



A monthly publication (11 issues – Dec/Jan is combined),  
published by MIMS (Tiso Blackstar Group)

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A **practical, concise, quick and easy reference** to

all major branded medicines which are available on prescription.



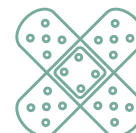
Research findings reflect that **91% consulted MIMS monthly for product information** with

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).



“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.



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.



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 33 000 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 R1 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	R1.50 per record*
	2 501-5 000 records	R1 per record
	5 001-10 000 records	75 cents per record
	10 001-33 000 records	48 cents per record

\*Record = healthcare professional

ADVERTISING RATE CARD 2019

## ADVERTISING RATES: Rates are effective from 1 January 2019

### Covers:

	<b>Excl VAT</b>	<b>Incl 15% VAT</b>
Outside front cover	R54 050,00	R62 157,50
Inside front cover	R21 750,00	R25 012,50
Tumble-turn outside front cover	R42 080,00	R48 392,00
Double page spread	R27 450,00	R31 567,50
Spine	R25 150,00	R28 922,50

### 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	R22 175,00	R25 501,25
Loose inserts (maximum two per issue)	R13 260,00	R15 249,00
Bookmark (two per issue)	R17 650,00	R20 297,50
Wrapper	R11 165,00	R12 839,75
Envelope flyer	R14 380,00	R16 537,00

### 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.

<b>Excl VAT</b>	<b>Incl 15% VAT</b>
R39 600,00	R45 540,00

#### 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.

<b>Excl VAT</b>	<b>Incl 15% VAT</b>
R16 640,00	R19 136,00

#### 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..

<b>Excl VAT</b>	<b>Incl 15% VAT</b>
R26 350,00	R30 302,50

#### 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>
R18 720,00	R21 528,00

#### 6 Island and 6 baseline strip package:

As per the island package above with one baseline strip positioned below each island ad.

<b>Excl VAT</b>	<b>Incl 15% VAT</b>
R24 825,00	R28 548,75

#### 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>
R31 150,00	R35 822,50

#### 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>
R 9 178,00	R10 554,70

#### 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>
R33 000,00	R37 950,00

#### 100 Strip advertisement package:

Consists of 100 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>
R49 600,00	R57 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.

	<b>Excl VAT</b>	<b>Incl 15% VAT</b>
	R10 706,00 per month	R12 311,90 per month
Total cost for three-month period	R32 118,00	R36 935,70

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

	<b>Excl Vat</b>	<b>Incl 15% VAT</b>
	R13 050,00 per month	R15 007,50 per month

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

	<b>Excl Vat</b>	<b>Incl 15% VAT</b>
	R23 985,00 per month	R27 582,75 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.

	<b>Excl VAT</b>	<b>Incl 15% VAT</b>
	R28 475,00 per month	R32 746,25 per month

### Full page:

	<b>Excl VAT</b>	<b>Incl 15% VAT</b>
Black & white	R10 900,00	R12 535,00
Standard spot colour	R13 800,00	R15 870,00
Full colour	R18 970,00	R21 815,50

### 1/3 page:

	<b>Excl VAT</b>	<b>Incl 15% VAT</b>
Black & white	R 3 660,00	R 4 209,00
Standard spot colour	R 4 490,00	R 5 163,50
Full colour	R 6 385,00	R 7 342,75

### 1/2 page:

	<b>Excl VAT</b>	<b>Incl 15% VAT</b>
Black & white	R 5 050,00	R 5 807,50
Standard spot colour	R 6 385,00	R 7 342,75
Full colour	R 8 400,00	R 9 660,00

### 1/6 page (Island):

	<b>Excl VAT</b>	<b>Incl 15% VAT</b>
Black & white	R 3 110,00	R 3 576,50
Standard spot colour	R 4 115,00	R 4 732,25
Full colour	R 5 955,00	R 6 848,25

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

	<b>Excl VAT</b>	<b>Incl 15% VAT</b>
Standard spot colour	R 1 530,00 each	R 1 759,50
Full colour	R 2 400,00 each	R 2 760,00

## 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 155 mm wide OR  
205 mm deep x 50 mm wide  
**Type area:** 54 mm deep x 150 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:

**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 2019 in the event of substantial increases in postal rates, other material charges not within our control or the Rand exchange rate.

## CONTACTS:

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