

# MyPharmacy

MAGAZINES

## MEDIA KIT

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

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# All about

MY PHARMACY MAGAZINES is a small group of family-orientated high quality publications designed to get your message out to consumers through independent pharmacies nationwide. Our distribution partners Access independent Pharmacy Group currently deliver copies to over 600 mainly independent pharmacies. Current circulation is over 7000 copies.

Our readers are customers who visit pharmacies nationwide seeking products and 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](http://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.



# Deadlines

## LIVING WITH ALLERGIES

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### Spring 2018

Advertising booking deadline: 10 August 2018  
Material deadline: 17 August 2018  
Published: 31 August 2018

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### Summer 2019

Advertising booking deadline: 25 January 2019  
Material deadline: 1 February 2019  
Published: 15 February 2019

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## MY HEALTH

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### Autumn 2019

Advertising booking deadline: 16 March 2019  
Material deadline: 23 March 2019  
Published: 6 April 2019



# Advertising MAGAZINE

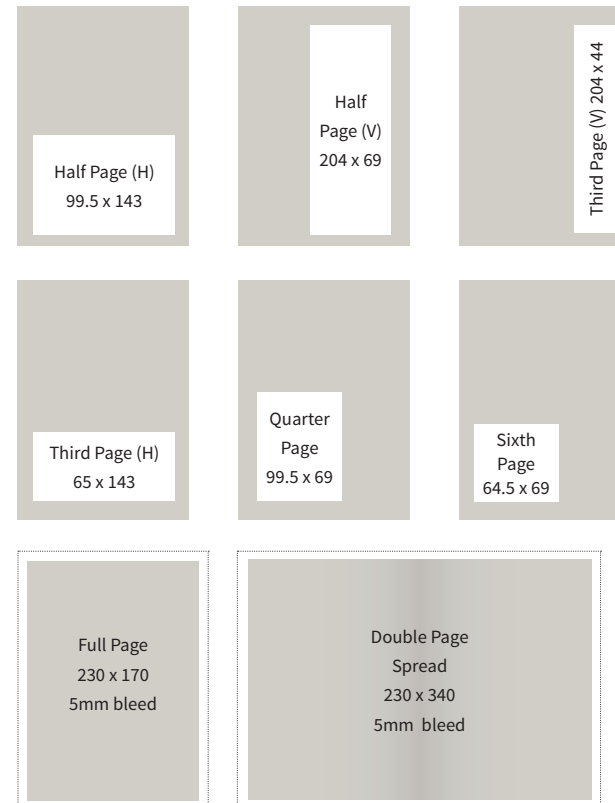
## Call Hawkhurst Media

John Emmanuel, Sales Manager, 021 969 930

Yulia Mckenzie, Production and Sales Director, 021 969 091

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
Third page horizontal	65(H) x 143(W)	n/a	n/a
Third page vertical	204(H) x 44(W)	n/a	n/a
Quarter page	99.5(H) x 69(W)	n/a	n/a
Sixth page	64.5(H) x 69(W)	n/a	n/a

## Advertising Dimensions



## 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
Sixth page	\$550

### Prime positions

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

## Frequency discounts

2 Issues	10%
3 Issues	15%

# Advertorials MAGAZINE

## Call Hawkhurst Media

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**ADVERTISING FEATURE**

### Managing eczema wounds

Heidi Darcy, Comvita's clinical advisor, advises on the best way to dress open sores using Medihoney® 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](http://www.comvita.com)

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

84 LIVING WITH ALLERGIES Summer Autumn 2015

**Customised Advertorial:** Comvita – 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 Kiwis know and love.

Now Delmaine has reformulated its sauces range to make them gluten free so more people can enjoy the Delmaine 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 is 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 basting, 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 cranberry jellies and fruit-based sauces. There's nothing better than a Traditional Mint 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](http://www.delmaine.co.nz)

**Not satisfied with just being delicious and full of extra bits - our sauces are going gluten free!**

*Delmaine sauces have always tasted great and stood out from the crowd with extra flavours from things like manuka smoke flavouring and tamarind.*

*While making sauces that taste great is fantastic, we feel bad when some people can't eat them because of what's in them. So we made some minor tweaks to the recipes and now we're going gluten free.*

Look for the bottles with the gluten free ribbon on the front in your local super market.

**Gluten Free**

It's not easy being this good

84 LIVING WITH ALLERGIES Summer Autumn 2015

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

# Advertising DIGITAL

## Website

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

Rates do not include GST



Leaderboard  
650pxW x 125pxH

Banner  
250Wx250pxH



Comvita Leaderboard and Banner website advertising

## Call Hawkhurst Media

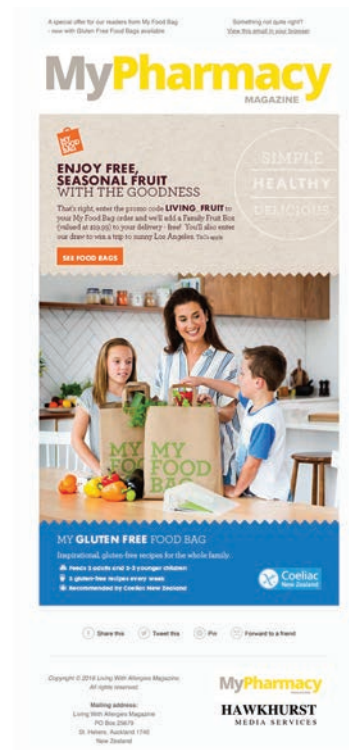
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## EDM

Exclusive EDM \$770

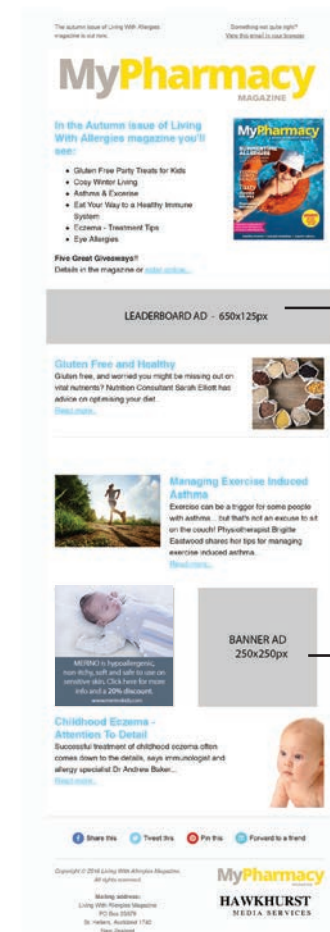
- Content to fit within a 600px wide x 1200px deep area
- Client to supply: HTML file with all images and URLs or Copy, images, URLs and a rough mock up for us to produce for you.
- MY PHARMACY will attach a header and footer to the EDM material
- Only one round of changes can be made once the header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



My Food Bag exclusive EDM

## E-Newsletter

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



Leaderboard  
650pxW x 125pxH

Banner  
250Wx250pxH