

# OCCUPATIONALhealth

SOUTHERN AFRICA



## Your 2021 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 in digital format alternate monthly (six issues per year)
- Promoted on all communication channels of SASOM, SASOHN, SAIOH and MMPA
- Mandated exclusively to speak for the occupational health (OH) disciplines in southern Africa
- 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 over 2 000 registered OH practitioners who specify workplace-related healthcare products and services. Our readership:

- **pays full rates** to receive the Journal,
- is subject to **ABC audit (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!

### HOT LINKS TO YOUR WEBSITE

Your advert in the Journal includes an embedded link to your website. As a bonus, you also get a free banner advert on the home page of the Journal. Detailed visitor analytics can be supplied on request.

### 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 Barbara Spence on +27 (0)11 463 7940 for a quote.

## 2021 DEADLINES FOR YOUR MATERIAL

Issue	Date
May/June 2021	11 June 2021
July/Aug 2021	13 August 2021
Sep/Oct 2021	8 October 2021
Nov/Dec 2021	3 December 2021
Jan/Feb 2022	4 February 2022

### Disclaimer

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### Cover positions

Inside front cover.....	R15 050
Inside back cover.....	R14 585

### Standard displays, full colour

Size	1-2 insertions	3-5 insertions	6+ insertions
DPS	R22 260	R21 150	R20 085
A4	R13 505	R12 830	R12 190
$\frac{1}{2}$ A4	R8 915	R8 470	R8 045
$\frac{1}{3}$ A4	R6 625	R6 295	R5 985
$\frac{1}{4}$ A4	R6 215	R5 905	R5 605

### Recruitment and training notices

Size	1-2 insertions	3-5 insertions	6+ insertions
$\frac{1}{6}$ A4	R2 270	R2 155	R2 050

### Back-to-basics special features

Size	
DPS.....	R19 985
A4.....	R12 295
$\frac{1}{2}$ A4.....	R8 100
$\frac{1}{3}$ A4.....	R6 075
$\frac{1}{4}$ A4.....	R5 410

### Classifieds

Size	1-2 insertions	3-5 insertions	6+ insertions
$\frac{1}{10}$ A4 (Business card size)	R1 500	R1 350	R1 260

### Sponsored articles

Full page, full colour advertorial.....	R10 800
DPS, full colour advertorial.....	R16 200

### Advert sizes (mm)

Size	Type area	Trim	Bleed
A4	260 (d) x 180 (w)	297 (d) x 210 (w)	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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