

PHYSIO MATTERS

EDITORIAL & ADVERTISING 2021

Thank you for your interest in contributing to Physio Matters, we value great content and advertising that brings great benefits to our members

Physio Matters is the flagship publication of Physiotherapy New Zealand (PNZ), providing a key platform to connect members with each other and the wider physiotherapy profession. Each issue presents articles and columns that cover the latest and most interesting aspects of physiotherapy.

ADVERTISING RATES

	Price	3 issue discount (cost per issue)	6 Issue discount (cost per issue)
Full Page	\$840	\$756	\$714
Half Page	\$630	\$567	\$535
Quarter page	\$410	\$369	\$348
A4 (or DLE) insert	\$1200	-	-

All rates are excluding GST. By advertising in Physio Matters you will also receive a complementary online course/event listing on our website pnz.org.nz.

Online course/event listing specifications:

- Maximum 250 words
- No logos or graphics

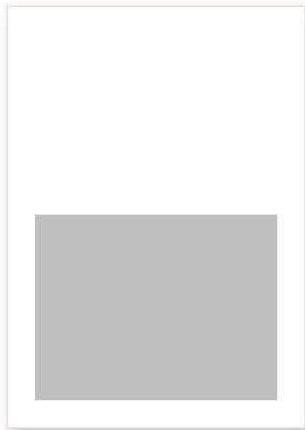
Listings will remain online until the course or event date.

ADVERTISING SPECIFICATIONS

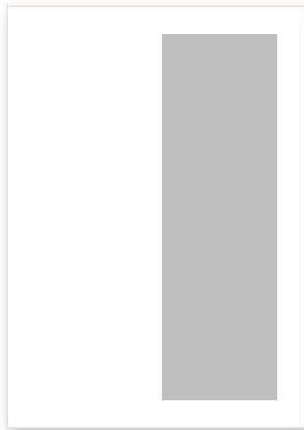
	Width x Height (mm)	Bleed (mm)	Safe Area (mm)
Full Page	210 x 297	5mm (with crops)	180 x 267
Half Page Horizontal	170 x 130	-	-
Half Page Vertical	80 x 257	-	-
Quarter Page Horizontal	170 x 65	-	-
Quarter Page Vertical	80 x 130	-	-



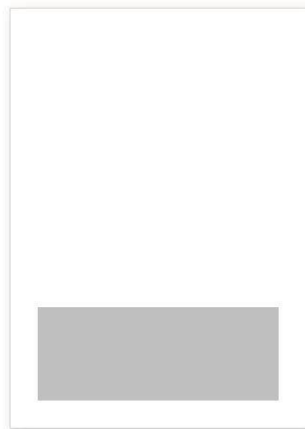
Full Page



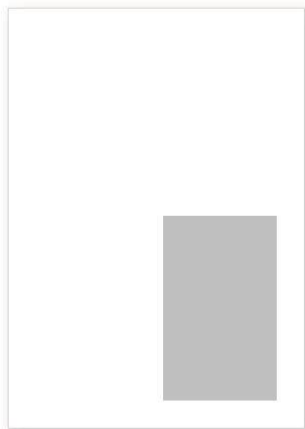
Half Page Horizontal



Half Page Vertical



Quarter Page Horizontal



Quarter Page Vertical

SUPPLYING ARTWORK FOR PHYSIO MATTERS

Please ensure your artwork meets the following specifications:

- All material must be supplied in PDF format, no other format will be accepted.
- All images and colours must be CMYK, no spot/pantone and RGB/web colours.
- All images must be 300dpi.
- Full page ads must have bleed and crop marks applied (crop marks **must** start outside the bleed area).
- PDFs must be exported at highest quality possible ('Press Quality' if exporting from InDesign).

BOOKING AND ARTWORK DEADLINES

February Issue – 20 December

April Issue – 20 February

June Issue – 20 April

August Issue – 20 June

October Issue – 20 August

December Issue – 20 October

If this date falls on a weekend or a holiday, please supply by the closest working day before.

OTHER INFORMATION

- Send editorial items and advertising to the Editor, erica.george@physiotherapy.org.nz
- Send course information to pnz@physiotherapy.org.nz
- Members may read Physio Matters on our website and follow workable links

TERMS AND CONDITIONS

Conditions of acceptance for advertising in Physio Matters

These conditions are deemed part of the contract issued by Physiotherapy New Zealand.

Contract advertising

Series bookings apply to a specific volume of space which is contracted by the Advertiser for a specific period. In cases where the actual space taken for the period falls below the contract volume, Physiotherapy New Zealand will surcharge all space taken to the rate appropriate to the volume of space used.

Postponement or cancellation of space

Cancellations will be accepted up to 5pm on the day of the booking deadline. Full advertising rate will be charged for late cancellations after this date.

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Material

1. All advertising material shall be delivered to the Publisher without expense to the publisher.
2. Any expenses incurred following copy deadline date in trying to secure material (e.g. toll calls, freight, couriers etc.) shall be recoverable from the Advertiser or Advertising Agency and shall be charged out as a disbursement (non-commission bearing).
3. Where new copy or instructions to repeat have not been received from a contract Advertiser by copy deadline date, the Publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the Publisher's absolute discretion and charge full rates plus production.
4. Where advertising material is not supplied to the specifications required, or requires correction, Physiotherapy New Zealand reserves the right to charge the advertiser for all production costs involved in preparing the advertisement for print.

Rate changes

Physiotherapy New Zealand has the right to increase all or any advertising rates, subject to one month's notice for advertisers with forward bookings.

Payment

Accounts for advertising space and production are due for payment on the 20th of the month preceding the month of publication. If this date falls on a weekend or a holiday, payment is due by the closest working day before. Advertisers and their Advertising Agencies are jointly and severally liable for payments due under any contract. For the purposes of this clause the month of publication is the cover date of the publication. Any costs, fees, legal expenses or commissions incurred in obtaining payment are to be charged to the advertisers account.

Tax and levies

Any Government or industry taxes and/or levies are additional to the current rates structure shown on the rate card. GST (currently 15%) is payable on all payments from a New Zealand source and on such overseas advertising as may from time to time be deemed liable by the Inland Revenue.

General

The Publisher reserves the right to decline the insertion of any advertisement.

The placement of an advertisement is at the Publisher's discretion.

Casual displacement, rejection or omission of an advertisement does not invalidate a space order.

While every care is exercised, the Publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement.

Terms of acceptance of advertising copy

The Advertiser warrants and undertakes to the Publisher that no statement, representation or information contained in the supplied advertisement:

- a) Is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- b) Is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- c) Is otherwise in breach of any provision of any Statute Regulation or rule of law.

The advertisement must also:

- a) Be of value to Physiotherapy New Zealand members.
- b) In accordance with the Medicines Act 1981 sections 57-59.
 - a. In summary these sections state you cannot make a therapeutic claim in your advertisement unless you have consent or evidence to the standard a medicine requires for consent.
- c) Comply with the Advertising Standards Authority code of Ethics and Therapeutic and Health Advertising, including claiming to cure or relieve or manage something. The advertisement needs to be about offering the service and list suitable conditions in which physiotherapy may be helpful.
- d) Comply with [The Physiotherapy Board of New Zealand Physiotherapy Standards](#), including The Advertising Standard that states “testimonials can create an unrealistic expectation of outcomes for individual patients and must not be used or quoted in your advertising”.

The Advertiser acknowledges that Physiotherapy New Zealand relies on the provisions of this Clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify Physiotherapy New Zealand against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.