



RESEARCH REVIEW™

Making Education Easy – Since 2006

RESEARCH REVIEW RESEARCH REVIEW LIMITED

MEDIA KIT





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WHAT WE OFFER

Research Review brings the most important clinical advancements to your inbox with advice and commentary from New Zealand specialists.

Publications are free to receive for health care professionals, keeping them up to date with their chosen clinical area.

The publications allow advertisers to support medical education and to communicate with unique treatment communities.

THE RESEARCH REVIEW ADVANTAGE

- ⊙ **EMAIL DELIVERY** – publications emailed directly to the subscriber.
- ⊙ **MULTIPLE CHANNEL DELIVERY** – direct, social media, web, medical society partners.
- ⊙ **CUT-THROUGH** – small number of ads and pages per publication. Opportunity for exclusivity.
- ⊙ **NO WASTED AD SPEND** – subscribers self-select interest areas.
- ⊙ **LINK TO COMPANY WEBSITES** – adverts hyperlinked to company websites and PI.
- ⊙ **HIGH PENETRATION** – 80-90% of New Zealand's specialists in each target area.
- ⊙ **PERSONAL TOUCH** – most publications sent from expert's Research Review email. Subscribers have personal relationship with the expert and a high level of engagement.
- ⊙ **PASS ON RATE** – publications have a pass-on readership factor of 1.5 to 1.7.



60 RESEARCH REVIEW CURRENT TITLES

GENERAL PRACTICE
General Practice

GENERAL MEDICINE
Bone Health
Dermatology
Fertility
Pain Management
Sleep Medicine
Smoking Cessation
Women's Health
Wound Care

NEUROLOGY
Neurology

PAEDIATRICS
Child Health
Paediatric Vaccines

PSYCHIATRY
Addiction Medicine
Behavioural Disorders
Psychiatry

INTERNAL MEDICINE
Cardiology
Diabetes & Obesity
Geriatrics
Inflammatory Bowel Disease
Internal Medicine
Respiratory
Rheumatology

HAEMATOLOGY
Haematology
Lymphoma/Leukaemia
Multiple Myeloma
Malignant Haematology

INFECTIOUS DISEASES
Hepatitis
HIV Medicine
Infection Prevention & Control
Infectious Diseases
Travel Medicine

MEDICAL ONCOLOGY
Breast Cancer
Colorectal Oncology
Gynaecological Cancers
Immuno-oncology
Liver Cancer
Lung Cancer
Precision Oncology
Skin Cancer

SURGERY
Anaesthesia
General Surgery
Hip & Knee
Urology

DENTAL
Dental
Oral Health

OTHER HEALTH
Asian Health
Eye Health
Foot & Ankle
Hearing
Laboratory Medicine
Maori Health
Midwifery
Pacific Health
Pharmacy
Patient Psychology
Rehabilitation
Sports Medicine

ANIMAL HEALTH
Dairy
Sheep & Beef
Companion Animal



PRODUCT & PRICING OUTLINES



REGULAR RESEARCH REVIEW

from \$2,000 plus GST

Regular summaries of 'must read' research from the world's best journals.

- 10 summaries
- Live links
- Limited adverts

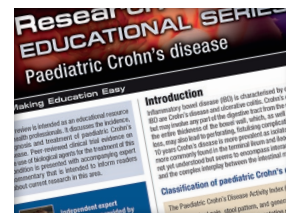


PRODUCT REVIEWS

from \$15,000 plus GST

Focus on a new/existing treatment and its key studies.

Ideal for new products or those with new indications.



EDUCATIONAL SERIES

from \$15,000 plus GST

Focused education on a disease/condition.

- Identifying patients
- Diagnosis
- Treatment options



CONFERENCE REVIEW

from \$7,750 plus GST

The most significant presentations/papers from a scientific conference.

- 10 summaries
- Live links
- Limited adverts



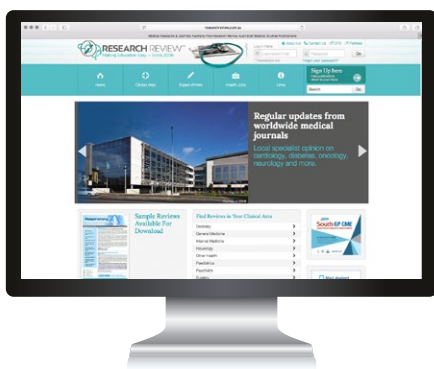
SPEAKER SERIES

from \$7,900 plus GST

Summary of a local speaker event.

Made available to Research Review subscribers.

Extends the life of your event.



RESEARCH REVIEW WEBSITE

from \$500/month per section

Advertising options are available on the Research Review website, on the home page and 50+ specialist areas.

www.researchreview.co.nz



EXPERT FORUM

from \$12,500 plus GST

Summary of meeting highlights.

- Local meeting synopsis
- Multiple speakers/panel discussions
- Emailed to subscribers



STUDY/KEY PAPER REVIEW

from \$10,000 plus GST

Summary of one significant study.

Commentary from relevant local expert.



WEBCASTS

from \$12,000 plus GST

Live "virtual" speaker or meeting event.

- Invitations sent to Research Review subscribers base
- Live Q&A and polling
- Recording made for hosting/later distribution

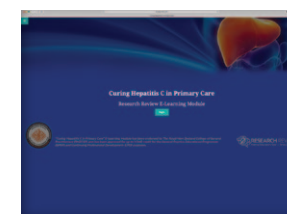


PODCASTS VIDEO and AUDIO

from \$8,750 plus GST

Video of an expert discussing a specialist topic.

- Emailed link to subscribers
- Hosted on website



ACCREDITED E-LEARNING CPD Modules

from \$6,150 plus GST

A college or society accredited CPD module using client-commissioned Research Review content.

- Emailed link to subscribers
- Hosted on website

PUBLICATION ADVERTISING FORMATS

- ⦿ **Please supply all material in CMYK high resolution PDF format** – use the Press Quality setting when producing the PDF.
- ⦿ **A Research Review advertisement specification PDF preset preference file is available for Adobe InDesign on request** – please email jamesarmstrong@researchreview.co.nz or suepeploe@researchreview.co.nz
- ⦿ **Please ensure all fonts are converted to paths** or embedded in document.
- ⦿ **Adverts/images must be 300dpi** – a file size of 1-2MB where possible.
- ⦿ **Advertisers are recommended to consider clear, simple adverts** and must be able to quantify any medical claims.

Only the Banner Strip sized format can appear on front page of Reviews. Other sizes will be placed from page 2 onwards.

WEBSITE ADVERTISING FORMATS

- ⦿ **Web banners must be 72dpi and sent as gif files** – size 170 x 315 pixels.
- ⦿ **If the banner is animated, please provide 2 copies;** the first with the Animation Loop set to 'forever' and the second with it set to 'once'.
- ⦿ **Advertisers are recommended to consider clear, simple adverts** and must be able to quantify any medical claims.

ARTWORK SUPPLY CONTACT

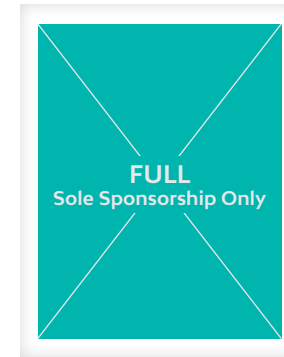


All artwork should be sent to **James Armstrong** or **Sue Peploe**

Email: jamesarmstrong@researchreview.co.nz

Email: suepeploe@researchreview.co.nz

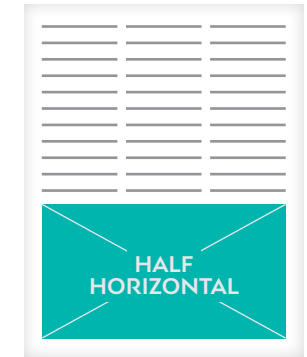
FULL PAGE
(NO BLEED)
190mm(W) x 247mm(H)



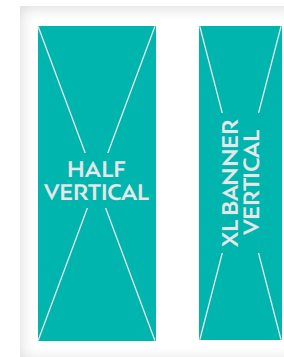
XL HALF PAGE Vertical
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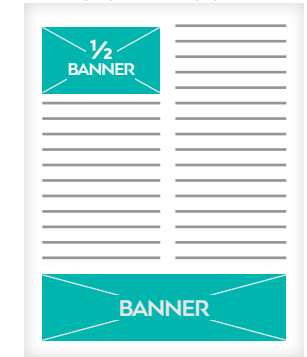
HALF PAGE Horizontal
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HALF PAGE Vertical
(NO BLEED)
92mm(W) x 247mm(H)



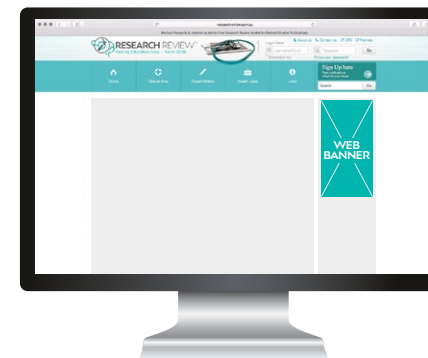
1/2 BANNER STRIP
(NO BLEED)
95mm(W) x 52mm(H)



XL BANNER Vertical
(NO BLEED)
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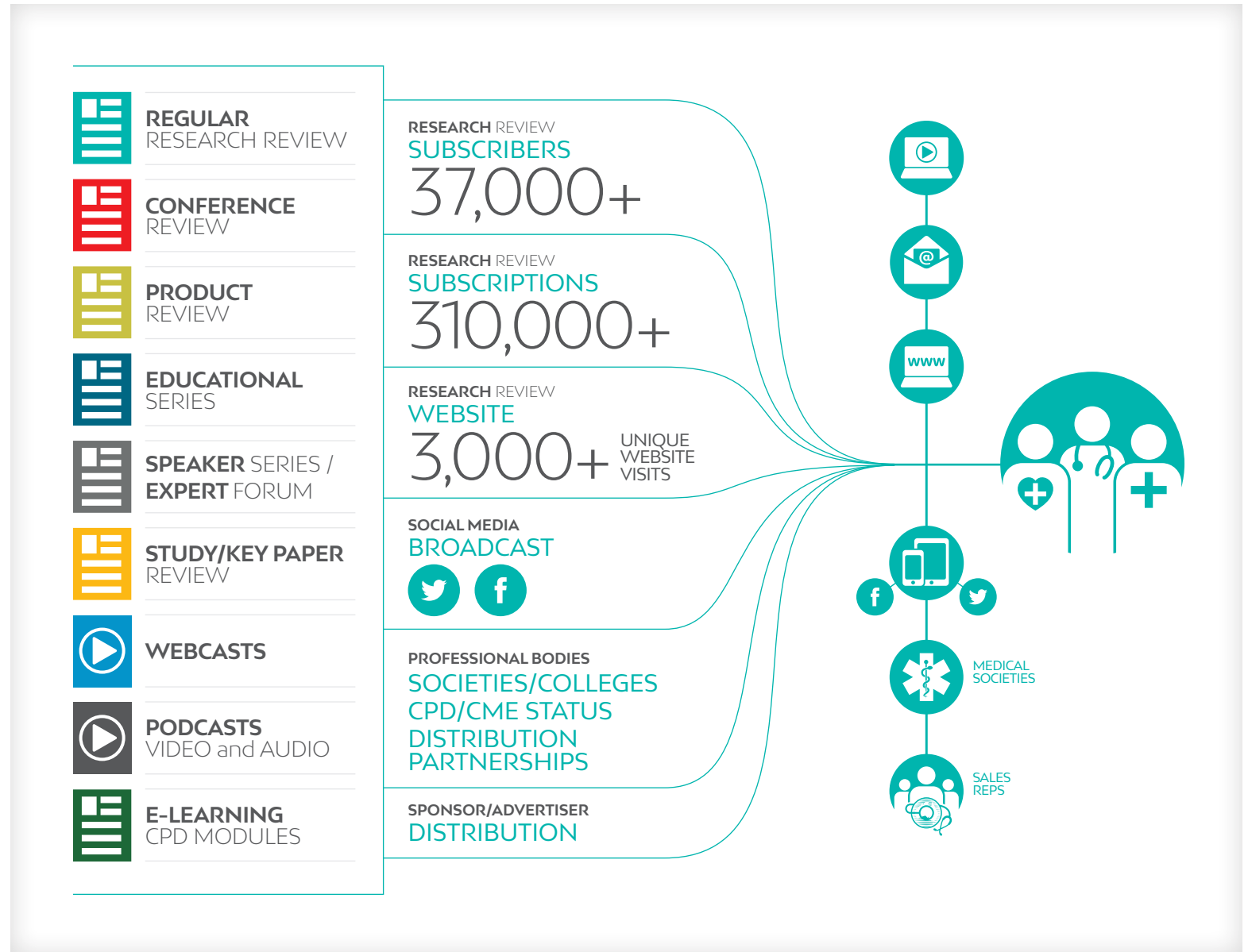
XL BANNER STRIP (NO BLEED)
190mm(W) x 67mm(H)

BANNER STRIP (NO BLEED)
190mm(W) x 52mm(H)



WEBSITE BANNER
170px(W) x 315px(H) @ 72dpi

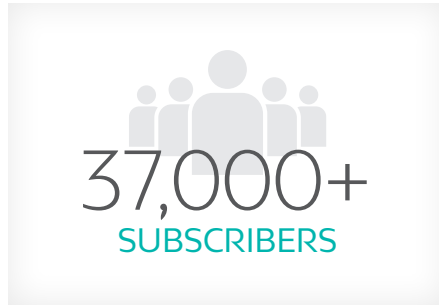
RESEARCH REVIEW'S DISTRIBUTION NETWORK USES MULTIPLE CHANNELS TO ENSURE A HIGH LEVEL OF READERSHIP AND ENGAGEMENT





MEASURABLE RESULTS

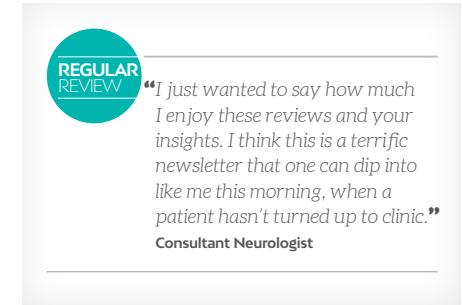
RESEARCH REVIEW CAN SUPPLY INFORMATION ON THE FOLLOWING:



DATA
Direct Database Distribution Numbers



SURVEYS
Readership Surveys



FEEDBACK
Reader Direct Feedback



ONLINE ANALYTICS
Website Downloads, Views & Timings



SOCIAL MEDIA
Contact & Feedback



CPD/PARTNERSHIPS
Part of CPD/CME Programs for Colleges and Societies Professional Body etc



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