

MyPharmacy

MAGAZINES

MEDIA KIT

My Pharmacy Magazines distribute health-related magazines to families through independent pharmacy channels.



All about

MY PHARMACY MAGAZINES is a small group of family-oriented publications designed to get your message out to consumers through independent pharmacies nationwide (600+).

Our readers are visitors to pharmacies nationwide seeking professional advice.

MY PHARMACY MAGAZINES provides practical information on conventional medical approaches, natural therapies and the latest cutting-edge treatments.

MY PHARMACY MAGAZINES offer advertisers a golden opportunity to directly reach customers at the pharmacy point of sale counter. Our website www.mypharmacymagazine.co.nz and the [online](#) magazines give your products both digital and print coverage.

LIVING WITH ALLERGIES

LIVING WITH ALLERGIES is a trusted one-stop publication for anyone with an allergy.

Each issue features news, views, expert advice, latest research, new products, great recipes and inspiring real-life stories.

Our core mission: To provide consumer-focused, easily understood and seasonal information about allergies, their management, prevention and treatment. Our key message: You can take control of your allergies and we can help.

LIVING WITH ALLERGIES covers all forms of allergic disorders in adults and children including food allergies and intolerances, asthma, eczema, dermatitis, hay fever, insect stings and environmental allergies.

We provide practical information on traditional medical approaches, natural therapies and the latest cutting-edge treatments. Every issue includes a special focus on children with practical advice for parents on how to manage their child's allergies day to day.

New Zealand has one of the highest allergy and asthma rates in the world.

Allergies affect an estimated one in three people at some time in their lives.

MY HEALTH

MY HEALTH is packed full of advice for all ages and stages of life – young, old, and those in-between. Our readers are anyone who visits a pharmacy for medication and advice, which is pretty much everyone!

Our readers are trying to find relief from a variety of ailments, be it a mild headache or a life-threatening allergy. They want simple, trusted information that lets them take control of their health. They are also looking for ways to enhance their health and live a full and well life.



MyPharmacy
MAGAZINES

Deadlines

LIVING WITH ALLERGIES

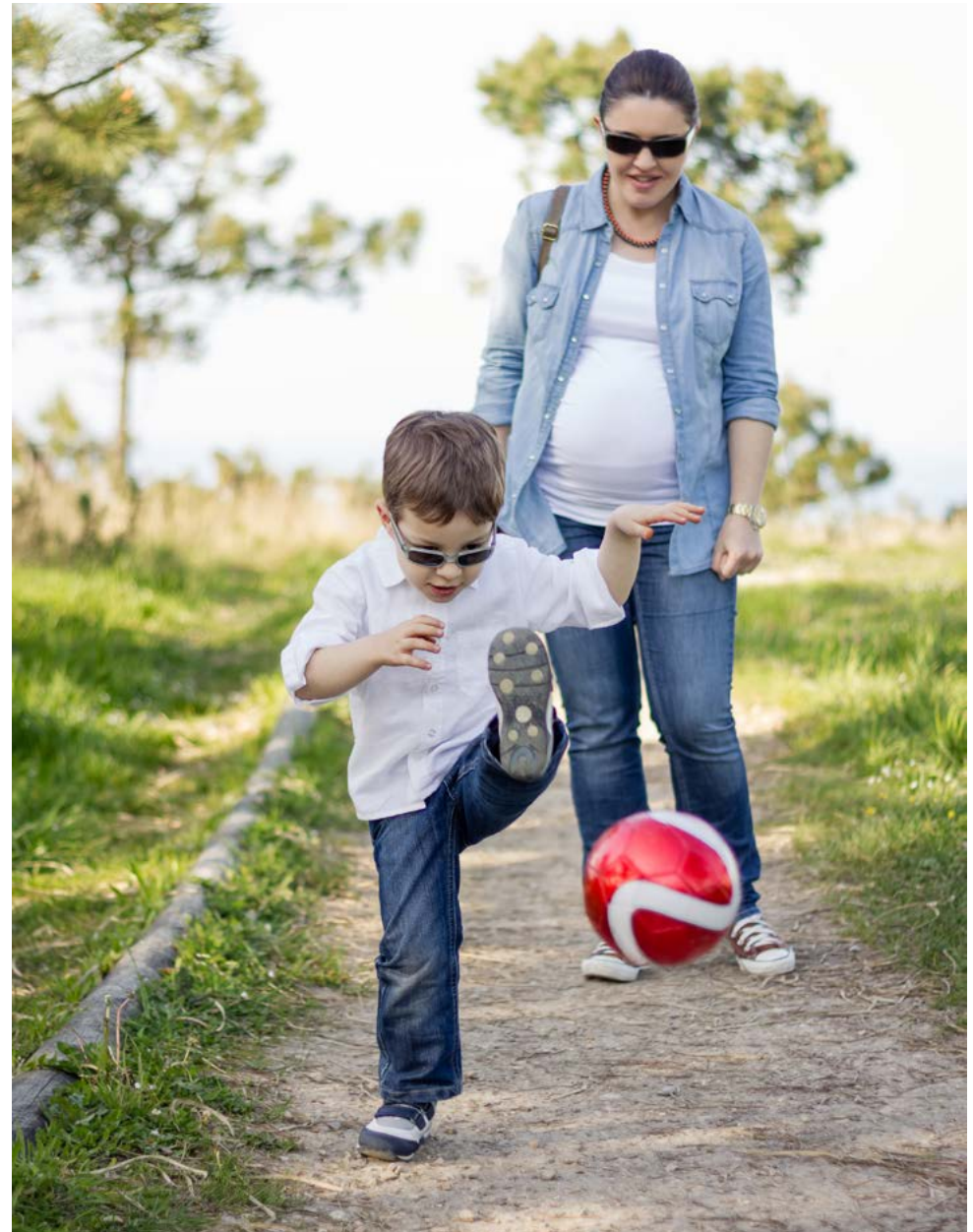
Spring 2017

Advertising booking deadline: 11 August 2017
Material deadline: 18 August 2017
Published: 1 September 2017

MY HEALTH

Autumn 2018

Advertising booking deadline: 16 March 2018
Material deadline: 23 March 2018
Published: 6 April 2018



Advertising MAGAZINE

Call Hawkhurst Media
Debbie Bishop: 021 340 360
or email debbie@hawkhurst.co.nz

Page Dimensions (dxw)	Trim size (mm)	Bleed (mm)	Image area (mm)
Double page spread	230(H) x 340(W)	240(H) x 350(W)	206(H) x 316(W)
Full page	230(H) x 170(W)	240(H) x 180(W)	206(H) x 146(W)
Half page horizontal	99.5(H) x 143(W)	n/a	n/a
Half page vertical	204 (H) x 69(W)	n/a	n/a
Quarter page	99.5(H) x 69(W)	n/a	n/a
Third page horizontal	65(H) x 143(W)	n/a	n/a
Third page vertical	204(H) x 44(W)	n/a	n/a

Material specifications

High resolution PDF files only, with 5mm bleed (if necessary) and trim marks.
Material delivery: FTP SITE <http://dropbox.yousendit.com/HawkhurstMedia>

Rates

Customised Advertorials

Full page ad & full page editorial	\$3,750
Two page advertorial	+\$200

Double page spread	\$4,500
Full page	\$2,800
Half page horizontal	\$1,750
Half page vertical	\$1,750
One third page	\$1,100
Quarter page	\$1,000

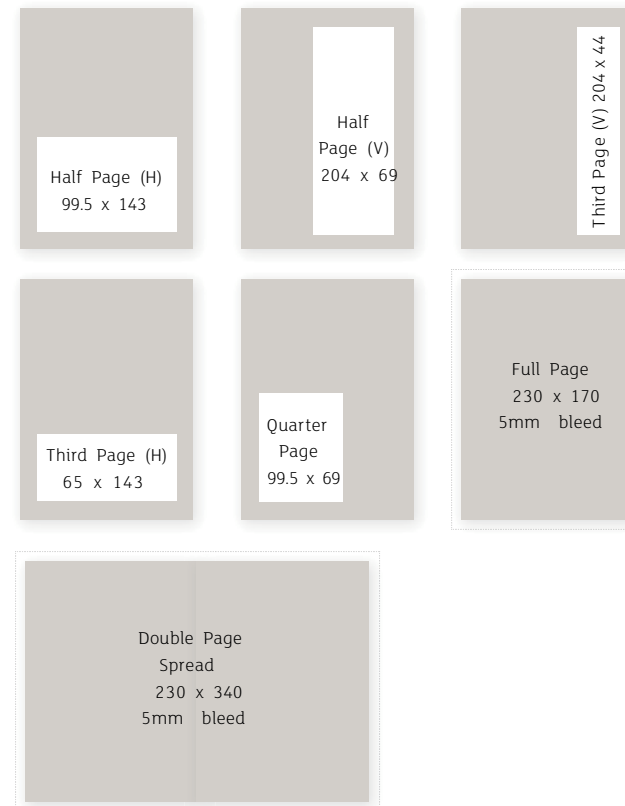
Prime positions

Outside back cover	+10%
Inside front cover	+10%
Inside front cover DPS	+10%

Frequency discounts

2 Issues	10%
3 Issues	15%

Advertising Dimensions



Advertorials

MAGAZINE

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ADVERTISING FEATURE

Managing eczema wounds

Heldi Darcy, Comvita's clinical advisor, advises on the best way to dress open sores using Medihoney's Antibacterial Wound Gel™.

People with eczema experience frequent damage to the skin from scratching, itchy skin, inflammation and from dry, cracked skin forming deep splits.

Why dress the wound?

It is important to cover wounds with a dressing. This keeps the surface of the wounds moist so that they heal faster and with less scarring. Dressings help to reduce pain and discomfort and they also lessen the risk of infection. People with eczema have a higher risk of skin infection. Even though eczema wounds can be very small, bacteria and viruses are much smaller and can easily get into the tissue through small scratches. If infection is present, a dressing can help to prevent it from spreading by covering and containing the fluid.

Creams or wound dressing?

Topical creams and ointment products are a key part of managing eczema and reducing the associated symptoms. However, the majority of creams are only designed to be used on skin that is not broken. Some creams may even slow down the process of wound healing. Wounds need to be dressed with sterile dressings that reduce the risk of infection and provide the right environment for the wound to heal. When the wound has healed, normal moisturisers and skin care products can then be applied. Talk to your pharmacist about the right product for you.

How to dress a wound

1. Wash hands.
2. Apply Medihoney® Antibacterial Wound Gel™ onto a clean dressing. Use enough Gel to cover the wound area to a depth of 3mm.
3. Cover the wound. Change dressing daily until healed.
4. If there are many small skin splits on the hands, apply Wound Gel and cover with cotton gloves.

PHOTOS © COMVITA

COMVITA
MEDIHONEY®
Antibacterial Wound Gel™
 Suitable for use on eczema wounds to support healing and reduce the risk of infection.

Used in homes and hospitals around the world.
www.comvita.com

Always read the label. Use only as directed. Serious wounds should be managed under the supervision of a health care professional. Comvita, Patagonia.

Customised Advertorial: March 2015
 Full page ad & full page editorial = \$3,750

ADVERTISING FEATURE

Delmaine sauces now gluten-free

Delmaine Fine Foods is one of New Zealand's leading food importers and manufacturers with a huge range of products featuring unique ingredients that **flow, freeze and love.**

Now Delmaine has reformulated its sauces range to make them gluten free so more people can enjoy the delicious fine foods taste and flavour.

The gluten-free range includes Delmaine Traditional Tomato Sauce, which is an authentic European-style sauce with a rich and aromatic taste. It's made without fillers, using only tomatoes, onion, and red capsicum, flavoured with garlic, herbs and spices. The inclusion of onion and capsicum not only increases the flavour, but also stops Delmaine Traditional Tomato Sauce from being boring like some tomato sauces.

Delmaine's BBQ Sauce is a thick rich sauce with a unique Kiwi twist. The addition of the smoky flavour of manuka is the perfect complement to the sweet tang of a traditional tomato-based BBQ sauce. This sauce is great for a wide range of cooking styles - try braising, marinating or simply serving it alongside any kind of meat and poultry.

Rounding out the tomato-based range is Delmaine's Tomato with Chilli sauce. Incorporating a touch of chilli for those who like a bit of spice but without the sweetness of a Thai chilli sauce.

People on gluten-free diets can also enjoy Delmaine's savoury jellies and fruit-based sauces. There's nothing better than a Traditional Mince Jelly alongside a rack of lamb, or a spoonful of Traditional Restaurant jelly with venison or beef. Or try adding a Fruity twist to a cold meat platter or sandwich with a choice of Apple Sauce, Plum Sauce or Apricot Sauce. Completing the savoury sauce range is a gluten-free Cranberry, Orange & Port Sauce, delicious alongside chicken, pork or any red meat.

See the full Delmaine range at www.delmaine.co.nz

Gluten Free

Look for the Gluten Free Ribbon

It's not easy being this good

Customised Advertorial: March 2015
 Full page ad & full page editorial = \$3,750

Advertising DIGITAL

Call Hawkhurst Media
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Website

Banners: 250x250px \$200 per month
Leaderboard: 650pxW x 125pxH \$250 per month

Rates do not include GST



Leaderboard
650pxW x 125pxH

Banner
250Wx250pxH

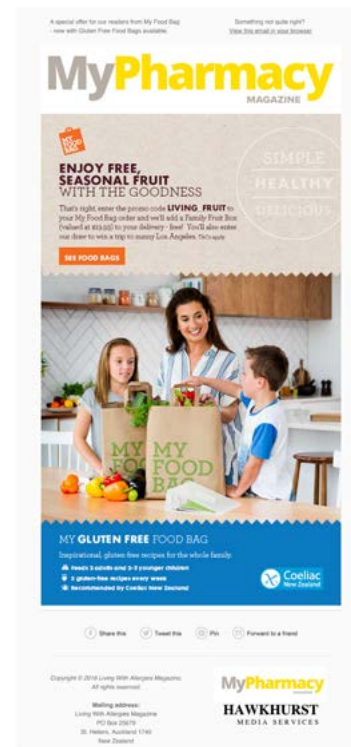


Leaderboard and Banner website advertising

EDM

Exclusive EDM \$770

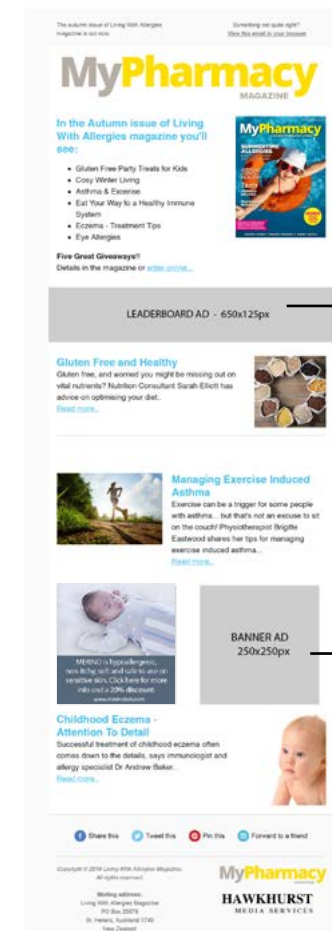
- Content to fit within a 600px wide x 1200px deep area
- Client to supply: HTML file with all images and URLs or Copy, images, URLs and a rough mock up for us to produce for you.
- MY PHARMACY will attach a header and footer to the EDM material
- Only one round of changes can be made once the header and footer has been attached



Exclusive EDM

E-Newsletter

Banners: 250x250px \$250
Leaderboard: 650pxW x 125pxH \$250



Leaderboard
650pxW x 125pxH

Banner
250Wx250pxH