



INSTITUTE OF HEALTHCARE  
ENGINEERING AUSTRALIA

# HEALTHCARE FACILITIES



**HEALTHCARE FACILITIES  
IS ONLINE &  
INTERACTIVE**

IHEA are pleased to announce that in conjunction with our hard copy magazine, Healthcare Facilities is online and interactive.

See overleaf for details on hyperlinking your advertisement.

## 2018/2019 MEDIA KIT

The [Healthcare Facilities Journal](#) is the official journal of the Institute of Healthcare Engineering Australia (IHEA) (formerly Institute of Hospital Engineering Australia).

The IHEA is the relevant professional organisation for engineers and health care facility managers employed across the private and public health care sectors, as well as consultants engaged in related work. This includes Hospital Engineers, Health Facility Managers, Architects, Consulting Engineers, Builders, Contractors in the health care field, and all those engaged in Health Care Facilities Management.

This innovative magazine has unique access to the very lucrative health care facilities market with informative features on the latest

ideas, developments and technology around the globe.

Our hard copy magazine, [The Healthcare Facilities Journal](#) is distributed to all members of the IHEA. The journal is also distributed as an interactive, digital publication with in excess of 9000 readers, including all members of the New Zealand Institute of Healthcare Engineering, all members of the AHHA, Australian Healthcare and Hospitals Association, the APHA, Australian Private Hospitals Association and the SMBE, Society of Medical and Biological Engineering Australia.

To discuss how we can help promote your product or service, please contact Adbourne Publishing.

**THE INSTITUTES MISSION IS TO CONTINUALLY SUPPORT MEMBERS IN THEIR PROFESSIONAL ENDEAVOURS TOWARDS BEST PRACTICE IN HEALTH ENGINEERING, THE HEALTHCARE FACILITIES IS AN IMPORTANT PART OF THIS SUPPORT PROCESS.**

## ADVERTISING RATES

	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
DOUBLE PAGE SPREAD	\$3500*	Multiple booking discount on application		
FULL PAGE	\$2150*	\$2050*	\$1950*	\$1850*
HALF PAGE	\$1395*	\$1295*	\$1195*	\$1095*
QUARTER PAGE	\$895*	\$795*	\$695*	\$595*

\*All prices +GST

FOR COVER OR PREFERRED POSITIONS PLEASE add 10%

AGENCY COMMISSION add 10%



### DOUBLE PAGE SPREAD

Type area: 270 mm(h) x 396 mm(w)

Trim: 297 mm(h) x 420 mm(w)

(add 3 mm bleed to trim)

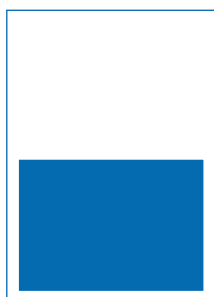


### FULL PAGE

Type area: 270 mm(h) x 185 mm(w)

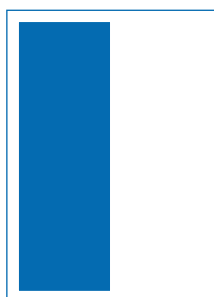
Trim: 297 mm(h) x 210 mm(w)

(add 3 mm bleed to trim)



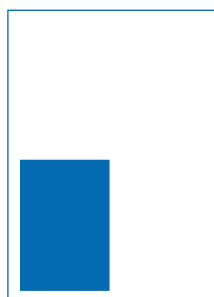
### ½ PAGE HORIZONTAL

130 mm(h) x 185 mm(w)



### ½ PAGE VERTICAL

270 mm(h) x 90 mm(w)



### ¼ PAGE VERTICAL

130 mm(h) x 90 mm(w)

## DEADLINES

EDITION	ARTWORK/EDITORIAL DEADLINE
AUTUMN 2018	26th February
WINTER 2018	30th May
SPRING 2018 (CONFERENCE EDITION)	5th September
SUMMER 2019	14th November

## MATERIAL SPECIFICATIONS

FORMAT	Macintosh (PRESS QUALITY PDF IS ADBOURNE'S PREFERRED FILE TYPE)
HARDWARE	Mac-compatible CD or DVD
SOFTWARE	Adobe Creative Cloud, Acrobat Professional (WE DO NOT ACCEPT OTHER FORMATS INCLUDING QUARK, PAGEMAKER, CORELDRAW, MS WORD, POWERPOINT OR PUBLISHER)
FONTS	All fonts must be embedded or supplied
COLOUR	Text and images must be supplied CMYK or grayscale, no embedded colour profiles
IMAGES	ALL Illustrations, images and logos to be TIFF or EPS, JPGs will only be accepted subject to quality
RESOLUTION	300dpi or better at 100% finished size
EMAIL LIMIT	10 MB

### HYPERLINKS

Now when the magazine is viewed online, readers can click on your advertisement and be redirected to you. Please supply your preferred web address when you submit your advertisement.

Suppliers of digital material are responsible for checking all files before sending. Adbourne Publishing does not accept responsibility for reproduction problems which result from incorrectly supplied material.

Adbourne Publishing does not accept film or file formats other than those indicated above. Please supply a hard-copy proof with your file if colour accuracy is imperative. For further information, please contact the Production Department on (03) 9758 1436 or email your queries to [production@adbourne.com](mailto:production@adbourne.com)

## EDITORIAL SUBMISSIONS

All editorial submissions should be sent to Neil Muir, E: [neil@adbourne.com](mailto:neil@adbourne.com). Items will be published at the editor's discretion. IHEA reserves the right to edit or abridge items accepted for publication.

[WWW.IHEA.ORG.AU](http://WWW.IHEA.ORG.AU)



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