



HEALTH CONSUMERS' COUNCIL

HEALTH MATTERS MAGAZINE

ADVERTISING 2020

Health Matters
Health Consumers' Council (WA) Inc. Magazine
November 2019

Co-design: Join the new dance craze
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Valuable consumer contributions
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Walking and talking for collaborative health content
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Engagement

HEALTH CONSUMERS' COUNCIL
Celebrating 25 years

Health Matters
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August 2019

Four decades of consumer advocacy
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5 Questions to ask your doctor
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ConnectGroups
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Alliance Against Depression
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Self Advocacy and Peer Support

HEALTH CONSUMERS' COUNCIL
Celebrating 25 years

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Phone: 9221 3422 | Country Freecall: 1800 620 780
Email: info@hconc.org.au
Website: www.hconc.org.au



Health Consumers' Council (WA) Inc (HCC) is an independent, not for profit organisation passionate about ensuring the consumer is at the heart of our state's health care system. HCC has been producing the Health Matters magazine since 1994. The high-quality, gloss magazine is now printed quarterly, and each edition focuses on a theme of interest to our audience. Articles are written inhouse and sourced from key stakeholders across WA, to provide a balanced view on each topic. A call for features goes out through HCC's media channels and key people are approached to contribute.

Health Matters Reach:

- **Direct marketing** to a community of 1000+ individual and organisational members plus interested community members **based in WA**, including key people and organisations in WA health
- **Promoted** through HCC social media channels (Facebook, Twitter, LinkedIn and Instagram) to a combined reach of **25k+** per month
- Used as **promotional material** at all Health Consumers' Council events, partnership events and external events where HCC has a stall
- All past issues **feature on HCC's website**, with many articles repurposed as blog posts

Advertisement Options

POSITION	CORPORATE PRICE	NGO PRICE	ORG/ASSC MEMBERS PRICE	ALIGNMENT	OUTSIDE DIMENTIONS (mm)	
					WIDTH	HEIGHT
Inside cover: full page	\$600	\$500	\$400	Vertical	185mm	270mm
Outside cover half page	\$500	\$400	\$250	Horizontal	185mm	133mm
Outside cover full page	\$600	\$500	\$400	Vertical	185mm	270mm
Full page	\$500	\$400	\$250	Vertical	185mm	270mm
Half page	\$400	\$300	\$200	Horizontal	185mm	135mm

All prices are quoted excluding GST
15% discount for bookings in two or more editions

ARTWORK SPECS: The magazine is trimmed to A4. Please supply artwork as a print-ready PDF or high-resolution JPG. For bleeds, 4mm crop marks & text safety margins of 13mm all page edges; imbed images at 300 dpi, CMYK colour; fonts embedded. Email to rachel.seeley@hconc.org.au

Disclaimer: all advertisements must meet relevant standards. Health Consumers' Council reserves the right to refuse any advert that we believe is incompatible with our values and mission.

CONGRATULATIONS

to the Health Consumers' Council for **25 years** of incredible service to WA consumers and the community.

Telethon Kids Institute is proud to work closely with the Health Consumers' Council, particularly in the development of our consumer engagement and involvement program.



**TELETHON
KIDS
INSTITUTE**
Discover. Prevent. Cure.



**HEALTH CONSUMERS'
COUNCIL**

Health Consumers' Council

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Web www.hconc.org.au

Opening hours

Monday - Friday 9.00am - 4.30pm
Closed Public Holidays



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