



WHAT

DOCTORS READ

Talk to SA's Medical Professionals Today!

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

With a distribution of over 34 000 copies in both print and digital formats and a strong 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 **thousands of CPD points allocated** in a year, we can 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 Rands	*Hybrid Rands
9 800	25 700
12 800	35 000

SPECIAL POSITIONS:

Outside front (205mm x 125mm)	41 900
Inside front (282mm x 200mm)	28 300
Outside back (282mm x 200mm)	32 800

SMALLS:

Quarter page (75mm x 200mm)	10 200
Strip ad (25mm x 170mm)	6 700
Loose insert (Supplied by advertiser)	18 000

Rates listed include agency commission but exclude VAT

Deadlines: 20th of the month prior to publication

CIRCULATION:

Print Circulation	4 130
Digital Circulation	34 300

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