

Occupational health

SOUTHERN AFRICA



Your 2019 Media Kit

OFFICIAL JOURNAL STATUS

This Journal is approved and published on behalf of the four Societies that govern the occupational health disciplines in southern Africa:



The South African Society of Occupational Medicine (SASOM)
(occupational health doctors and doctors in industry)



South African Society of Occupational Health Nursing Practitioners (SASOHN)
(occupational health nurses)



Southern African Institute for Occupational Hygiene (SAIOH)
(occupational hygienists)



Mine Medical Professionals Association (MMPA)
(doctors and other healthcare professionals working in/interested in the mining industry)

SOME FAST FACTS ABOUT THE JOURNAL

- Established in 1995
- Published alternate monthly (six issues per annum)
- Mandated exclusively to speak for the occupational health (OH) disciplines in southern Africa
- Read by all members of the four OH practitioner Societies listed above
- Regarded by practitioners as a key Society membership benefit
- Keeps practitioners up to date with current research from southern Africa
- Prioritises peer-reviewed research papers
- Accredited by the Department of Higher Education and Training (DHET), South Africa
- Listed in African Index Medicus
- Follows the International Committee of Medical Journal Editors (ICMJE) guidelines for the conduct, reporting, editing and publication of scholarly work in medical journals

OUR EDITORIAL SCOPE MEANS BUSINESS

We cover all aspects of occupational health (OH) in southern Africa:

- medicine
- hygiene
- nursing
- primary healthcare at the workplace
- other employee healthcare benefits
- legislative updates

Take advantage of this editorial scope to promote your complementary OH products and services.

TARGET OUR PRIME NICHE READERSHIP

Occupational Health Southern Africa offers you a captive audience of 2 400 registered OH practitioners who specify workplace-related healthcare products and services. Our readership:

- **pays full rates** to receive the Journal,
- is **ABC audited (Audit Bureau of Circulation)**, and
- also includes audiologists, biokineticists, industrial psychologists, human resources personnel, occupational safety managers, occupational therapists and physiotherapists.

Primary healthcare at the workplace

Our readers include OH practitioners employed at clinics and medical centres, situated at company premises or in the public sector. Be sure they consider *you* when they purchase the drugs, first aid kits, diagnostic products and services, and safety equipment (both personal protective and environmental monitoring) needed by these clinics.

Legislation updates

Companies are required to comply with evolving law as it affects health at the workplace. Our updates on the implications of this legislation for health benefits and compensation, and guidelines on case application, are required reading for managers and human resources consultants tasked with legal compliance. Keep your products and services top of their minds when they consult with their occupational health teams.

SOME REASONS TO ADVERTISE IN OUR JOURNAL

1. You get to control the medium of your message;
2. Targeting the specific audience you want to speak to;
3. Making prospective customers aware of how you can help them, and in so doing, building trust;
4. Gaining credibility by your visible investment in advertising;
5. Amplifying all your marketing efforts with a specific call to action; and
6. Our rates are affordable and tailored to suit you!

Link your website to ours for free

As a bonus, if you advertise we publish your company logo in our Journal website with a link to yours.

FOUR WAYS TO MAKE YOUR ADVERTISING WORK

1. **Be patient:** like in any relationship, it takes time to build trust with prospective customers. One-off advertisements seldom work – show your commitment by being persistent, and that means you need to budget for repeated adverts. When the time comes for your prospect to take action, your advert will be noticed.
2. **Be consistent:** to build trust in your brand, stay on message. Highlight the key selling points of your product or service, and keep promoting them. Unpredictability is no recommendation for reliability.
3. **Be clear:** your advert should include a call to action that is compelling. Don't just say who you are and what you do – motivate how you can help, and why they should choose *you*.
4. **Be available:** when you get the attention of a prospective customer, don't turn them off by being difficult to contact. Make sure your company communications channels are always open.

RATES TO SUIT YOU

Whatever your budget, we can help you plan an advertising campaign that works.

To encourage you to **amplify your messaging**, we offer higher discounts the more frequently you insert your advert. There are also various sizes and types of adverts to suit your pocket.

Sponsored articles are a powerful way to build the credibility of your company, specifically if you want to introduce yourselves fully, or explain a new development in detail.

All rates quoted below exclude VAT.

Let us design your advert

We can help you craft compelling copy for your advert, and design it to stand out on the page. Our rates are affordable and our service is quick and friendly. Contact Carol Finn on 031 764 0593 for a quote.

DEADLINES FOR YOUR MATERIAL

Issue	Postage date	Editorial/ advertising
Jan/Feb	12/2	7/1
March/April	16/4	6/3
May/June	4/6	24/4
July/Aug	13/8	3/7
Sept/Oct	3/10	21/8
Nov/Dec	3/12	23/10

Advertising material checklist

Material must be submitted before deadline, in the following electronic file formats:

- Finished material – PDF or JPEG (300 DPI), CMYK.
- All fonts used to be embedded or supplied.

Disclaimer

Although every care will be taken, MettaMedia accepts no responsibility for damage or loss of photographs, physical disks or other material submitted for publication.

Our e-mail server will automatically return any messages containing attachments larger than 8 MB to the sender.

Cover positions	
Outside back cover.....	R14 650
Inside front cover.....	R14 200
Inside back cover.....	R13 760

Standard displays, full colour			
Size	1-2 insertions	3-5 insertions	6+ insertions
DPS	R21 000	R19 950	R18 950
A4	R12 740	R12 105	R11 500
$\frac{1}{2}$ A4	R8 410	R7 990	R7 590
$\frac{1}{3}$ A4	R6 250	R5 940	R5 645
$\frac{1}{4}$ A4	R5 865	R5 570	R5 290
<i>Spot colour R2 550 per additional colour</i>			

Standard displays, black and white			
Size	1-2 insertions	3-5 insertions	6+ insertions
DPS	R15 805	R15 015	R14 265
A4	R9 550	R9 075	R8 620
$\frac{1}{2}$ A4	R6 875	R6 530	R6 205
$\frac{1}{3}$ A4	R5 340	R5 075	R4 820
$\frac{1}{4}$ A4	R4 335	R4 120	R3 915
<i>Process colour R1 615 per additional colour</i>			
<i>Spot colour R2 550 per additional colour</i>			

Recruitment and training notices			
Size	1-2 insertions	3-5 insertions	6+ insertions
$\frac{1}{6}$ A4	R2 140	R2 035	R1 935

Back-to-basics special features	
Size	
DPS.....	R18 855
A4.....	R11 600
$\frac{1}{2}$ A4.....	R7 640
$\frac{1}{3}$ A4.....	R5 730
$\frac{1}{4}$ A4.....	R5 105

Classifieds			
Size	1-2 insertions	3-5 insertions	6+ insertions
$\frac{1}{10}$ A4 (Business card size)	R1 275	R1 145	R1 075

Sponsored articles	
Full page, full colour advertorial.....	R7 490

Loose inserts (you supply your advert)	
1 page (2 sides)	R5 340
2 pages (4 sides)	R8 015
Each per page thereafter	R1 080
<i>Inserts must be printed and delivered to MettaMedia timeously.</i>	

Advert sizes (mm)		
A4	Type area	260 (d) x 180 (w)
	Trim	297 (d) x 210 (w)
	Bleed	303 (d) x 216 (w)
$\frac{1}{2}$ A4		130 (d) x 180 (w)
		260 (d) x 85 (w)
$\frac{1}{3}$ A4		260 (d) x 55 (w)
$\frac{1}{4}$ A4		120 (d) x 85 (w)

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Audit Bureau of Circulation
Our circulation is ABC audited.