



the lamp

**The only way to reach
over 75,000 nurses & midwives
in print and online**

Since 1943 *The Lamp* has been the premier journal for the NSW nursing and midwifery community. In 2020 *The Lamp* expanded its reach through the launch of *The Lamp Online*, the online destination for the NSW nursing and midwifery community.

Research into the media habits of nurses and midwives shows a highly engaged audience with 92% of nurses and midwives accessing smartphones for daily news and information.

Now with a multi-channel offer, *The Lamp* presents advertisers a unique opportunity to reach the nursing and midwifery community at multiple points during their busy day.

Unparalleled reach

No other title gives advertisers access to a dedicated audience of over 75,000 nurses and midwives in NSW.

Reach the nursing and midwifery community across multiple channels





The Lamp offers advertisers a range of marketing opportunities, including;

- Display advertising
- Print advertising
- Email advertising
- Podcast advertising
- Sponsored content
- Social media sponsorship.



Website: **thelamp.com.au**

Website Stats*

	Pageviews	140,000
	Sessions	55,000
	Users	42,000
	Pages / Session	3.0

*Google Analytics: July - October 2022



Placements

TOP HALF OF WEBSITE

BOTTOM HALF OF WEBSITE

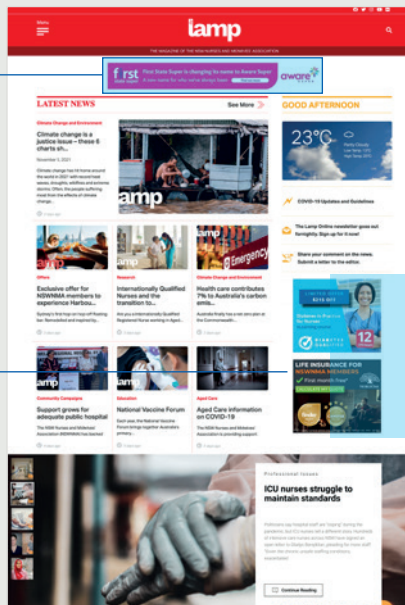
A Leaderboard:
728x90

B MRec:
300x250

B MRec:
300x250

C Billboard:
970x250

D Half-page:
300x600



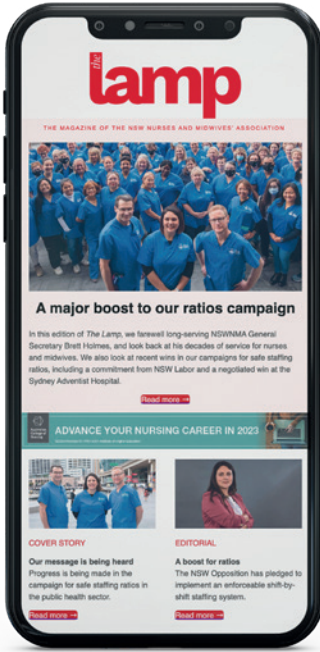
Advertising Rates

	1 MONTH RATE	3 MONTH RATE (/month)
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A Leaderboard Banner - across all pages	\$2,189	\$1,540
B MRec - across all pages	\$1,100	\$770
C Billboard Ad	\$1,100	\$770
D Half Page Ad	\$770	\$550
Sponsored content	\$1,650	\$1,155

*All rates include GST



E-Newsletter



The Lamp fortnightly newsletter contains all the latest news bites relating to nursing and midwifery in NSW and Australia. It compliments the bi-monthly print edition of the NSWNMA publication, *The Lamp*.

The Lamp preview email is an entirely digital version of the bi-monthly NSWNMA publication, *The Lamp*.

E-Newsletter Stats*

	Database	72,000
	Opens	35%

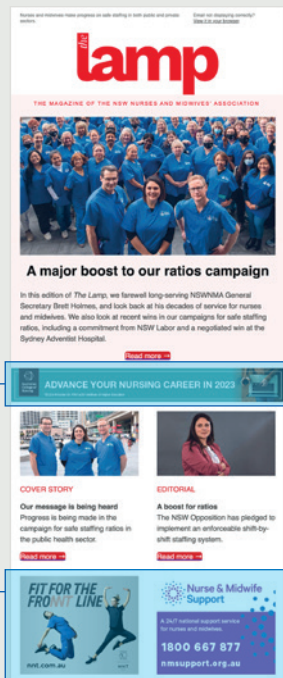
*Based on The Lamp fortnightly newsletter sent September 2022

Placements

BI-MONTHLY

A
Leaderboard:
728x90

B
MRec:
300x250

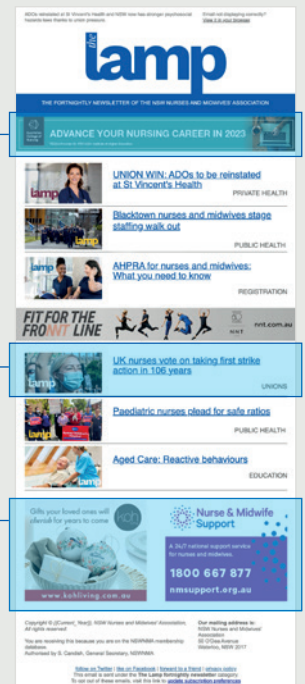


FORTNIGHTLY

A
Leaderboard:
728x90

C
Sponsored
content tile

B
MRec:
300x250



Advertising Rates

	PER SEND RATE (based on 1 placement)	PER SEND RATE (based on 3+ placements)
A e-newsletter Leaderboard Banner	\$1,430	\$1,100
B e-newsletter MRec	\$880	\$660
C Sponsored content tile and link to article (bought in conjunction with sponsored content article on <i>Lamp</i> Online)	\$550	\$385

*All rates include GST

Podcast: The Shift with Shaye



Listen on



Nurses and midwives have told us they're avid listeners of podcasts. The NSWNMA's podcast is hosted fortnightly by Shaye Candish, General Secretary and explores stories and contemporary topics from the world of nursing and midwifery.




Our podcast advertising package gives you the opportunity to engage with our audience on an intimate and personal level.

Advertising Rates

Package

- Intro by Shaye Candish, General Secretary announcing episode is sponsored by you
- Leaderboard Banner on The Shift with Shaye email introducing the latest episode
- 15-30 sec in-episode podcast ad: you provide the script, we provide the voice.

Podcast Stats*

	Database	72,000
	Opens	37%
	Podcast listens per episode	500

PER EPISODE


\$1,980


*All rates include GST

Print: *The Lamp* magazine

Readership Profile


 Metropolitan 48,390

 Country 25,954 including 10,415 members in the Illawarra & Hunter Regions


 **TOTAL OVER 74,000**

 Female 88.0%

 Male 12.0%

 Over 60,717 of the NSWNMA membership are registered nurses (RNs). Over 7,995 are students.

 Full-time RNs earn an average salary of \$85,000 plus.

 97.5% are mailed to household addresses.



Advertising Rates

Issues FEBRUARY, APRIL, JUNE, AUGUST, OCTOBER, DECEMBER

SIZE	1 PLACEMENT	3 PLACEMENTS (rate/placement)	6 PLACEMENTS (rate/placement)
Cover placement:			
Inside front cover	\$4,608	\$4,377	\$4,147
Inside back cover			
Outside back cover			
Full page	\$3,360	\$3,193	\$3,026
1/2 page	\$2,117	\$2,010	\$1,908
1/3 page	\$1,618	\$1,536	\$1,456
1/4 page	\$1,247	\$1,185	\$1,121
1/8 page	\$715	\$680	\$644
Inserts to page	\$150 per 1,000 for supplied insert		

*All rates and charges include GST.



Deadlines

Booking deadline

Sixth day of the month prior to publication month (e.g. June issue: due 6 May).

Artwork deadline

Tenth day of the month prior to publication month (e.g. February issue: due 10 January).

Mechanical details

The Lamp is printed 4-colour, web offset and consists of 48 pages on 70gsm Carbon Neutral 70% PEFC paper stock.

Supplying digital files

for *The Lamp* magazine

To assist us in processing your files as quickly and accurately as possible, we need you to keep the following in mind when creating and submitting your artwork.

- Ads should be submitted as press-ready PDF files, supplied via email or on disk. Please do not submit material in original format (eg: Adobe InDesign, Illustrator files).
- CMYK ONLY. We are unable to accept files supplied with Pantone specifications.
- Magazine trimmed size: 200 mm wide by 275 mm deep (please see over for advertising dimensions).
- Screen ruling: 133 lpi.

Please note: It is the responsibility of the advertiser to ensure that all PDF files supplied are submitted to press-ready standard.

Artwork & Layout Charges

1/4 – 1/8 page	\$243 [^]
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1/3 – 1/2 page	\$325 [^]
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Full Page	\$491 [^]
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Artwork changes	\$1,247
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There is no additional charge for advertisements containing up to three transparencies. A quotation can be supplied for any other variations.

The Lamp prefers finished artwork but should the client want to make any subsequent changes to their supplied artwork, a nominal charge of \$113 will be made where the total time to process the changes does not exceed 30 minutes. Time in excess of 30 minutes will be charged at a rate to be determined by the NSWNMA.

Written approval will be sought from the client in acceptance of these charges.

All costs include GST.

[^]Cost are estimates and will be confirmed once brief is finalised.

Inserts

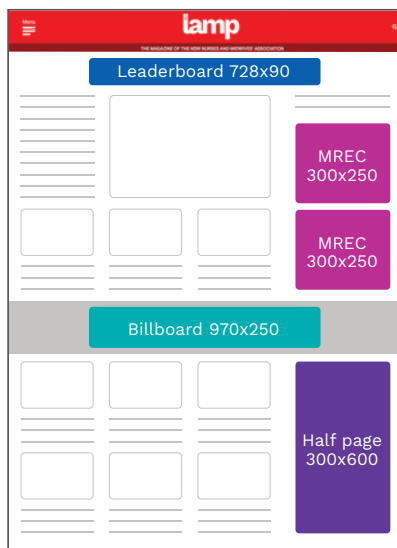
\$150 per 1,000 for supplied insert

Inserts should be larger than A5 and smaller than 260mm by 190mm. Inserts outside these measurements will require a special quote.

Examples of inserts should be sent to the contact person below when the booking is made.

Advertising Dimensions

WEB



LEADERBOARD

Width 728pxl Depth 90pxl

MREC

Width 300pxl Depth 250pxl

BILLBOARD

Width 970pxl Depth 250pxl

HALF PAGE

Width 300pxl Depth 600pxl

PRINT

FULL PAGE

Trim size

Width 200mm
Depth 275mm

Full page bleed

Width 210mm
Depth 285mm



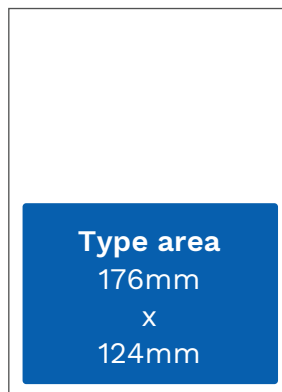
HALF PAGE HORIZONTAL

Trim size

Width 200mm
Depth 132mm

Full page bleed

Width 210mm
Depth 142mm



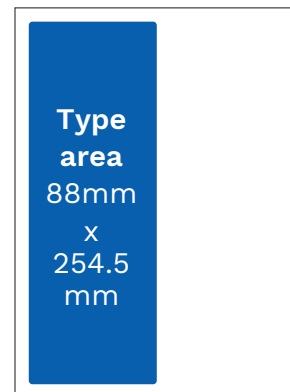
HALF PAGE VERTICAL

Trim size

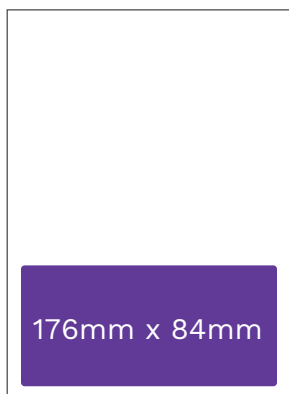
Width 100mm
Depth 275mm

Full page bleed

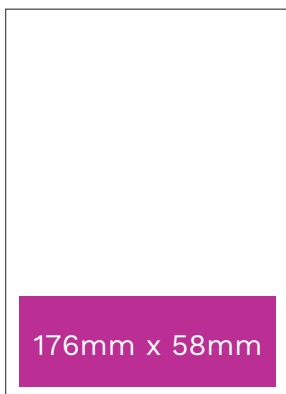
Width 110mm
Depth 285mm



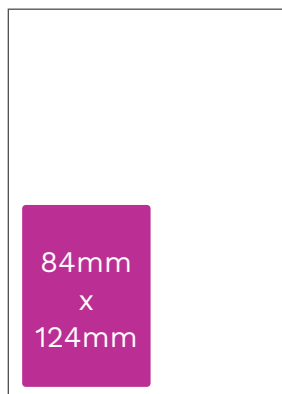
THIRD PAGE HORIZONTAL



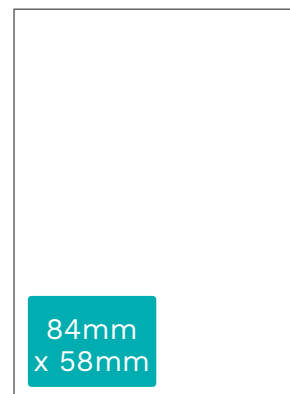
QUARTER PAGE HORIZONTAL



QUARTER PAGE VERTICAL



EIGHTH PAGE



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SAVE OVER \$5000!

Take advantage of our print and online bundle offer and receive significant savings across both platforms.

PRINT + ONLINE BUNDLE OFFER

Advertising	FULL RATE
Print x 2 Issues Full Page Advertising (your choice of issue's)	\$6,720
<i>The Lamp Online</i> Leaderboard Banner – across all pages (3 months)	\$5,250
<i>The Lamp Online</i> MRec - across all pages (3 months)	\$2,940
E-newsletter Leaderboard Banner (3 months)	\$2,310
Full Rate	\$17,220
% bundle discount	30%
DISCOUNTED PRINT + ONLINE BUNDLE OFFER	\$12,054
SAVINGS	\$5,166

Podcast

PER EPISODE

Package per episode \$1,980

Print (ISSUES FEBRUARY, APRIL, JUNE, AUGUST, OCTOBER, DECEMBER)

SIZE	1 PLACEMENT	3 PLACEMENTS (rate/placement)	6 PLACEMENTS (rate/placement)
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Inserts to page \$150 per 1,000 for supplied insert

Print Artwork & Layout Charges

1/4 – 1/8 page	\$243 [^]
1/3 – 1/2 page	\$325 [^]
Full Page	\$491 [^]
Artwork changes	\$1,247
Changes to supplied artwork (max 30 minutes)	\$113

*All rates and charges include GST.

[^]Cost are estimates and will be confirmed once brief is finalised.

Contact

To advertise

DANIELLE NICHOLSON

50 O'Dea Avenue,
Waterloo NSW 2017 Australia

T (02) 8595 2139 (direct) or 1300 367 962

M 0429 269 750

F (02) 9662 1414

E dnicholson@nswnma.asn.au

www.nswnma.asn.au

Looking for a bespoke advertising package?

If you would like to discuss a bespoke advertising package for your brand, please contact Danielle Nicholson.

We can tailor a unique advertising package to meet the objectives of your business.

TERMS & CONDITIONS

- Advertising is accepted for publication in *The Lamp* subject to the terms and conditions set out in this rate card.
- All new advertisers are required to pre pay their initial advertising placement or insert. An invoice will be issued once advertising space is confirmed.
- All artwork bookings, alterations or cancellations must be in writing. The listing price is charged if cover bookings are cancelled with less than three months notice or other bookings are cancelled after the fifth day of the month prior to publication, i.e. March for bookings for the April issue.
- All advertisements including inserts are subject to acceptance of the publisher. The publisher reserves the right to refuse to publish or republish any advertisement, without explanation for such action.
- The word 'advertisement' will be placed on advertising, which, in the publisher's opinion, resembles the journal's editorial style or could be mistaken by readers for editorial matter.
- The publisher shall not be liable in any manner for any loss or damage whatsoever to any negatives, artwork, disk or other materials the property of the advertiser which may be deposited with the publisher for the purpose of fulfilling the order, and such materials shall, at all times, and in respect of all things remain at the risk of the advertiser.
- All orders are subject to rate adjustments that occur during the period of the order.
- It is the responsibility of the advertiser or advertising agent to notify the publisher immediately of any error as soon as it appears otherwise the publisher accepts no responsibility for republishing such advertisements.
- When material is overdue the publisher reserves the right to repeat previous material.
- The advertiser hereby indemnifies and agrees to hold indemnified the publisher, its servants and agents each of them against all liability, claims or proceedings whatsoever which may arise from the publication of any material pursuant to the order, and in particular but without limiting the generality of the foregoing, indemnify and hold indemnified each and all of them against any action for defamation, discrimination, slander of title, breach of copyright or infringement of any trade mark, name or description, invasion of privacy or for any action under or for any or breach of any provision of any State or Territory fair trading legislation or the *Trade Practices Act, 1974*.



Authorised by S.Candish,
General Secretary, NSWNMA