



A monthly publication (11 issues – Dec/Jan is combined),
published by MIMS (Arena Holdings Pty Ltd)
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Research findings reflect that **91% consulted MIMS monthly for product information** with 44% referring to MIMS several times a week and 27% using MIMS several times a day.



Since the upfront pages – including the indices front and back – are referred to each time the doctor or pharmacist picks up the book, they are an ideal environment not just for drug advertising, but also for lifestyle advertising (eg banks).



A **practical, concise, quick and easy reference** to all major branded medicines which are available on prescription.



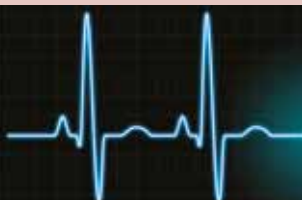
Most medical publications are freebies. Not *MIMS*. Doctors pay to get their monthly copy because they need the information. *MIMS* has the **largest voluntary paid subscription base** amongst all medical publications.



“The doctor’s bible” – available on subscription only. No wasted coverage – our subscribers are your prescribers.



Used daily at the point of prescription (when doctors are selecting and comparing medicines), it offers a unique environment for your advertising to influence, alter or reinforce prescribing behaviour.



New Product Focus

Reaching healthcare professionals is now as easy as clicking ‘send’.

And it’s cheaper than ever!

It’s an effective and measurable way of reaching up to 25 000 medical professionals, including GPs, specialists, pharmacists and other healthcare professionals.

It lets you tailor your message to different types of customers, and conveys your marketing message with the credibility of *MIMS*.

COST	Print and email package: Only R2 000 (excl VAT) extra when you take out any of the New Product Packages (options 1-4) in the print edition of the monthly <i>MIMS</i> publication.	
	Email-only package: Quotations will be tailored to your requirements.	
	Number of records	Cost excluding VAT
	0-2 500 records	R1.65 per record*
	2 501-5 000 records	R1.14 per record
	5 001-10 000 records	86 cents per record
	10 001-25 000 records	58 cents per record

*Record = healthcare professional

ADVERTISING RATE CARD 2022

ADVERTISING RATES: Rates are effective from 1 January 2022

Covers:

	Excl VAT	Incl 15% VAT
Outside front cover	R60 215,00	R69 247,25
Inside front cover	R24 230,00	R27 864,50
Tumble-turn outside front cover	R46 800,00	R53 820,00
Double page spread	R30 580,00	R35 167,00
Spine	R28 015,00	R32 217,25

Inserts:

Advertiser to supply all inserts printed. Bookmarks to be strung and accompanied by self-adhesive stickers. Alternatively, printing costs to be quoted separately.

	Excl VAT	Incl 15% VAT
Full-page tip-in die-cut divider	R24 475,00	R28 146,25
Loose inserts (maximum two per issue)	R14 775,00	R16 991,25
Bookmark (two per issue)	R19 475,00	R22 396,25
Wrapper	R12 440,00	R14 306,00
Envelope flyer	R16 025,00	R18 428,75

SPECIAL ADVERTISING PACKAGES:

Alphabetical index strip advertisement package:

Consists of a total of 32 full colour strip ads positioned at the top and bottom of each of the 16 pages comprising the index.

Excl VAT	Incl 15% VAT
R43 900,00	R50 485,00

Contents Page – one third advertisement:

One one-third horizontal advertisement positioned at bottom of Contents page.

Excl VAT	Incl 15% VAT
R12 250,00	R14 087,50

Active Ingredient/Trade Name Index package:

Consists of 50 baseline strip ads positioned consecutively at the bottom of the page within the Active Ingredient/Trade Name Index.

Excl VAT	Incl 15% VAT
R18 500,00	R21 275,00

Trade Name/Active Ingredient Index package:

Printed in a tumble turn format, it consists of the tumble turn inside front cover plus 50 baseline strips at the bottom of the page within the Trade Name/Active Ingredient Index. This index immediately precedes the Active Ingredient/Trade Name Index..

Excl VAT	Incl 15% VAT
R29 075,00	R33 436,25

Island package:

Consists of six island ads positioned run of journal at the publisher's discretion. If all six ads are for one product, two of these ads will be positioned within relevant product listing.

Excl VAT	Incl 15% VAT
R20 860,00	R23 989,00

6 Island and 12 strip package:

Consists of 6 island ads and 12 strip ads positioned top and bottom of the page. The island ad will appear on the same page as the strips or facing page.

Excl VAT	Incl 15% VAT
R34 375,00	R39 531,25

Strip advertisement PLUS island package:

Consists of 2 strip ads positioned top and bottom of the page that carries the product listing PLUS 1 island ad on the same or facing page.

Excl VAT	Incl 15% VAT
R10 225,00	R11 758,75

100 Baseline Strip advertisement package:

Consists of 100 full colour **baseline** strip advertisements at the **bottom of the page**. These advertisements are positioned run of journal at the publisher's discretion.

Excl VAT	Incl 15% VAT
R36 760,00	R42 274,00

50 Strip advertisement package:

Consists of 50 full colour strips at the **top and bottom of the page**. The publisher will endeavour to position these advertisements within the relevant pharmacological classification but reserves the right to position ROJ if pharmacological positioning not feasible for any given reason.

Excl VAT	Incl 15% VAT
R27 625,00	R31 768,75

New product advertisement packages:

Option 1: Consists of 2 strip ads positioned top and bottom of the page that carries the product listing for 3 consecutive months. Included in this package are free product news, a cover flash for the launch issue, the relevant product listing as well as the pharmacological classification and proprietary name in the upfront indices as well as in the active ingredient/trade name index and trade name/active ingredient index printed in red for the three-month period of the package.

	Excl VAT	Incl 15% VAT
	R12 140,00 per month	R13 961,00 per month
Total cost for three-month period	R36 420,00	R41 883,00

Option 2: Specifications as per option 1 PLUS an island advertisement.

	Excl Vat	Incl 15% VAT
	R14 820,00 per month	R17 043,00 per month

Option 3: Specifications as per option 1 PLUS a facing full page advertisement.

	Excl Vat	Incl 15% VAT
	R27 235,00 per month	R31 320,25 per month

Option 4: Specifications as per option 1 PLUS tipped-in die-cut divider. Please note: Tip-in printing costs to be quoted separately.

	Excl VAT	Incl 15% VAT
	R32 335,00 per month	R37 185,25 per month

Full page:

	Excl VAT	Incl 15% VAT
Black & white	R12 145,00	R13 966,75
Standard spot colour	R15 375,00	R17 681,25
Full colour	R21 130,00	R24 299,50

1/3 page:

	Excl VAT	Incl 15% VAT
Black & white	R 4 075,00	R 4 686,25
Standard spot colour	R 5 000,00	R 5 750,00
Full colour	R 7 115,00	R 8 182,25

1/2 page:

	Excl VAT	Incl 15% VAT
Black & white	R 5 625,00	R 6 468,75
Standard spot colour	R 7 115,00	R 8 182,25
Full colour	R 9 360,00	R10 764,00

1/6 page (Island):

	Excl VAT	Incl 15% VAT
Black & white	R 3 465,00	R 3 984,75
Standard spot colour	R 4 585,00	R 5 272,75
Full colour	R 6 635,00	R 7 630,25

Strip advertisements (minimum of 2 strips per issue):

	Excl VAT	Incl 15% VAT
Standard spot colour	R 1 710,00 each	R 1 966,50
Full colour	R 2 675,00 each	R 3 076,25

SPECIFICATIONS:

Advertising material in high-resolution PDF/X-1A with crop marks only. CMYK colours. At least 300dpi resolution. **Fonts to be embedded** when making up PDF. Advertising to be emailed as arranged.

Tip-in die cut to be indicated by overprint in a spot colour. Please do not include any RGB, Pantone or Spot colour elements.

SIZES:

Outside front covers:

Trim size: 176 mm deep x 168 mm wide
(size of advertisement space excluding masthead)
Type area: 160 mm deep x 145 mm wide
(MIMS masthead still to be positioned above)
Bleed: Add 3 mm all round

Full page:

Trim size: 240 mm deep x 168 mm wide
Type area: 220 mm deep x 145 mm wide
Bleed: Add 3 mm all round

1/3 page:

Trim size: 60 mm deep x 168 mm wide OR
205 mm deep x 50 mm wide
Type area: 54 mm deep x 145 mm wide OR
190 mm deep x 45 mm wide
Bleed: Add 3 mm all round

1/2 page:

Trim size: 120 mm deep x 168 mm wide
Type area: 110 mm deep x 145 mm wide
Bleed: Add 3 mm all round

1/6 page Island:

Trim size: 84 mm deep x 45 mm wide
Type area: 81 mm deep x 42 mm wide
Bleed: None

Baseline strips:

Trim size: 18 mm deep x 152 mm wide
Type area: 17 mm deep x 149 mm wide
Bleed: None

Spine:

Trim size: n/a
Type area: 12 mm deep x 170 mm long
Bleed: Width: background colour only to 30 mm
Length: 180 mm to top only

Loose inserts:

Maximum size: 240 mm deep x 165 mm wide
Maximum mass: 135 gsm

TIP-IN DIE-CUT DIVIDERS:

Full page:

Trim size: 240 mm deep x 165 mm wide excluding die-cut
Type area: 220 mm deep x 155 mm wide
Die Cut: Positioning of die-cut to be advised.

Tip-in die cut to be indicated by overprint in a spot colour.

Half page:

Trim size: 120 mm deep x 165 mm wide excluding die-cut
Type area: 110 mm deep x 155 mm wide
Die-cut: Rounded edges. 25 mm deep x 8 mm wide
(i.e. tip-in width across die-cut is 173 mm)
Bleed: Add 3 mm all round
Maximum mass: 170 gsm

Bookmark (to be supplied with stickers please):

Maximum size: 190 mm deep x 60 mm wide
Maximum mass: 200 gsm
Ribbon: 300 mm long
Sticker: Strong, self-adhesive

Wrapper:

Horizontal:
Maximum size: 115 mm deep x 370 mm wide plus minimum of 40 mm for gumming.
Maximum mass: 115 gsm
Vertical (for Indices section only):
Maximum size: 500 mm deep x 60 mm wide plus minimum of 40 mm for gumming
Maximum mass: 115 gsm

Envelope flyer

Maximum size: 115 mm deep x 95 mm wide

DEADLINES:

New products or amendments to entries:

1st of the month prior to month of publication

Advertisement booking:

8th of the month prior to month of publication

Advertising material:

16th of the month prior to month of publication

Advertising cancellations:

1 month's notice.

SPECIFIED ADVERTISEMENT POSITIONING:

Specified advertisement positions are those which appear:

- On all the new product and index pages
- On or opposite the page where the product is listed
- In or opposite the pharmacological classification where the product is listed

Please note: While every effort will be made to comply with the advertisers' special position advertisement requests, the publisher reserves the right, if positioning difficulties arise, to place advertisements in any of the above positions.

GENERAL CONDITIONS:

- Volume discounts by negotiation.
- Any possible deviation of colour in advertisements not accompanied by colour proofs will be the advertiser's responsibility.
- The publishers reserve the right to reject or discontinue any advertisement considered, in their opinion, unsuitable for publication in the journal notwithstanding that the space for the said advertisement has been booked in advance under contract or otherwise.
- Should the required advertiser's material not be in the publishers' possession at the time of going to press they reserve the right to repeat or substitute any of the advertiser's material in their possession whether or not this material has been scheduled to appear in the near future.
- No responsibility will be taken by the publishers for material left in their possession after a period of one year.
- MIMS reserves the right to apply an appropriate adjustment on all rates during the year 2022 in the event of substantial increases in postal/courier rates, other material charges not within our control or the Rand exchange rate.

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