



The online bi-monthly publication for healthcare professionals involved in medical, health and functional nutrition throughout Australasia

Editorial Overview

Published six times a year, CN Australasia aims to meet the information needs of nutrition healthcare professionals by providing them with a regular, peer reviewed online publication that gets to the heart of current thinking and practice.

Strong editorial written by respected authors is mixed with practical articles and informative news from in and around the profession and across the globe, offering readers an educative, balanced and enjoyable to read publication.

Complete Nutrition carries the following regular sections

- Big Story
- Practiguide
- Primary Care Nutrition
- Hot Topics
- News & Views
- Diary Dates
- Product News
- Journal Watch



Circulation

Circulated on a controlled and requested basis, each issue of CN Australasia is downloaded by between 5500 and 5000 individual nutrition healthcare professionals*. Readers receive a web link via email, enabling them to download their free copy of CN Australasia, which is produced as an online digital pdf, and as an interactive e-magazine.

Readership breakdown*:

- Dietitians 60 per cent
- Pharmacists 13 per cent
- Research 6 per cent
- Nutritionists 5 per cent
- Lecturers 4 per cent
- Students 3 per cent
- Other 9 per cent

Circulation demographics*:

- Australia 61 per cent
- New Zealand 31 per cent
- Unspecified 8 per cent

In addition, CN Australasia is sent directly to relevant healthcare professional associations, support groups and to companies throughout the medical and health nutrition industry.

* These figures can fluctuate



Display Advertising

We're proud to offer high quality, excellent value-for-money display advertising opportunities. In addition to prime spots facing regular features and premium positions, each of our titles carry independent articles written by opinion-leading healthcare professionals covering the whole nutrition spectrum, thus creating synergy with a wide-range of companies' products and services.

Product News

CN Australasia features a Product News section, enabling companies to gain targeted coverage by way of a press release and colour separation - an inexpensive way of raising the profile of your product or service, while building that all-important brand awareness.

Sponsored Article Packages

This is a high-impact promotional opportunity ideal for those aiming to create an editorial-based platform from which they can promote their respective product or service. Tell us what subject you would like to see covered and we will collaborate with you to source and commission a suitable author; the article will then be published in your chosen issue with your advertisement facing the feature; and we will produce an agreed quantity of branded four page, full colour sponsored article reprints for your own circulation needs.

Company Web Reviews

If you're aiming to increase the awareness of your company website and encourage your key customers to visit the site, there's no better way of doing so than by opting for a web review within CN Australasia. Using the same principles as an advertorial - i.e. a fusion of text and imagery - company web reviews are an excellent way to increase traffic to your site.

Website Advertising

With all CN Australasia readers directed to the website to download their issue, the CN Australasia website represents a valuable promotional medium for those wishing to augment their advertisement within CN Australasia - a great way to appeal to a captive audience. Place your advertisement on to the CN Australasia website and we'll make sure your company, product and service get noticed.

For further information,
please contact either
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or Dylan Jeneer on
+44 (0)1992 538001
or email dylan@cm-2.co.uk



RATES - \$ AUD

Full colour

Double-page spread	\$3200.00
Full page	\$2000.00
Half page	\$1215.00
Quarter page	\$775.00

Discounts are available for multiple bookings consisting of three adverts or more.

Product news

Colour separation \$195
Includes 150 words, product shot and web link.

Sponsored article package

Rates from \$4300.00
Includes full page advert and 500 full colour reprints of article.

Company web review

\$3300
Includes full page in CN Australasia, design and writing.

Website advertising

\$450 for one month
\$800 for two months

RATES - \$ NZ

Full colour

Double-page spread	\$3990.00
Full page	\$2500.00
Half page	\$1510.00
Quarter page	\$800.00

Discounts are available for multiple bookings consisting of three adverts or more.

Product news

Colour separation \$250
Includes 150 words, product shot and web link.

Sponsored article package

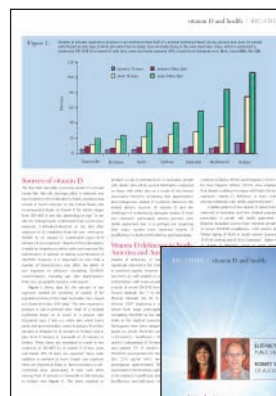
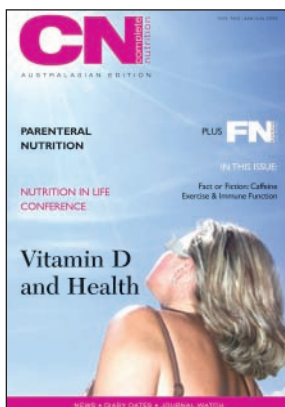
Rates from \$5400.00
Includes full page advert and 500 full colour reprints of article.

Company web review

\$4000
Includes full page in CN Australasia, design and writing.

Website advertising

\$585 for one month
\$1040 for two months



ADVERT SPECIFICATIONS

Full Double Page Spread*

400 x 280mm

Full Page*

184 x 280mm

Half Page Horizontal

201 x 144mm

Quarter Page

100 x 144mm

Artwork Requirements

CMYK pdf. Minimum 150dpi

* Please supply a 3mm bleed

Send via email to dylan@cm-2.co.uk

WEB AD SPECIFICATIONS

Size: 4.55 x 2.87cm or 179 x 113 pixels.

Resolution of 100dpi.

Gif or jpg format.

Animated gifs can also be accepted.

Supplied via email to faye@cm-2.co.uk

