

# mims

A monthly publication (11 issues – Dec/Jan is combined),  
published by MIMS (Arena Holdings Pty Ltd)  
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## RESEARCHED

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.



A **practical, concise, quick and easy reference** to the vast majority of branded medicines which are available on prescription.



## ADVERTISING PLATFORM

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 (e.g. banks).



## USER-FRIENDLY

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



## TARGET AUDIENCE

## HIGH VIEWING

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.



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.



## SUBSCRIPTION-BASED



Reaching healthcare professionals is now as easy as clicking ‘send’  
Excellent value for money!

**New Product Focus email messaging service** is 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 750 (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	R1.80 per record*
	2 501-5 000 records	R1.30 per record
	5 001-10 000 records	95 cents per record
	10 001-25 000 records	65 cents per record

\*Record = healthcare professional

## ADVERTISING RATES: Rates are effective from 1 January 2024

### Covers:

	<b>Excl VAT</b>	<b>Incl 15% VAT</b>
Outside front cover	R62 625,00	R70 018,75
Inside front cover	R25 705,00	R29 560,75
Tumble-turn outside front cover	R49 162,00	R56 536,30
Double page spread	R32 118,00	R36 935,70
Spine	R29 150,00	R33 522,50

The tumble-turn inside front cover is being sold as a package - refer to the below Trade Name/Active Ingredient Index package.

### Inserts:

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

	<b>Excl VAT</b>	<b>Incl 15% VAT</b>
Full-page tip-in die-cut divider	R25 700,00	R29 555,00
Loose inserts (maximum two per issue)	R15 221,00	R17 504,15
Bookmark (two per issue)	R20 064,00	R23 073,60
Wrapper	R12 817,00	R14 739,55

## 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.

<b>Excl VAT</b>	<b>Incl 15% VAT</b>
R46 107,00	R53 023,05

### Contents Page – one third advertisement:

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

<b>Excl VAT</b>	<b>Incl 15% VAT</b>
R12 995,00	R14 944,25

### Active Ingredient/Trade Name (Yellow) Index package:

Consists of a minimum of 38 baseline strip ads positioned consecutively at the bottom of the page within the Active Ingredient/Trade Name Index.

<b>Excl VAT</b>	<b>Incl 15% VAT</b>
R19 625,00	R22 568,75

### Trade Name/Active Ingredient (Blue) 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..

<b>Excl VAT</b>	<b>Incl 15% VAT</b>
R30 845,00	R35 471,75

### 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.

<b>Excl VAT</b>	<b>Incl 15% VAT</b>
R21 700,00	R24 955,00

### 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.

<b>Excl VAT</b>	<b>Incl 15% VAT</b>
R35 765,00	R41 129,75

### 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.

<b>Excl VAT</b>	<b>Incl 15% VAT</b>
R10 640,00	R12 236,00

### 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.

<b>Excl VAT</b>	<b>Incl 15% VAT</b>
R38 250,00	R43 987,50

### 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.

<b>Excl VAT</b>	<b>Incl 15% VAT</b>
R28 740,00	R33 051,00

## 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.

	<b>Excl VAT</b>	<b>Incl 15% VAT</b>
	R19 950,00 for month 1	R22 942,50 for month 1
	R13 300,00 for month 2	R15 295,00 for month 2
	R6 650,00 for month 3	R7 647,50 for month 3
<b>Total cost for 3-month period:</b>	<b>R39 900,00</b>	<b>R45 885,00</b>

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

	<b>Excl Vat</b>	<b>Incl 15% VAT</b>
	R23 850,00 for month 1	R27 427,50 for month 1
	R15 900,00 for month 2	R18 285,00 for month 2
	R7 950,00 for month 3	R9 142,50 for month 3
<b>Total cost for 3-month period:</b>	<b>R47 700,00</b>	<b>R54 855,00</b>

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

	<b>Excl Vat</b>	<b>Incl 15% VAT</b>
	R43 800,00 for month 1	R50 370,00 for month 1
	R29 200,00 for month 2	R33 580,00 for month 2
	R 14 600,00 for month 3	R16 790,00 for month 3
<b>Total cost for 3-month period</b>	<b>R87 600,00</b>	<b>R100 740,00</b>

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

	<b>Excl VAT</b>	<b>Incl 15% VAT</b>
	R51 950,00 for month 1	R59 742,50 for month 1
	R34 634,00 for month 2	R39 829,10 for month 2
	R17 316,00 for month 3	R19 913,40 for month 3
<b>Total cost for 3-month period</b>	<b>R103 900,00</b>	<b>R119 485,00</b>

\* Advertisers taking any option qualify for a lower rate on the New Product Focus email messaging service (see the first page).

### Full page:

	<b>Excl VAT</b>	<b>Incl 15% VAT</b>
Full colour	R21 990,00	R25 288,50

### 1/3 page:

	<b>Excl VAT</b>	<b>Incl 15% VAT</b>
Full colour	R 7 406,00	R 8 516,90

### 1/2 page:

	<b>Excl VAT</b>	<b>Incl 15% VAT</b>
Full colour	R 9 740,00	R11 201,00

### 1/6 page (Island):

	<b>Excl VAT</b>	<b>Incl 15% VAT</b>
Full colour	R 6 905,00	R 7 940,75

### Strip advertisements (minimum of 2 strips per issue):

	<b>Excl VAT</b>	<b>Incl 15% VAT</b>
Full colour	R 2 785,00 each	R 3 202,75 each

## 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 150 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  
210 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:** 14 mm deep x 148 mm wide  
**Bleed:** 3 mm bleed all around

### Spine:

**Trim size:** 178 mm long x 22 mm wide  
**Type area:** 14 mm deep x 170 mm long  
**Bleed:** 3 mm bleed all around

### 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 168 mm wide excluding tab  
**Type area:** 220 mm deep x 155 mm wide  
**Tab:** 25 mm deep x 8 mm wide (Type area 21 mm x 4 mm)  
**Die cut:** Positioning of die-cut to be advised.

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

## 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

## 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 2024 in the event of substantial increases in postal/courier rates, other material charges not within our control or the Rand exchange rate.

## CONTACTS

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