

mims

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



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

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.

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).

TARGET AUDIENCE



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

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.

SUBSCRIPTION-BASED



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.



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 *MIMS* 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 2025

Covers:

	Excl VAT	Incl 15% VAT
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	R19 900,00	R22 885,00

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.

	Excl VAT	Incl 15% VAT
Full-page tip-in die-cut divider	R26 400,00	R30 360,00
Loose inserts (maximum two per issue)	R15 700,00	R18 055,00
Bookmark (two per issue)	R20 600,00	R23 690,00
Wrapper	R13 300,00	R15 295,00

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
R46 107,00	R53 023,05

Contents Page – one third advertisement:

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

Excl VAT	Incl 15% VAT
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.

Excl VAT	Incl 15% VAT
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..

Excl VAT	Incl 15% VAT
R31 700,00	R36 455,00

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
R22 351,00	R22 366,00

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
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.

Excl VAT	Incl 15% VAT
R12 900,00	R14 835,00

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.

Excl VAT	Incl 15% VAT
R39 400,00	R45 310,00

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
R29 600,00	R34 040,00

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.

	Excl VAT	Incl 15% VAT
	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
Total cost for 3-month period:	R39 900,00	R45 885,00

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

	Excl Vat	Incl 15% VAT
	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
Total cost for 3-month period:	R47 700,00	R54 855,00

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

	Excl Vat	Incl 15% VAT
	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
Total cost for 3-month period	R87 600,00	R100 740,00

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
	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
Total cost for 3-month period	R103 900,00	R119 485,00

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

Full page:

	Excl VAT	Incl 15% VAT
Full colour	R22 600,00	R25 990,00

1/3 page:

	Excl VAT	Incl 15% VAT
Full colour	R 7 600,00	R 8 740,00

1/2 page:

	Excl VAT	Incl 15% VAT
Full colour	R10 000,00	R11 500,00

1/6 page (Island):

	Excl VAT	Incl 15% VAT
Full colour	R 7 100,00	R 8 165,00

Strip advertisements (minimum of 2 strips per issue):

	Excl VAT	Incl 15% VAT
Full colour	R 3 500,00 each	R 4 025,00 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: Add 3 mm all round

Spine:

Trim size: 178 mm long x 22 mm wide
Type area: 14 mm deep x 170 mm long
Bleed: Add 3 mm all round

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 2025 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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