



RESEARCH REVIEW™

Making Education Easy — Since 2006

MEDIA KIT



WHAT WE OFFER

Research Review brings the most important clinical advancements to your inbox with advice and commentary from New Zealand specialists.

Publications are free to receive for health care professionals, keeping them up to date with their chosen clinical area.

The publications allow advertisers to support medical education and to communicate with unique treatment communities.

THE RESEARCH REVIEW ADVANTAGE

- 🕒 **EMAIL DELIVERY** – publications emailed directly to the subscriber.
- 📱 **MULTIPLE CHANNEL DELIVERY** – direct, social media, web, medical society partners.
- ✂️ **CUT-THROUGH** – small number of ads and pages per publication. Opportunity for exclusivity.
- 🎯 **NO WASTED ADS SPEND** – subscribers self-select interest areas.
- 🔗 **LINK TO COMPANY WEBSITES** – ads hyperlinked to company websites and PI.
- 📊 **HIGH PENETRATION** – 80-90% of New Zealand's specialists in each target area.
- 👤 **PERSONAL TOUCH** – most publications sent from expert's Research Review email. Subscribers have personal relationship with the expert and a high level of engagement.
- 👥 **PASS ON RATE** – publications have a pass-on readership factor of 1.5 to 1.7.



62 RESEARCH REVIEW CURRENT TITLES

PRIMARY CARE

GP
Pharmacy

GENERAL MEDICINE

Eye Health
Fertility
Men's Health
Midwifery
Pain Management
Sleep Medicine
Sports Medicine
Women's Health

PAEDIATRICS

Child Health
Paediatric Vaccines

INTERNAL MEDICINE

Cardiology
Dermatology
Diabetes & Obesity
Gastroenterology
Geriatrics
Inflammatory Bowel Disease
Internal Medicine
Nephrology
Neurology
Respiratory
Rheumatology

INDIGENOUS HEALTH

Asian Health
Māori Health
Pacific Health

PSYCHIATRY

Addiction Medicine
Behavioural Disorders
Psychiatry
Patient Psychology

HAEMATOLOGY

Haematology
Lymphoma/Leukaemia
Malignant Haematology
Multiple Myeloma

INFECTIOUS DISEASES

Hepatitis
HIV Medicine
Infection Prevention and Control
Infectious Diseases
Travel Medicine

MEDICAL ONCOLOGY

Breast Cancer
Colorectal Oncology
Lung Cancer
Immuno-oncology
Renal Oncology
Skin Cancer
Precision Oncology
Genitourinary Cancers
Gynaecological Cancers
Liver Cancer

DENTAL

Dental
Oral Health

SURGERY

Anaesthesia
General Surgery
Hip & Knee
Urology

OTHER HEALTH

Foot & Ankle
Laboratory Medicine
Rehabilitation
Wound Care

ANIMAL HEALTH

Companion Animal
Dairy
Sheep & Beef



PRODUCT & PRICING OUTLINES



REGULAR RESEARCH REVIEW

from \$2,100 plus GST

Regular summaries of 'must read' research from the world's best journals.

- 10 summaries
- Live links
- Limited adverts

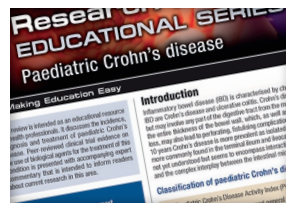


PRODUCT REVIEWS

from \$16,000 plus GST

Focus on a new/existing treatment and its key studies.

Ideal for new products or those with new indications.



EDUCATIONAL SERIES

from \$16,500 plus GST

Focused education on a disease/condition.

- Identifying patients
- Diagnosis
- Treatment options



CONFERENCE REVIEW

from \$7,750 plus GST

The most significant presentations/papers from a scientific conference.

- 10 summaries
- Live links
- Limited adverts



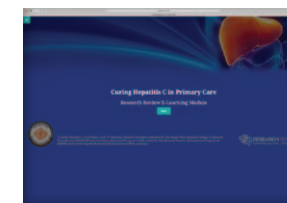
SPEAKER SERIES

from \$8,000 plus GST

Summary of a local speaker event.

Made available to Research Review subscribers.

Extends the life of your event.

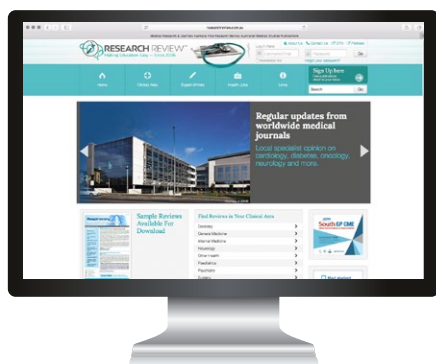


ACCREDITED E-LEARNING CPD Modules

from \$6,300 plus GST

A college or society accredited CPD module using client-commissioned Research Review content.

- Emailed link to subscribers
- Hosted on website



RESEARCH REVIEW WEBSITE

from \$500/month per section

Advertising options are available on the Research Review website, on the home page and 50+ specialist areas.

www.researchreview.co.nz



EXPERT FORUM

from \$12,750 plus GST

Summary of meeting highlights.

- Local meeting synopsis
- Multiple speakers/panel discussions
- Emailed to subscribers



STUDY/KEY PAPER REVIEW

from \$10,500 plus GST

Summary of one significant study. Commentary from relevant local expert.



WEBCASTS

from \$12,500 plus GST

Live "virtual" speaker or meeting event.

- Invitations sent to Research Review subscribers base
- Live Q&A and polling
- Recording made for hosting/late distribution



PODCASTS VIDEO and AUDIO

from \$9,500 plus GST

Video of an expert discussing a specialist topic.

- Emailed link to subscribers
- Hosted on website



REFERENCE PACKS/ APPROVALS

Research Review can create reference packs for Custom Publications for an additional cost. We also have experienced staff who can manage the Veeva (or similar) approval process if requested.

PUBLICATION ADVERTISING FORMATS

- ⦿ **Please supply all material in CMYK high resolution PDF format** – use the Press Quality setting when producing the PDF.
- ⦿ **A Research Review advertisement specification PDF preset preference file is available for Adobe InDesign on request** – please email either: jamesarmstrong@researchreview.co.nz, suepeploe@researchreview.co.nz, ameliasmallwood@researchreview.co.nz
- ⦿ **Please ensure all fonts are converted to paths** or embedded in document.
- ⦿ **Adverts/images must be 300dpi** – a file size of 1-2MB where possible.
- ⦿ **Advertisers are recommended to consider clear, simple adverts** and must be able to quantify any medical claims.

Only the Banner Strip sized format can appear on front page of Reviews. Other sizes will be placed from page 2 onwards.

WEBSITE ADVERTISING FORMATS

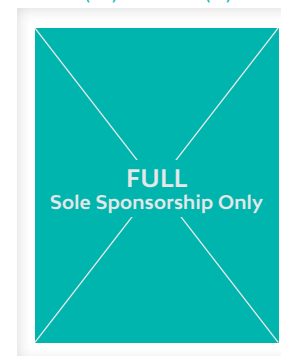
- ⦿ **Web banners must be 72dpi and sent as gif files** – size 170 x 315 pixels.
- ⦿ **If the banner is animated, please provide 2 copies;** the first with the Animation Loop set to 'forever' and the second with it set to 'once'.
- ⦿ **Advertisers are recommended to consider clear, simple adverts** and must be able to quantify any medical claims.

ARTWORK SUPPLY CONTACTS

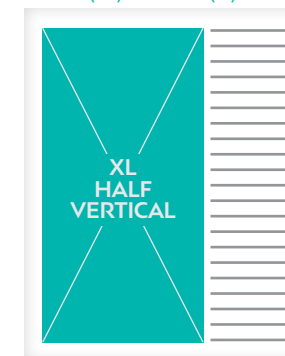
All artwork should be sent to either:

James Armstrong	jamesarmstrong@researchreview.co.nz
Sue Peploe	suepeploe@researchreview.co.nz
Amelia Smallwood	ameliasmallwood@researchreview.co.nz

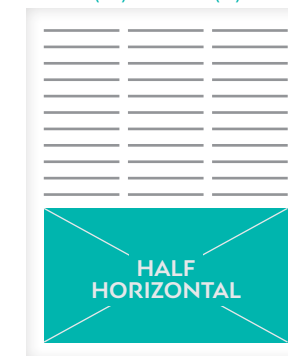
FULL PAGE
(NO BLEED)
190mm(W) x 247mm(H)



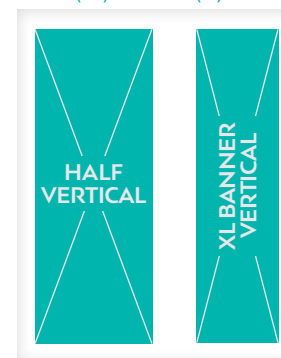
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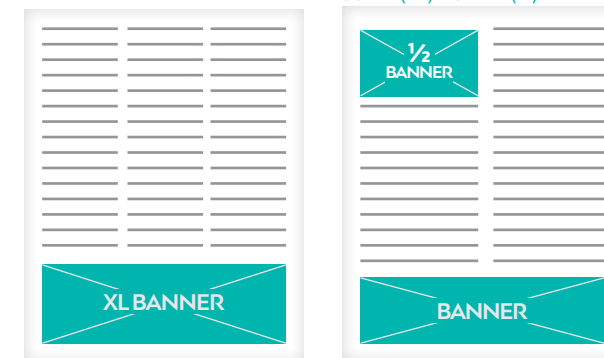
HALF PAGE Horizontal
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HALF PAGE Vertical
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92mm(W) x 247mm(H)



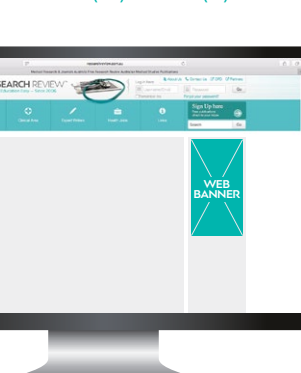
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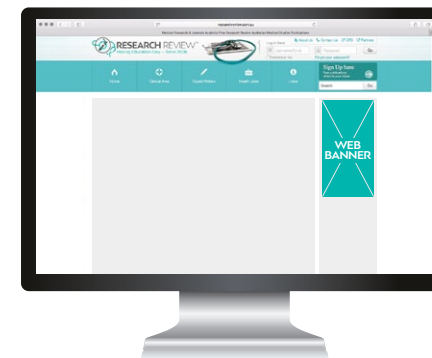
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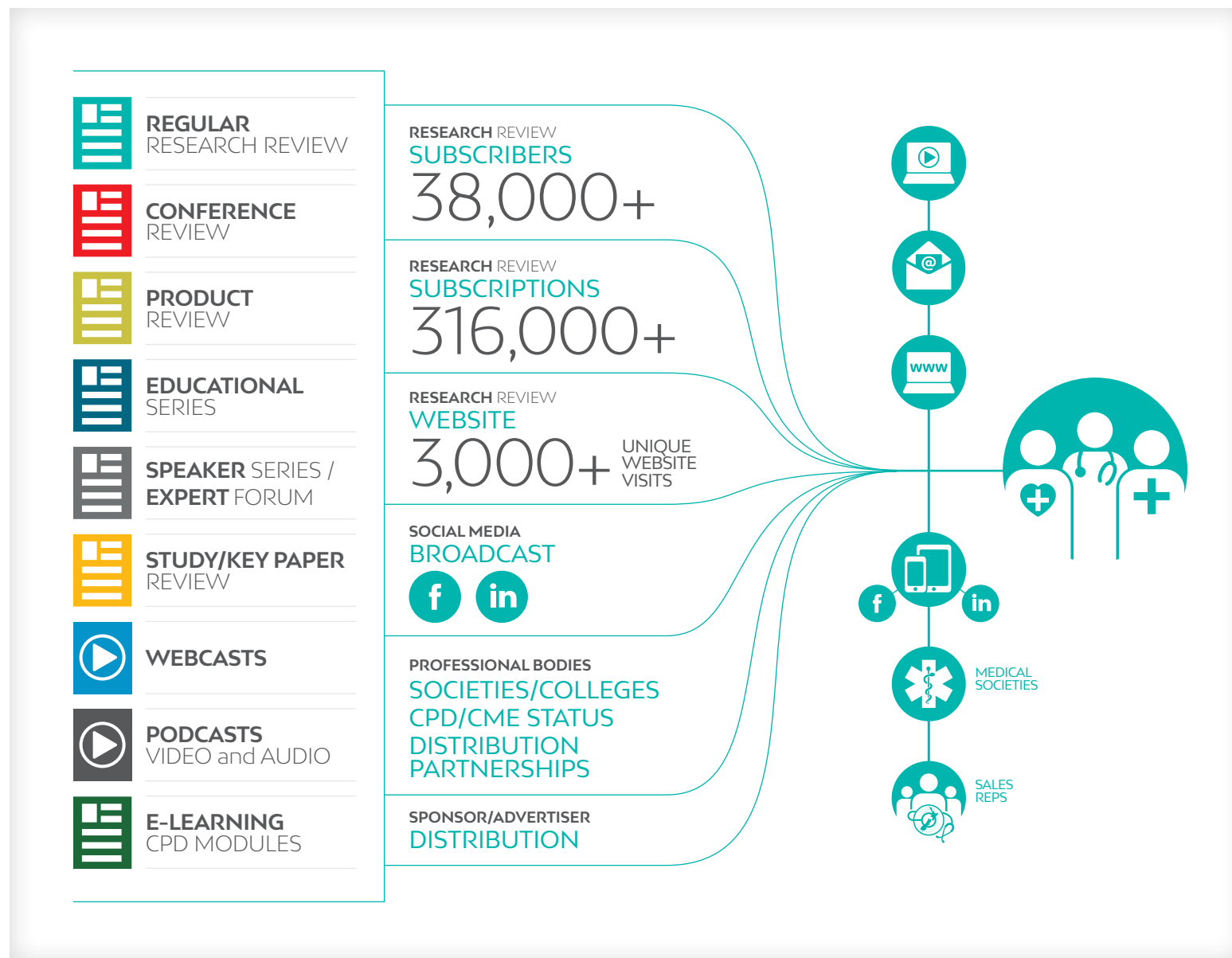


BANNER STRIP (NO BLEED)
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WEBSITE BANNER
170px(W) x 315px(H) @ 72dpi

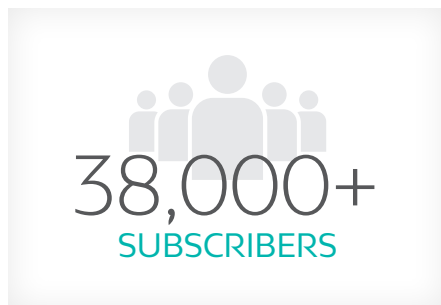
RESEARCH REVIEW'S DISTRIBUTION NETWORK USES MULTIPLE CHANNELS TO ENSURE A HIGH LEVEL OF READERSHIP AND ENGAGEMENT





MEASURABLE
RESULTS

RESEARCH REVIEW CAN SUPPLY INFORMATION ON THE FOLLOWING:



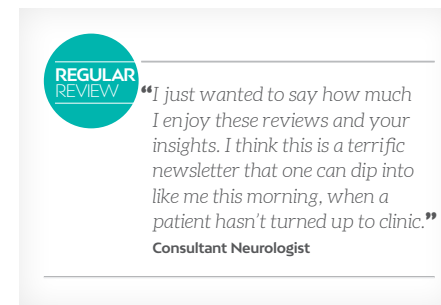
DATA

Direct Database Distribution Numbers



SURVEYS

Readership Surveys



FEEDBACK

Reader Direct Feedback



ONLINE ANALYTICS

Website Downloads, Views & Timings



SOCIAL MEDIA

Contact & Feedback



CPD/PARTNERSHIPS

Part of CPD/CME Programmes
for Colleges and Societies
Professional Body etc



RESEARCH REVIEW™
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