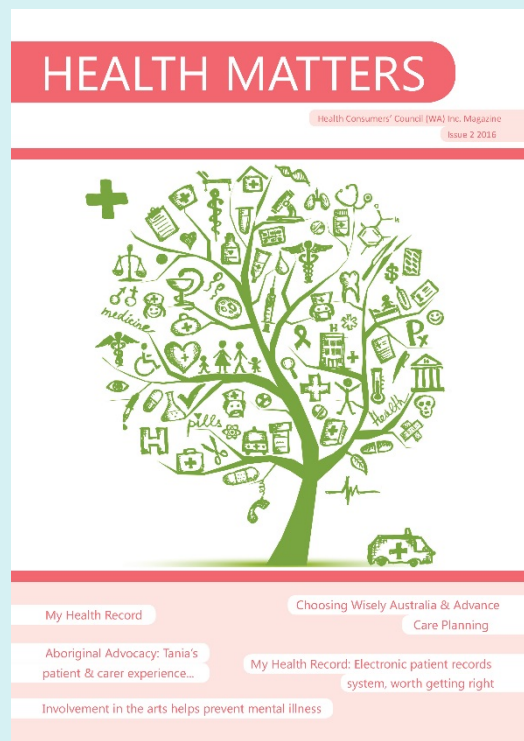




HEALTH CONSUMERS'
COUNCIL
YOUR VOICE ON HEALTH

HEALTH MATTERS MAGAZINE

ADVERTISING 2018



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



**HEALTH CONSUMERS'
COUNCIL**
YOUR VOICE ON HEALTH

Health Consumers' Council

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

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