

2024

Media Kit

THE ROYAL AUSTRALIAN
AND NEW ZEALAND
COLLEGE OF OBSTETRICIANS
AND GYNAECOLOGISTS

ranzcog.edu.au



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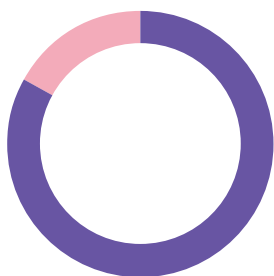


Why RANZCOG?

Broad reach

RANZCOG is the leading voice in women's health in Australia and New Zealand. The College membership, of more than 6500 clinicians, encompasses trainees for each offered qualification as well as those who hold these qualifications. There are currently nearly 1500 doctors enrolled in a training program at the College. Our total reach is over 9000, including associate and affiliate members, and other women's health professionals who subscribe to the College.

Our members, your audience

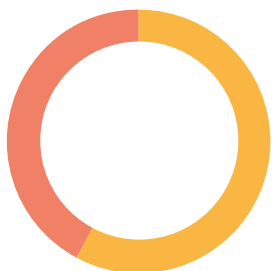


Trainees

Female: **650** (83%) | Male: **132** (17%)

Total: **782**

Working as a hospital registrar while completing the six years of training required before elevation to Fellowship, or GPs completing Certificate or Diploma training.

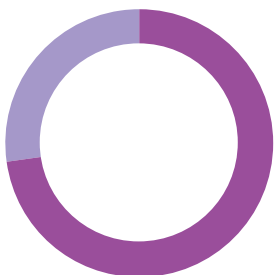


Fellows

Female: **1376** (58%) | Male: **1005** (42%)

Total: **2381**

Obstetrician/gynaecologists in private practice, or in a senior position in a public or private hospital

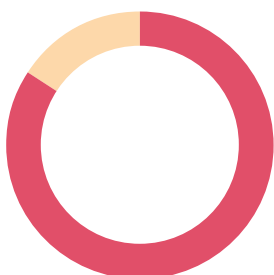


Diplomates

Female: **1666** (73%) | Male: **623** (27%)

Total: **2289**

Doctors in general practice in Australia who have attained the College's Diploma in Obstetrics and Gynaecology.



Certificants

Female: **209** (85%) | Male: **39** (15%)

Total: **247**

Doctors who have recently completed their medical degree with an interest in women's health.

*Figures correct at 01/01/2024

Our Members

Trainees

Male: 650
Female: 132
Total: 782

Fellows

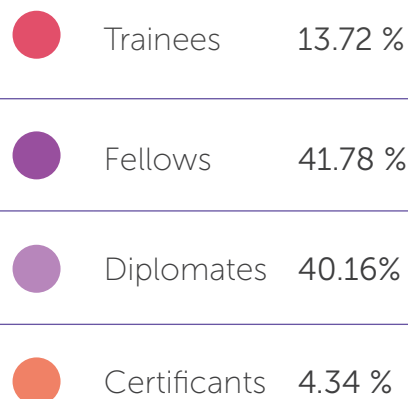
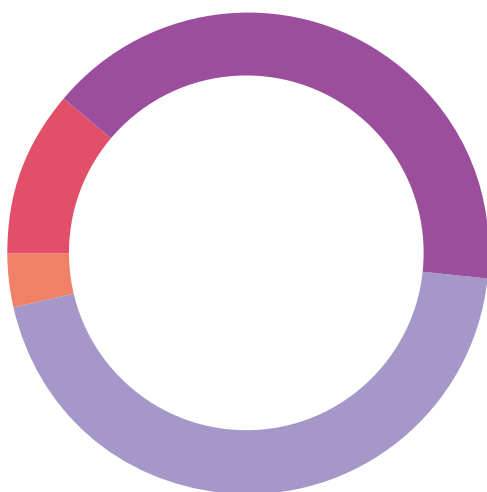
Male: 1376
Female: 1005
Total: 2381

Diplomates

Male: 1666
Female: 623
Total: 2289

Certificants

Male: 209
Female: 39
Total: 247



Membership by Region



Overseas
Trainees 2 2%
Diplomates 22 9%
Fellows 93 79%
Certificants 1 1%

Advertising Opportunities

The College maintains strong relationships with members and stakeholders through regular communication across digital and print media, as well as events and conferences. Through all our channels of communication, we are able to offer advertising opportunities to organisations who wish to connect with our membership.



Print

O&G Magazine features articles on the latest issues in the practice of obstetrics and gynaecology, written by experts of international standing.

Website (ogmagazine.org.au)

The *O&G Magazine* website is a rich repository of clinical articles and clinician profiles, benefiting from sophisticated search functionalities.

jobs.ranzcog

RANZCOG now offers a streamlined digital O&G employment platform for specialist and trainee listings – jobs.ranzcog.edu.au.

ANZJOG

The *Australian and New Zealand Journal of Obstetrics and Gynaecology* (ANZJOG) is an editorially independent publication owned by the College.



In 2024, the Annual Scientific Meeting of RANZCOG will be held in Aotearoa. Attracting over 1000 delegates, it provides excellent networking opportunities.



CONNECT
THE ROYAL AUSTRALIAN AND NEW ZEALAND
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AND GYNAECOLOGISTS

Advertise your event or notice board post and reach over 9000 members of the O&G workforce through our weekly members-only newsletter, Connect.





"I have, for years, been getting O&G Magazine. It is one of the most useful O&G organisational publications I have read. The educational material is world class."

Professor Athol Kent,
Editor in Chief of the Journal Article Summary Service

Ethos

The College's flagship quarterly publication, *O&G Magazine*, features articles on the latest issues in the practice of obstetrics and gynaecology, written by experts of international standing. The magazine encourages the free flow of ideas, information and debate among the membership of the College and the broader community involved in women's health.

Editorial

Themes are decided six to 12 months in advance of publication. Each year sees two issues that explore clinical themes and typically two issues that explore themes of a broader social or ethical impact relevant to the specialty.

O&G Magazine: Upcoming Themes

Issue 1 | Autumn 2024

Optimising surgical outcomes

Issue 2 | Winter 2024

Sustainability

Issue 3 | Spring 2024

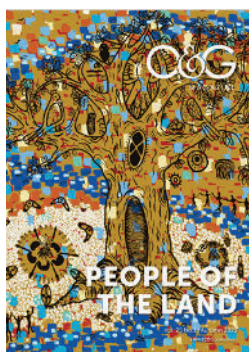
Informed Birth

Issue 4 | Summer 2024

Learning, teaching and everything in between

Deadlines 2024

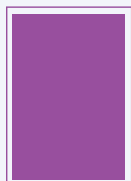
Issue	Cover Month	Booking	Loose Inserts
01	March	13 February	13 February
02	June	14 May	14 May
03	September	12 August	12 August
04	December	1 November	1 November



Themes from 2023

O&G Magazine: Print Advertising

Material Requirements



FPC & COVERS

TRIM

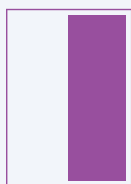
297 mm (deep) x 210 mm (wide)

TYPE

275 mm (deep) x 190 mm (wide)

BLEED

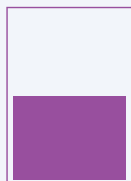
3 mm (all edges)



HALF PAGE VERTICAL

TYPE

275 mm (deep) x 90 mm (wide)



HALF PAGE HORIZONTAL

TYPE

130 mm (deep) x 190 mm (wide)

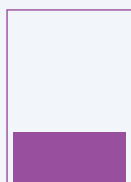


1/3 PAGE VERTICAL

TYPE

275 mm (deep) x

60 mm (wide)

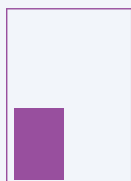


1/3 PAGE HORIZONTAL

TYPE

85 mm (deep) x

190 mm (wide)



QUARTER PAGE VERTICAL

TYPE

130 mm (deep) x

90 mm (wide)

Rates

Colour		GST additional
Size	Single advertisement	4 or more advertisements within 12 months
Full Page	\$5,465	\$5,190
Half Page	\$3,280	\$3,120
1/3 Page	\$2,190	\$2,080
1/4 Page	\$1,640	\$1,560
Outside Back Cover	\$6,170	–
Inside Front Cover	\$5,575	–

Guaranteed page position Add 10% to the earned rate

Loose Insert

Size	Whole circulation
Single A4 Sheet (or folded equivalent)	\$6,170
Four-Page A4 Brochure	\$9,255
Multi-page Brochure	POA

All prices in AUD; GST is additional

TERMS AND CONDITIONS

Payment with order required unless a credit account has been established by the College. The College reserves the right to refuse any advertisement. Cancellation of advertisement bookings will not be accepted after the advertisement booking deadline for the issue. The College reserves the right to repeat material if copy is not received by the material deadline. The College will not be liable for any loss occasioned by the failure of any advertisement to appear.

PREFERRED



ACCEPTED



IMAGES



300dpi



72dpi

ARTWORK REQUIREMENTS

Press quality pdf preferred, with bleed and trim marks.
Low resolution 72 dpi images as used in the internet are not accepted.
Images that are 300 dpi at 100% are press quality.

To advertise, please contact Minnis Journals at
e: minnis@minnisjournals.com.au | t: +61 3 9836 2808

O&G Magazine Website



Ethos

Launched in September 2017, the O&G Magazine website is a rich repository of clinical articles from an archive spanning more than a decade. The site is home to more than 1300 contributors – a who's who of the specialty.

With powerful and sophisticated search functionalities, the site is a key training, CPD and reference resource for College members and allied health professionals, including:

- specialists
- subspecialists
- trainees
- GPs
- midwives
- nurses
- medical students

Increasingly, members of the public are also using O&G Magazine articles as part of their health journey.

Enriched experience

- Search by keyword, issue or author
- See the 'most viewed' articles
- Browse topical featured articles
- Watch video
- Users encouraged to comment and/or submit a letter to the editor for publication
- Explore a contributor's articles via their profile page

Rates and Material Requirements

Specifications		GST additional
Position and pixel dimensions	Whole circulation	Price
Top Banner 1440x320	Latest issue and article pages	\$1,270
Side Portrait Box (vertical) 300x800	Latest issue and article pages	\$1,120
Side Portrait Box (vertical) 300x400	Latest issue and article pages	\$820

All prices in AUD; GST is additional

Additional options for video and special placement as well as combined packages with the College's print publications are available on request.

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PREFERRED



IMAGES



72dpi

FORMAT

All material must be supplied with click-through URL Preferred format Website: GIF or JPG. Maximum file size of 40 KB. Animation and looping permitted. Maximum animation length per frame of 10 seconds.

ADVERTISING STANDARDS

Advertising material may be rejected for unsubstantiated claims, imitating editorial content, unsuitability for a professional audience or conflict with RANZCOG policies.

To advertise, please contact Minnis Journals at
e: minnis@minnisjournals.com.au | t: +61 3 9836 2808

Specialist O&G Employment



A dedicated jobs board

RANZCOG now offers a streamlined O&G employment platform – jobs.ranzcog.edu.au.

This dedicated site allows advertisers to easily add listings, manage applications, and fulfill open positions.

The platform also provides candidates with a seamless job hunting experience with quick registration and application processes.

All specialist position advertisements are AU \$800 plus GST for 30 days.

To post adverts on the site, simply create an employer profile and follow the prompts to purchase a listing and create your advertisement. Employers can choose to receive applications by email, or opt to redirect applicants to a specific URL to complete the application process. Attract the right candidates

by creating a branded company profile page that includes a logo, company information, website URL, images, videos, and a list of all active jobs posted.

Get started at:

jobs.ranzcog.edu.au

TERMS AND CONDITIONS

RANZCOG is not responsible for any listed position unless specifically undertaken by RANZCOG. Positions published or advertised are the responsibility of their respective organisation; interested Fellows, members and trainees should seek information from the contacts provided directly. The College is not responsible for any losses caused due to inaccurate job postings. The College reserves the right to reject any listing found to be in violation of College policies or values.

The Australian and New Zealand Journal of Obstetrics and Gynaecology (ANZJOG) is an editorially independent publication owned by the Royal Australian and New Zealand College of Obstetricians and Gynaecologists (RANZCOG).

ANZJOG aims to provide a medium for the publication of original contributions to clinical practice and/or research in all fields of obstetrics and gynaecology and related disciplines. Articles are peer reviewed by clinicians or researchers expert in the field of the submitted work.

Editor in Chief

Dr Scott White

Readership

Obstetricians and gynaecologists

Frequency

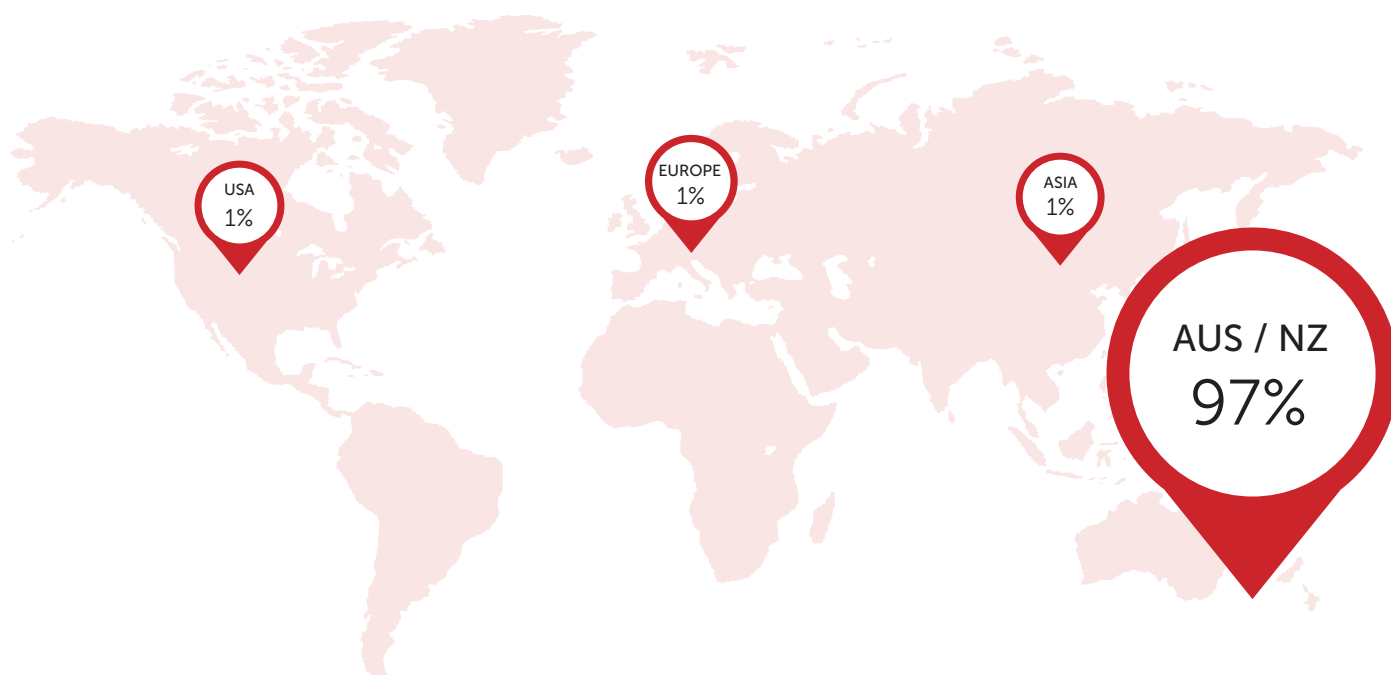
Six issues per year

Impact Factor

1.7

Full text views in 2023

337,228

**To advertise, please contact:**

Email: corporatesalesaustralia@wiley.com
Phone: +61 3 9274 3100

2024 RANZCOG ASM

It is with great pleasure that we invite you to join us in Aotearoa for the RANZCOG 2024 Annual Scientific Meeting.



The Attendees

Of the estimated 1000 delegates who will attend the meeting in Aotearoa, it is expected that approximately 56% will be RANZCOG Fellows; 14% will be current RANZCOG trainees, 10% will be General Practitioners; and 17% will include midwives, Pacific O&G Specialists and other health professionals. Medical students will comprise the final 3%; a group with which the College is increasingly engaging.

The Benefits

The Organising Committee is delighted to be able to offer industry partners of RANZCOG the opportunity to participate in this meeting by way of sponsorship or exhibition. A limited number of sponsorship packages are available. These can be tailored to meet your company objectives and ensure maximum exposure. Obstetrics and gynaecology is a unique specialty, in that it combines elements of both surgery and medicine. Highly trained specialist obstetricians and gynaecologists may have exposure to surgery through both operative obstetrics and gynaecology, and medicine through endocrinology, oncology, internal medicine, and medical imaging. An exhibition, showcasing the latest products and services available in these areas will also be available.

Your participation will:

- Generate quality business leads
- Increase your business profile
- Create new business opportunities
- Create networking opportunities
- Demonstrate your commitment to, and support of, women's health

For sponsorship opportunities, please contact the ASM Sponsorship team

e: sponsorship@ranzcoг.edu.au



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23 Waring Taylor Street
Wellington 6011, New Zealand

t: +64 4 472 4608

e: ranzcog@ranzcog.org.nz

SOCIAL MEDIA



@RANZCOG



facebook.com/RANZCOG



@RANZCOG

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