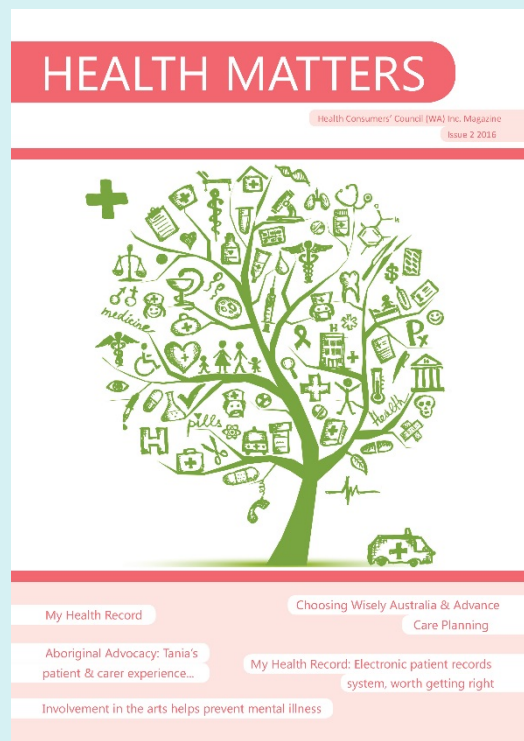




HEALTH CONSUMERS'  
COUNCIL  
YOUR VOICE ON HEALTH

# HEALTH MATTERS MAGAZINE

## ADVERTISING 2017



GPO Box C134, PERTH WA 6839  
Phone (08) 9221 3422 | Fax (08) 9221 5435  
Country Freecall 1800 620 780  
Email [info@hconc.org.au](mailto:info@hconc.org.au)  
Website [www.hconc.org.au](http://www.hconc.org.au)



Health Consumers' Council (WA) Inc (HCC) has produced Health Matters quarterly magazine since its inception in 1994. Since mid-2015 HCC has taken a new approach with each issue focusing on a theme. Articles are sourced from key stakeholders across WA and Australia to have a balanced view on each topic. The theme for the next issue is promoted in the previous issue, a call for features goes out through HCC's media channels and key people are approached to contribute.

## Health Matters Reach:

- **Direct marketing** to an individual membership of **900+ based in WA** including key people in WA health, for example the WA Director General of Health, WA Minister for Health, Executive Directors & CEO's of NGO health organisations
- **Promoted using boosted posts** through HCC social media channels Facebook and Twitter to a combined average reach of **26.5K** per month
- Used as promotional material at all Health Consumers' Council events, partnership events and external events where HCC has a stall (**approx. 400 copies of each issue taken to approx. 16+ events annually**)
- All past issues **feature on HCC website**
- An article each fortnight features in HCC's fortnightly eNewsletter to **800+ recipients** with an **average open rate of 38%**, higher than the industry average of 18.33%

## Display Advertisement Options

POSITION	CORPORATE PRICE	NGO PRICE	ORG/ASSC MEMBERS PRICE	ALIGNMENT	OUTSIDE DIMENSIONS (mm)	
					WIDTH	HEIGHT
Cover: Inside front full page	\$600	\$500	\$400	Vertical	185mm	270mm
					Bleeds: 4mm crop marks & text safety margins of 13mm	
Cover: Outside back half page	\$500	\$400	\$250	Horizontal	185mm	133mm
Full page	\$500	\$400	\$250	Vertical	185mm	270mm
					Bleeds: 4mm crop marks & text safety margins of 13mm	
Two-thirds page	\$300	\$200	\$150	Horizontal	185mm	90mm
Half page	\$400	\$300	\$200	Horizontal	185mm	135mm

All prices quoted are excluding GST.

Discount: 10% for bookings in two or more editions + GST

**ARTWORK SPECS:** The magazine is trimmed to A4. Please supply artwork as a print-ready pdf: for bleeds, 4mm crop marks & text safety margins of 13mm all page edges; imbed images at 300 dpi, CMYK colour; fonts embedded; email to [lucy.palermo@hconc.org.au](mailto:lucy.palermo@hconc.org.au)



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**Opening Hours**

Monday to Friday 9:00am - 4:30pm | Closed Public Holidays

Example of advertising featured on the back cover of Issue 2, 2016



**Not sure which way to turn?**  
**Our range of services and programs can help guide the way**



**Call us on 13 11 20 for information and support for anything cancer-related**

Example of full page advertising featured on page 5 on the right side page of Issue 3, 2016