

EDU-PHARM

front SHOP

Rate card 9

About us

Front Shop is the leading magazine in the retail pharmaceutical industry and received the PICA award for the best Business to Business magazine 4 times in the last 5 years. Front Shop's aim is to educate pharmacy assistants and empower them with sound product knowledge and skills to maximise productivity in the front shop. Research showed that almost 90% of our readers would choose Front Shop over other pharmacy magazines. The survey also showed that 93% of readers read Front Shop from cover to cover and that 86% of readers keep Front Shop indefinitely for future reference.

Edu-Pharm was launched in 2008. The objective of Edu-Pharm, with the support of the Health Science Academy, is to update pharmacists, as well as facilitate the education of Pharmacist Assistants by publishing disease modules that form part of the Pharmacist Assistant training programme, together with articles that are relevant to the problems the assistants encounter daily. The training of a Pharmacist Assistant is of such high standard that the scope of practise of those who have completed the course include the sale of medicines up to schedule 2 and the dispensing of medicine up to schedule 6 under indirect supervision of a pharmacist. Advertising in Edu-Pharm will therefore focus on the higher scheduled brands.

The Pharmacy Assistant and Pharmacist Assistant of the Year competitions are prestigious events entered by hundreds of pharmacy staff and are a valuable tool for manufacturers to enhance product knowledge. The competition stimulates top-of-mind recall and thus increases market share. Manufacturers can utilise Edu-Pharm & Front Shop to back up any face-to-face marketing efforts with editorial, as well as brand awareness through advertising. It is the ideal vehicle to ensure that marketing campaigns are enhanced at pharmacy level.

Rate increase: The publishers reserve the right to apply an appropriate loading on all rates in the event of substantial increase in paper and/or postal rates or other material charges not within our control, during the currency of this rate card.

Distribution

Edu-Pharm & Front shop are distributed nationally to over 5 500 pharmacists, pharmacist assistants and pharmacy assistants equating to 28 000 readers per month. Front Shop's database is maintained internally by Primedia Publishing's circulation department and Touche, as well as the Audit Bureau of Circulation (ABC).

Material requirements

Bleed:	303mm x 215mm
Trim size:	297mm x 210mm
Type area:	280mm x 195mm
A5 horizontal:	130mm x 180mm
A5 vertical:	265mm x 85mm
1/3 vertical:	240mm x 56mm
1/3 horizontal:	75mm x 180mm
1/4 vertical:	130mm x 85mm
1/4 horizontal:	65mm x 180mm



Contacts

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Deadlines

Booking deadline 25th of month prior to material deadline
Material deadline 1st of the month prior to cover date

EDU-PHARM features list

	Cardiovascular	Dermatology	Neuro & Psychiatry	GIT & Gynae	Paediatrics	General Health
Jan/Feb	Hypertension	Acne	Headaches	Ulcers	Enuresis	Allergies
March	Cholesterol	Bacterial skin infections	Migraines	Hepatitis	Autism	COPD
April	Diabetes type 2	Eczema	Multiple sclerosis	Dyspepsia	Meningitis	Colds
May	Lifestyle changes	Psoriasis	Neuralgia	Endometriosis	Asthma	Flu
June	Arrhythmia	Fungal skin infections	Anxiety	HPV	Growth retardation	Coughs
July	Heart failure	Wound treatment	Depression	Polycystic Ovarian Syndrome	Cerebral palsy	Pneumonia
Aug	Artherosclerosis	Shingles	Epilepsy	UTI	Down's syndrome	Slimming
September	Management of obesity	Skin cancer – warning signs, etc	OCD	Incontinence	Malnutrition	Osteo arthritis
October	Insulin resistance	Alopecia	Sleep disorders	Prostatitis	Fever	Rheumatoid arthritis
November	Diabetes type 1	Hirsuteness	ADHD in adults	Kidney stones	Neonatal conjunctivitis	Constipation
December	HRT affecting cardiovascular	Contact dermatitis	Parkinson's disease	Cystitis	Seizures	Sinusitis
			Alzheimer's disease			Impotence

Front Shop features list

Month	Eye care	Beauty	Baby/ Child	Health	Holistic Health
Jan/Feb	Child eyecare	Dandruff	Head lice	Cold sores	Bladder infections
March	Ocular nutrition	Scars	Earache	Gout	Tonics
April	Refractive surgery	Hair colour	Faecal impaction	Slowdown aging process	Bone health
May	The ageing eye	Mouth wash	Nappy rash	Flatulence	Smoking cessation
June	Computers's effect on eyes	Foot care	Teething	IBS	Bruising
July	Diabetes and eye care	Sensitive skin	Immunisation	Menstrual problems	Cramps
Aug	Contact lens hygiene	Mature skin	Colic	Nausea	Detox
Sept	Age related macular degeneration	Nail & hand care	Worms	Haemorrhoids	Fatigue
Oct	The wonders of contact lenses	Vitamin & their actions	Formulas	Athlete's foot	Morning sickness
Nov	Keratoconus	Feminine hygiene	Craddle cap	Stress	Muscle pain & stiffness
Dec	Cataracts	Anti-aging ingredients	Medicinal new born baby care	Weight management	Sports nutrition

Advertising rates

Insertions	Casual	3 Months	6 Months	11 Months
DPS	R 21,200	R 18,500	R 17,400	R 15,600
Full Page	R 11,700	R 11,000	R 10,300	R 9,300
½ pages	R 7,400	R 6,800	R 6,500	R 5,800
1/3 page	R 6,300	R 6,000	R 5,700	R 4,900
¼ page	R 4,700	R 4,500	R 4,200	R 3,800
Edu-Pharm cover (OFC +IFC)		R 22,000		
Front Shop cover (OFC + IFC)		R 22,000		
A4 insert		R 11,400		

All adverts are to be supplied in one of the following formats:

- Hi-resolution computer to plate optimised PDF - 300dpi
- Flattened TIFF files in CMYK and not RGB format - 300dpi
- EPS format with all fonts converted to paths.
- Embedded pictures in CMYK - 300dpi
- Adverts to be supplied on CD or optical disc in Apple Mac format.
- Rainbow/chromalin colour proofs to be supplied for colour accuracy.

Front Shop is published by Primedia Publishing,
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