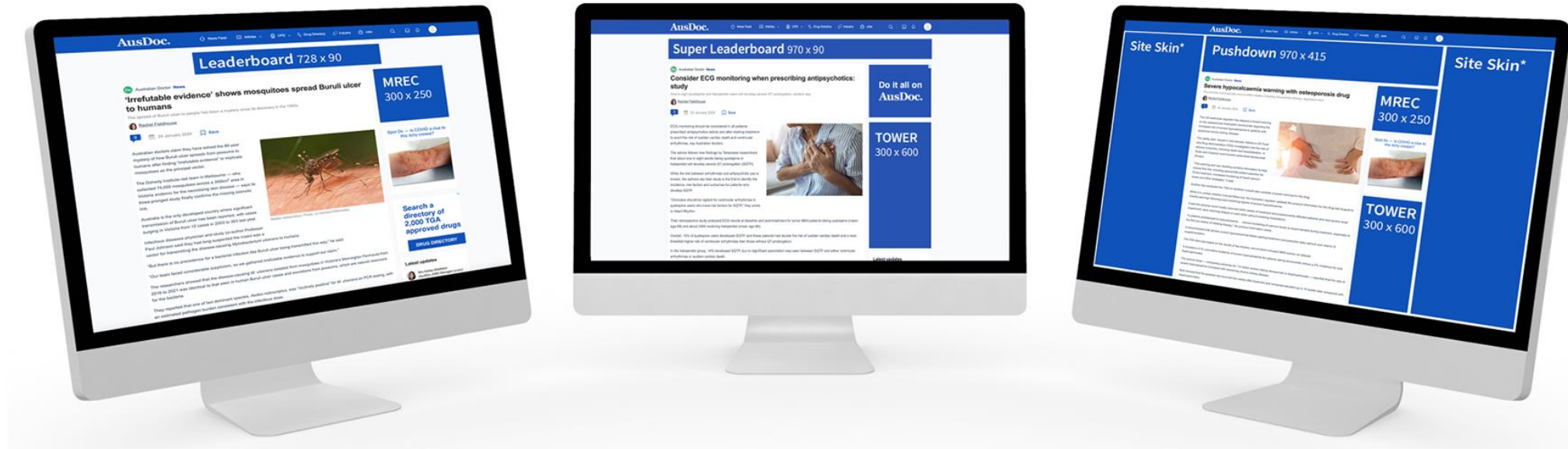
- Super leaderboard
- Tower

\$800 CPM

## PREMIUM TAKEOVER

- Site skin
- Pushdown or Super Leaderboard or Leaderboard
- Tower
- MREC

\$15,000 per week



Please note: Must supply custom artwork for the takeover package. Takeover packages are capped at 1 impression per day and 3 impressions per week.

Each package is sold at 50% SOV. Example show is visual only.

\*Site skin specifications available on request or at time of booking.

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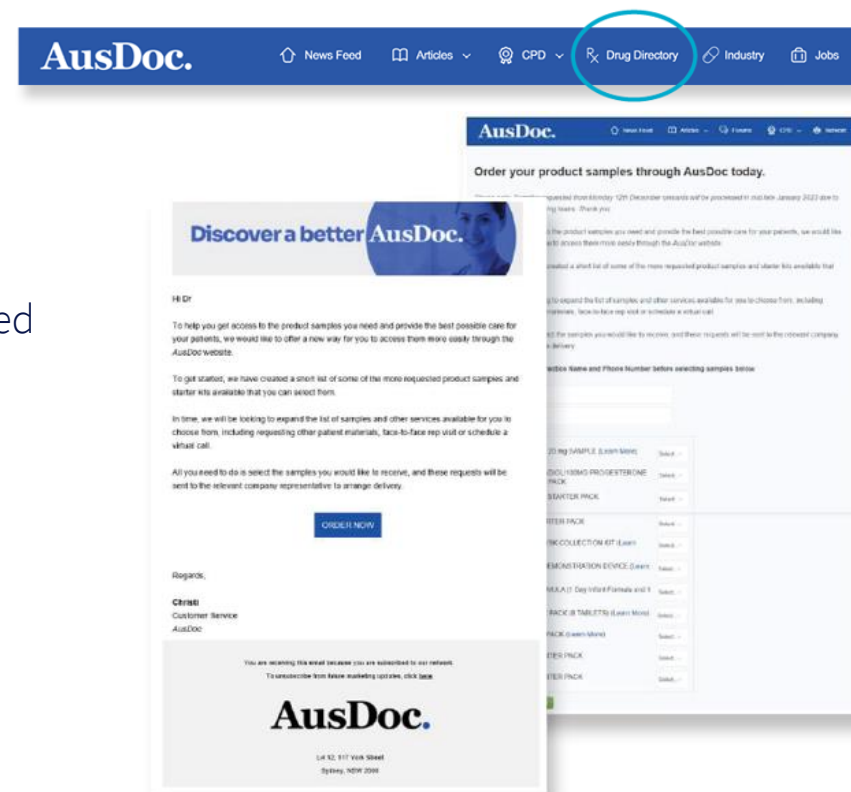
Source: AusDoc Database, February 2025.



## Direct email and fax

- ✓ Reach 31K AHPRA verified GPs
- ✓ Increase your doctor touch points x6
- ✓ Drive qualified GP leads directly to your doctor facing field team
- ✓ Build your doctor CRM database with all required consent management included
- ✓ Encourage doctors to trial and initiate use of your products or services
- ✓ Gain access to new and hard to reach doctors across Australia
- ✓ Drive webinar registrations

	STANDARD	PREMIUM REACH
<b>AUDIENCE DISTRIBUTION LIST</b>		
<i>AusDoc</i> GP database (eDM)	24K	24K
RxTro (Fax)	N/A	8K
<b>COST (per send)</b>		
Single send	\$2,500	\$3,000



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# Educational CPD – Including self-directed options

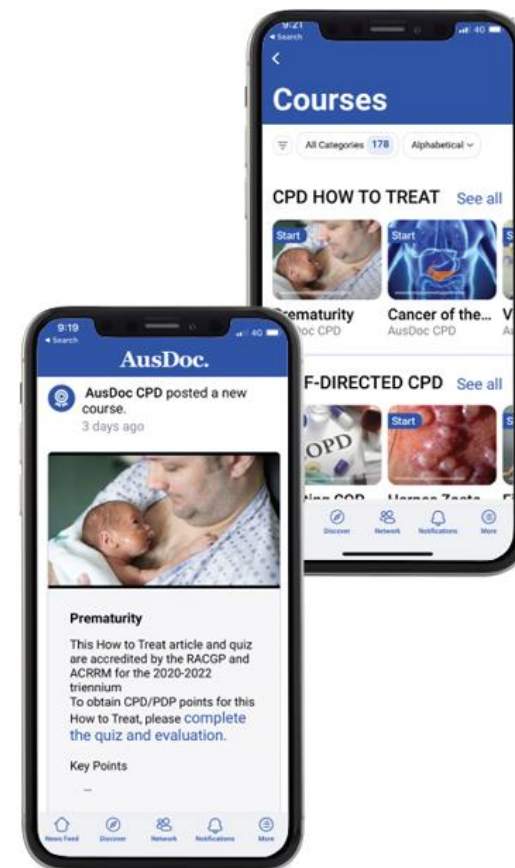
## EDUCATION SELF DIRECTER

ITEM	INCLUSIONS	COST	NOTE
1-Hour Self-Directed Content	<ul style="list-style-type: none"><li>• 5 X Written, audio or video content</li><li>• 4 X Distribution on <i>AusDoc</i> GP network</li><li>• Hosting 12-months</li></ul>	\$125,000	Content pieces link through to Self-directed module
Half-Hour Self-Directed Content	<ul style="list-style-type: none"><li>• 4 X Written, audio or video content</li><li>• 2 X Distribution on <i>AusDoc</i> GP network</li><li>• Hosting 12-months</li></ul>	\$75,000	Content pieces link through to Self-directed module

## IMPORTANT INFORMATION

### RATES

- All rates quoted are net. 10% GST will be charged on invoice.
- 10% agency discount applies.



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# Independent content marketing & insights

## INDEPENDENT CONTENT MARKETING

ITEM	INCLUSIONS	COST	NOTE
Content Production	<b>Written article content: content and design included, est. 500-1000 words.</b>	<b>\$5,500</b>	
	<b>Interactive/Video etc.</b>	<b>Price on request</b>	
Hosting	<b>Hosted on AusDoc for 12-months</b>	<b>Included</b>	
Distribution	<b>GP Network: Australian Doctor, Medical Observer and 6 Minutes</b>	<b>\$16,500</b>	
	<b>Additional distribution (Singular E-newsletter - AD/MO/6Min/Specialist Update)</b>	<b>\$5,000</b>	Can only be purchased with at least 1 GP network distribution

### IMPORTANT INFORMATION

#### RATES

All rates quoted are net. 10% GST will be charged on invoice.  
10% agency discount applies.

## INDEPENDENT INSIGHTS

ITEM	INCLUSIONS	COST	NOTE
Production / Distribution / Hosting	<b>Written content distribution on GP network Maximum of 10 questions up to 100 GPs</b>	<b>\$10,000</b>	
Production / Distribution / Hosting	<b>Written content distribution on GP network Maximum of 10 questions up to 200 GPs</b>	<b>\$15,000</b>	
Quick Survey	<b>Written or interactive Maximum of two questions</b>	<b>\$5,000</b>	

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# SPECIALIST PORTFOLIO

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# Broadcast your message to +22K Specialist doctors

## AusDoc solus eDMs – Target your HCP audience with no distractions

Brands can reach AusDoc's engaged specialist audience with solus eDMs designed to drive activation across product launches, exclusive offers, increase awareness or educational campaigns. Whatever your objectives, you can be sure that an AusDoc solus eDM will get you to your goal.

### With AusDoc Solus eDMs you are in control:

- Drive brand awareness and SOV
- Deliver brand key sales messages
- Encourage in-depth engagement with digital assets/ self-details
- Distribute digital assets and downloads for daily use - guidelines, treatment algorithms, dosing tables etc
- Generate leads for sales, events, webinars and sample requests

**39%**  
**OPEN RATE**



**1**

**Solus eDM sent to up to 2,500 specialists**  
Price on enquiry for larger lists

**\$5,000**

**2**

#### Additional Package

Per landing page hosting solus creative on [www.ausdoc.com.au](http://www.ausdoc.com.au) and promoted to targeted specialist audiences

**\$2,500**

**3**

**Retarget all doctors who didn't open @50% discount**

**\$2,500**

Call us to discuss your needs. NOTE: Restricted Solus eDM send per audience segment per week. Book early to avoid disappointment. All costs excludes GST and includes agency commission.

**AusDoc.**

Source: AusDoc Marketo, 2025.

# Australian Specialist.



**Australian Specialist.** newsletter was created as a quick and efficient way to keep all specialists up-to-date on the latest medical news, updates on what's happening in general practice, policy changes across general medicine, interesting medicolegal cases and more.

- Reach over 22K Australian Specialists each week – only with *AusDoc*
- Average open rate of +52%
- Display advertising starts at \$3,500 per week



**Australian Specialist.**

**AusDoc.**

# SPECIFICATIONS

# Digital: Specifications

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## E-NEWSLETTER

- All material must be supplied with a click through URL.
- Files must be supplied as either.JPG or GIF
- Max 150kb file size.
- Creative tags cannot be used in e-newsletters.

### Note:

Outlook 2007 and newer versions of Outlook do not currently support.gif animations. We suggest that all important information/call to action is included in the first frame of your image as a percentage of readers will only be able to see this frame in outlook. Alternatively, you may provide a static advert for E-newsletter placements.

## WEBSITE

- GIF, JPG, HTML5 or third-party ad tags
- (flash files no longer supported).
- All material must be supplied with a click through URL (except for creative ad tags).
- Max 150kb file size.
- No more than 4 rotations recommended for animations.
- Animation length-15 seconds max.
- No more than two different creatives will be uploaded per month.

## MOBILE INTERSCROLLER

Interscroller is a Celtra exclusive providing an inline, in-feed interstitial ad and a "friendly" way to display full-screen interstitial creative. Format can only be 3rd party created and served by Celtra please contact eve.allen@adg.com.au for more information.

## INLINE VIDEO

Please contact our campaign manager for details at eve.allen@adg.com.au

## HTML5 DELIVERABLES

When supplying HTML5 files, in addition please always supply a backup image (JPG, PNG, GIF) of the same dimensions to cater for devices that may not support HTML5.

## LEAD TIMES

A five-business day lead time is required for standard banners with an additional two days for rich media implementations.

## PI MATERIAL AND CLICKTHROUGHS

All online pharmaceutical advertising must include a clickthrough to a PI. This can be supplied as either a web address or a PDF of the PI which is hosted on our server. On the e-newsletter and website advertising there can only be one clickthrough per ad.



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# Digital: Display Sizes

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## WEB SIZES



## E-NEWSLETTER SIZES



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# Access.PLUS: Specifications and requirements

1. **Copy document:** Please provide 1 copy doc (.docx) per page including hooks, page copy, mandatories, PBS box, links etc. Copy doc must also include positional videos/images, CTAs and any comments for us to consider (e.g. Headline, sub-heading etc).
  - a) **Page headline:** 7-10 words. *Please don't include references or superscripts in the header.*
  - b) **Hooks:** suggest 6-8 different hooks to start. Keep to <60 characters, including spaces (7-10 words)
  - c) **Virtual services:** 3-5 word CTA to request a rep/sample/click-out/download etc.
  - d) **Email ID** and **privacy policy** for lead gen forms: Please share a central email ID where all leads are to be sent. Privacy policy/statement URL can be added in the form for GPs to consent providing details to the client
  - e) **All URLs** (if linking content to company/brand website)

2. **Hi-res brand logo** in PNG with transparent background minimum 300 px wide (700 px ideal)
3. **Thumbnail image to use for hooks:** Please share 1 image as PNG: minimum 700 px wide
4. **Any other images** used within article (e.g. graphs, product shots, lifestyle images etc.): PNG, JPG or GIF minimum 1024 px wide
5. **Videos:** Please supply as separate video files for us to host on our site (recommended video length < 2 minutes. Shorter videos have better engagement rates)
6. Any **additional resources** e.g. PDFs

# AusDoc Solus eDM: Specifications and requirements

## eDM SUPPLIED AS HTML

- Width: 600px
- Depth: no limit
- Ensure design is responsive and renders well across desktop and mobile devices
- Externally served HTML/ad tags must be SSL-compliant. They must be served over HTTPS
- All image references within the HTML should be hosted and not referenced locally (we are unable to host)
- Provide the following information together with your HTML file:
  - Subject line (maximum 5 words or 50 characters)
  - Preheader text
  - Name of sender: Appears as:
  - AusDoc on behalf of [brand or company].
  - Email address of recipients to receive the test version

## LEAD TIMES

- A 10-business day lead time is required for HTML
- One round of changes will be accommodated. Additional rounds of approval may incur charges)

## ADDITIONAL REQUIREMENTS

Inclusion of ADG Header and Footer in supplied HTML file. These are supplied separately by ADG.

### HEADER

Not interested in hearing from *AusDoc* about these products? Unsubscribe

### FOOTER

**AusDoc.**  
Connect. Collaborate. Grow.

Lvl 12, 117 York Street, Sydney, NSW 2000.  
Email [customerservice@adg.com.au](mailto:customerservice@adg.com.au) or call (02) 8484 0666.

You received this email from an AusDoc commercial partner because you subscribe to one or more AusDoc newsletters.

To unsubscribe from updates from [Company Name], [click here](#).



# Print: Specification

adg adheres to the 20AP recommendations for preparation and proofing it is the responsibility of the cent agency creating the advertising material to supply PDF files according to these specifications. Artwork must be delivered on time to ensure the appropriate production checks can be made.

## SUPPLYING ARTWORK

All final artwork must be supplied in high-res PDF format with 5mm bleed and visible crop marks. Ad material sent via email or other web applications may not be checked and no responsibility will be accepted by adg for reproduction errors

## THINGS TO KNOW ABOUT INSERTS

- Loose onsets are placed outside the publication under the carrier sheet.
- Fixed inserts that cannot be mechanically bound may carry additional production fees, for example bookmarks, post-it notes, bellybands and other tip-on items, contact us to quote your creative execution
- Delivery deadlines for inserts are ten days prior to the issue date. Contact Production for delivery details.
- Quantity: Clients must supply 20,000 units (per is to fulfil a 'Full Run'.

- **Print quotes:** Clients can supply their own inserts or contact Production for a print quote. Printing and fulfilment is in addition to insert media fees.
- **Specifications:** Contact Production for all insert and onsert specifications, we can accommodate various sizes and creative executions.
- **Cover executions:** adg will manage the printing for all cover executions and may be subject to internal sign-off
- **Weight restrictions** apply to inserts, if in doubt send a sample to confirm final costs.
- **Folded inserts/onsets:** The leading edge (folded side) of any insert/onsert must be on the long side, not the short side, if in doubt send a sample to confirm final costs.

**For more information, please contact**  
**eve.allen@adg.com.au**



## DESIGNER CHECKLIST

- Ensure artwork is set up according to the trim specifications of your booking
- Do not supply black in 4 colour. Total ink weight must not exceed 280% Black backgrounds or large areas of black should be supplied as 'true black which is 100% black(K) and 70% cyan (C)
- Fine black text should be supplied as 100% black (K) only, minimum point size is 5pt for solid type
- Double page spreads must be supplied as separate left- and right-hand pages
- Ensure all colours are converted to CMYK
- Images must have an effective resolution of at least 150dpi. 300dpi is recommended
- All fonts must be outlined
- All images must be correctly linked in your working document prior to export
- Ensure type is within specified type area
- Due to unavoidable trimming irregularities, we recommend you do not use borders on your design, if using borders ensure they are at least 5mm inside the trim area
- .5mm bleed is required on all sides
- Visible crop marks must be included on the final high-res PDF, offset from the bleed area.



# Print: Size

## STANDARD



## ENHANCED



## PREMIUM



### COVER EXECUTIONS

1/2 Front Cover Wrap  
4pp (packaged with OBC)

STANDARD SIZES	TRIM SIZE (WXH)
Banner	260x60mm
1/3 page (Horizontal or Vertical)	260x133mm (Horizontal) or 80 x 375mm (Vertical)
A4 or 1/2 Page (Horizontal or Vertical)	210 x 273mm (1/2 Page) 260 X 193mm (Horizontal) 125 375mm (Vertical)
Full page*	280 x400mm

ENHANCED SIZES	TRIM SIZE (WXH)
1/3 Double Page Spread (DPS)	540x133mm
A4 DPS or 1/2 page DPS	433x273mm (A4 DPS) 540x193mm (1/2 DPS)
Full page DPS	560 x400mm

PREMIUM SIZES	TRIM SIZE (WXH)
Outside Front Cover banner	260 x 60mm
Outside Back Cover (OBC)	280 x 400mm
Cover Wrap (includes OBC)	On request
Special Executions	On request

### PLEASE NOTE:

- +5mm bleed area to be included on all artwork
- \*These sizes require a 5mm type area

**For complete print specifications, [click here](#)**

# Print: Guidelines and conditions

Australian  
**Doctor.**

## IMPORTANT INFORMATION

### RATES

All rates quoted are net. 10% GST will be charged on invoice. 10% Agency discount applies

### ADVERTORIALS

Advertorials are charged at the same rate as general advertisements. Please contact Production for advertorial guidelines. Advertorials must be emailed to Production at least one week prior to material deadline for Editorial approval.

### BOOKING TERMS AND CONDITIONS

Booking terms and conditions: If the total cost of your campaign is based on a predetermined volume/number of insertions, and you cancel any issues revert your campaign, your per issue rate will revert to the casual rate per issue as determined by the current rate card/ official media kit.

Bookings cancelled in writing within 6 weeks of the date of insertion will be 100% of the agreed cost of your campaign. You may substitute the date of insertion with another brand. Cancellations communicated in writing 12 weeks prior to your scheduled issue date will incur a 50% fee of the agreed insertion cost. Cancellations communicated in writing 18 weeks prior to your scheduled issue date will incur a 25% fee of the agreed insertion cost.

A late material charge may be applicable for online bookings and the Australian Doctor Group reserve the right to charge if material not supplied 1 week prior to go live date.

For a comprehensive copy of The Australian Doctor Group full terms and conditions please go to:  
**[adg.com.au/terms-conditions](http://adg.com.au/terms-conditions)**



Australian  
**Doctor.**

The logo for the Australian Doctor Group (ADG), featuring a stylized green and blue cross-like symbol followed by the letters 'adg' in a bold, lowercase font.

# CONTACT US

## ADDRESS

Level 12, 117 York Street  
Sydney NSW 2000

## PHONE

1300 360 126

## WEBSITE

[www.adg.com.au](http://www.adg.com.au)



## SALES

Contact your Account Manager  
02 8484 0666, or email  
[sales@adg.com.au](mailto:sales@adg.com.au)



SCAN TO GET IN TOUCH



**AusDoc.**

# THANK YOU

*AusDoc.*  *adg*



Australian  
**Doctor.**

**6**minutes

**Australian Specialist.**

**speciality**  
updates

medical  
**observer.**



# Specialty Updates: e-Newsletter packages



Specialty Updates is a network of news sources, brought to you by *AusDoc* for all doctors from 10 different disciplines.

All doctors across Australia can keep up to date and go more in-depth in therapy areas that interest them.

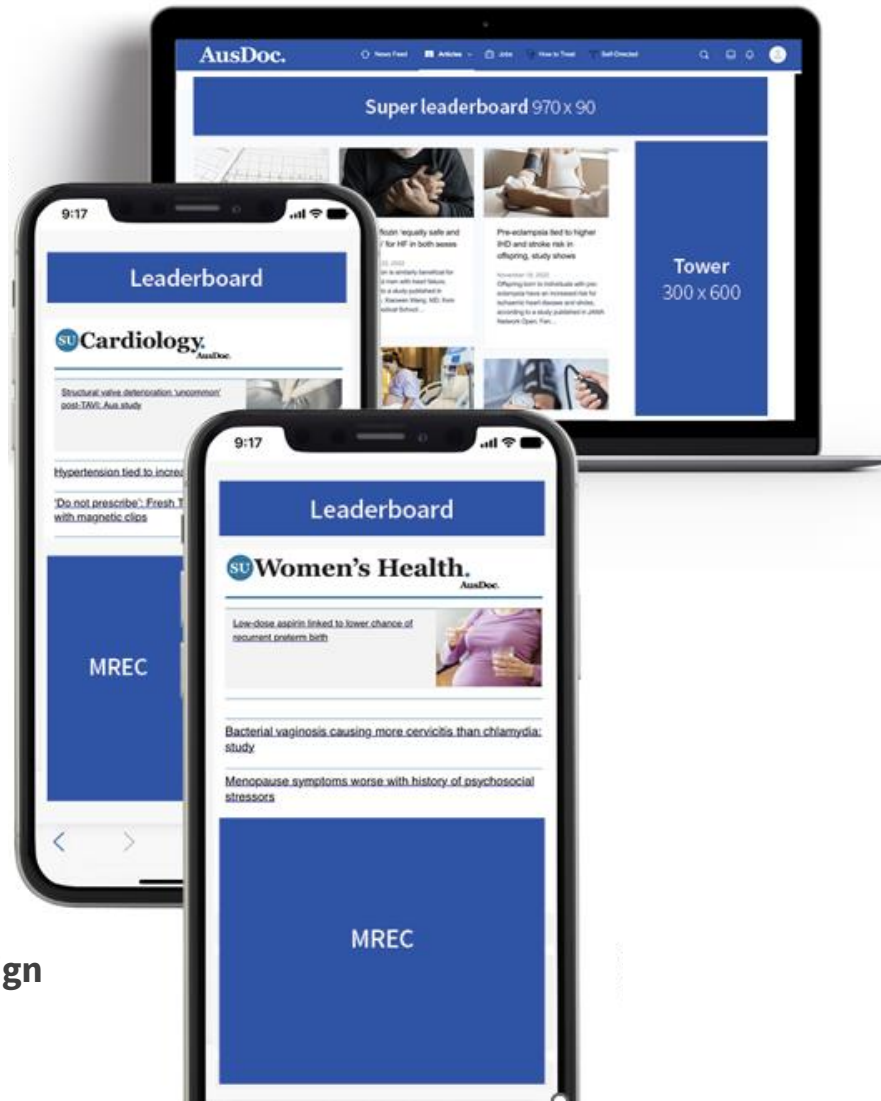
To achieve maximum exposure, we offer a takeover across one e-newsletter and a week's domination across the display ads of your chosen *Specialty Update*.

## Package - \$3,500

Ad size inclusions:

- Display super leaderboard (for a week)
- Display tower (for a week)
- e-Newsletter leaderboard (x1)
- e-Newsletter MREC (x1)

**Contact *AusDoc* for availability and campaign options.**



	FREQUENCY	LIST SIZE
cardiolōgy	fortnightly	2,958
dermatolōgy	fortnightly	1,959
endocrinolōgy	fortnightly	2,786
gastroenterolōgy	fortnightly	1,755
neurolōgy	fortnightly	1,976
oncolōgy	fortnightly	1,784
psychiatry	fortnightly	2,579
respiratōry	fortnightly	1,426
rheumatolōgy	fortnightly	593
women's hēalth	fortnightly	3,856