



WHAT

DOCTORS READ

Talk to SA's Medical Professionals Today!

MODERN MEDICINE is a trusted and well respected monthly journal that is read by specialists, GPs and pharmacists.

With a distribution of over 25 000 copies in both print and digital formats and an ABC certified print audience, we can help you reach the people that are most important to your brands.



MODERN MEDICINE is an approved provider of Continued Professional Development material, providing readers with ongoing access to clinical and ethics CPD points.

With over **58 000** audited CPD points distributed each year, we prove how well read the journal is.

Providing readers with pertinent news, educational and clinical content, **MODERN MEDICINE** remains a firm favourite for SA's medical professionals.

Readers Reactions

"MODERN MEDICINE is an excellent medical journal and certainly one that I enjoy reading"

- Dr R Kammies

"MODERN MEDICINE is always welcome and informative in my practice!"

- Dr J Homan

Advertise in MODERN MEDICINE today

MODERN MEDICINE





ADVERTISING RATES

COSTS:

Full page (282mm x 200mm)	
Half page (141mm x 200mm)	
DPS (10mm gutter)	

	*Digital-Only	*Hybrid
Rands	Rands	Rands
Full page (282mm x 200mm)	5 800	17 700
Half page (141mm x 200mm)	4 500	13 100
DPS (10mm gutter)	8 600	24 100

SPECIAL POSITIONS:

Outside front (220mm x 130mm)	28 800
Inside front (282mm x 200mm)	19 400
Outside back (282mm x 200mm)	22 900

SMALLS:

Quarter page (70mm x 200mm)	7 900
Strip ad (25mm x 170mm)	4 200
Loose insert (Supplied by advertiser)	14 200

Rates listed include agency commission but exclude VAT

Deadlines: 10th of the month prior to publication

CIRCULATION:



ABC Certified Circulation

3 966

Non-ABC Digital Circulation

25 585

YOUR NEXT STEP:

Contact Peter van Dyk

READERS REACTIONS

“MODERN MEDICINE is an excellent medical journal and certainly one that I enjoy reading”
- Dr R Kammies

“MODERN MEDICINE is always welcome and informative in my practice!”
- Dr J Homan



Peter van Dyk

Tel: 082-555-9611

Email: peter@modernmedia.co.za

MODERN MEDICINE