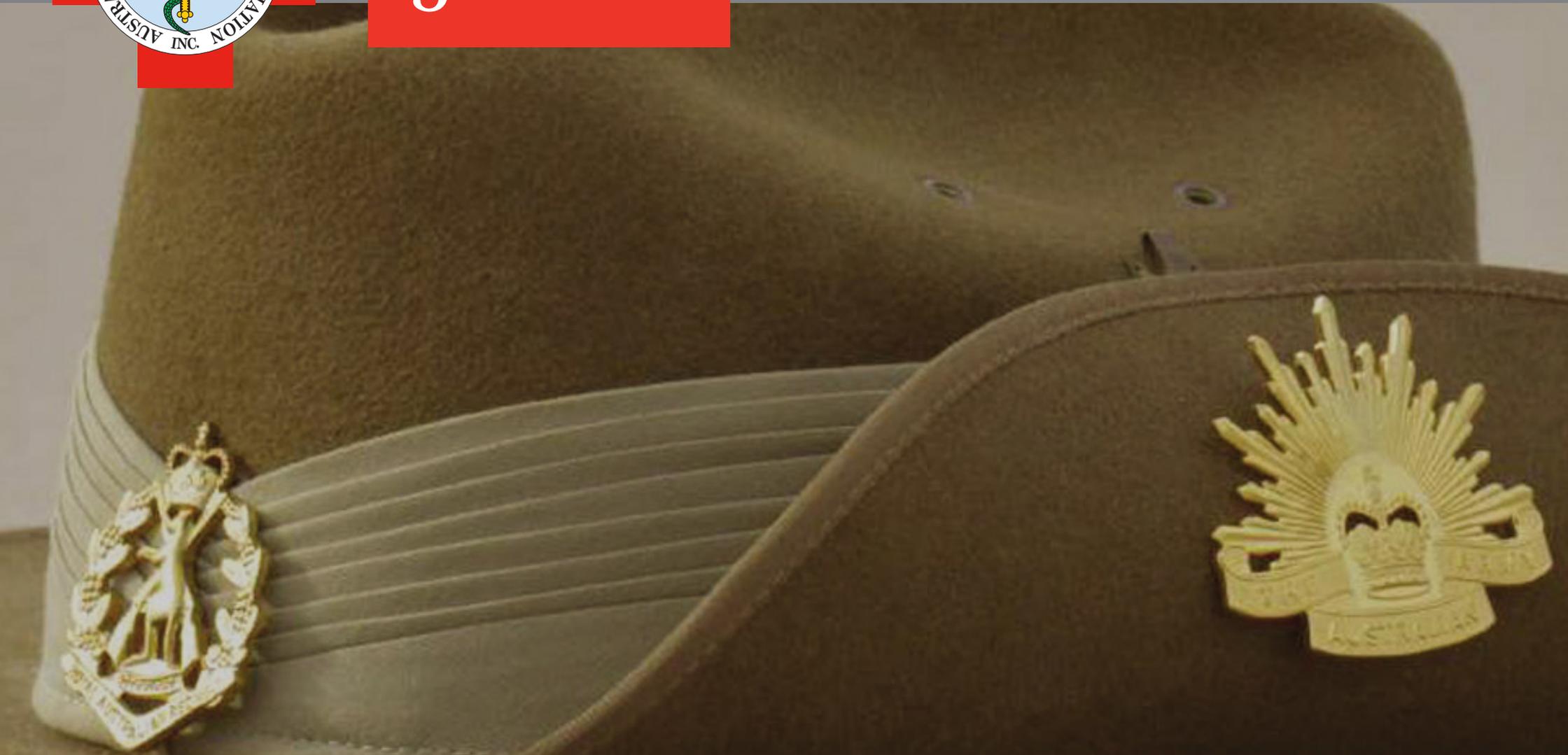


# JMVH

at the front line in military medicine



## MEDIA KIT

The Journal of Military and Veterans' Health has been dedicated to publishing original content on contemporary research advances in military health services in the Australasian region since 1990.

JMVH aims to provide a high-quality internationally-recognised medical and scientific forum for disseminating original research findings, reviews, commentaries and other matters that relate to the health and well-being of, men and women serving in the military and after their military careers, and the medical and health care support they receive.

The broad scope of JMVH recognises that military and veteran health matters extend across the whole lifespan of the member, from the time they join the military, through periods of active operational or non-operational service including time within the reserve forces, post military service and retirement.

JMVH recognises that those who serve in the Armed Forces can face ongoing health challenges related to the environments and activities in which they have served. This can be exacerbated by difficulties accessing appropriate treatment during and after their time in the defence force.

## Strengths

### REPRESENTATION

JMVH effectively consolidates the efforts of groups in the Australasian region that have an interest in scientific and professional publishing in the areas of veterans' health and military medicine.

### SCOPE

JMVH is the only peer-reviewed journal on military health in the Australasian region. Covering health matters across the whole life of the service member from before enlistment through service life and after separation, JMVH consistently reflects on improving military health services, beyond the immediacy of service employment and in times of both conflict and peace.

### READERSHIP

JMVH is distributed to AMMA members, International defence force personnel and Australian libraries. It is read by the military health community in both clinical and research settings throughout the region. This includes surgeons, GPs, dentists, allied health practitioners and general health professionals, many with their own practice.

## Distribution and demographics

### DISTRIBUTION

In addition to digital distribution to over 2000 Australian and International Defence Force personnel, each quarter 300 copies are published in hard copy format and mailed to AMMA members and Australian libraries. It is also freely available to the military health and kindred communities online, as pdfs on the JMVH website.

### FREQUENCY

4 editions per year, including a Conference edition featuring abstracts from the annual conference.

### READER IMPRESSIONS

Based on a survey in 2014 of readers, most consider JMVH the most valuable component of AMMA membership in disseminating important knowledge and information in the military health sector.

There is a strong preference for a hard copy journal, carrying relevant advertising on core issues.

- 68% of readers are AMMA members, with 45% of these being members for more than 10 years.
- 97% hold a Bachelors Degree, with 85% having completed post graduate studies, often multiple postgraduate achievements.
- 55.3% have a clinical employment, with the remainder working in research, teaching or management/administration.
- 78% of readers have a military connection, 29% of these being in the reserves.

## Content

### EDITORIAL COMMITTEE

JMVH is guided by an international editorial board with members from the military health community.

### CONTENT

JMVH focuses on the challenges faced by forerunners in military and veteran health and delivers up to date contemporary articles on mastering new techniques, methods and research that can support practitioners in the field. JMVH considers original scientific material as well as operational articles that highlight issues and lessons learned in the field. It carries authoritative medical opinions, with submissions from independent authors and opinion leaders that cover all facets of medicine related to military and veterans' health. Themed issues provide scope for further exploration of contemporary and emerging issues.

JMVH publishes articles related to health of military personnel and veterans within two broad areas of interest:

#### Research and practice related

- Original Research
- Original Articles
- Short Communication
- Review articles
- Reprinted Articles
- Case Studies
- Abstracts from the Literature

#### Informative and commentary

- Editorials
- Letters to the editor
- Biographies
- History
- Obituaries
- Book reviews
- Commentary
- View from the Front

## Issue dates and deadlines

Volume	No	Issue Date	Booking Deadline	Materials Deadline
January 2020				
28	1	January 2020	1 October 2020	1 December 2020
April 2020				
28	2	April 2020	1 January 2020	1 March 2020
July 2020				
28	3	July 2020	1 April 2020	1 June 2020
October 2020				
28	4	October 2020	1 August 2020	1 September 2020



Themed issues provide further targeted marketing and advertising opportunities.

- Display advertisement in JMVH
- Loose inserts delivered with JMVH
- Banner advertisement on the AMMA and JMVH websites
- Annual Scientific Conference sponsorship

## Display advertisements in the JMVH

### ADVERTISING STANDARDS

All advertisements submitted to JMVH are subject to editorial approval and must meet general conditions. Advertisers are responsible for ensuring advertisements comply with Commonwealth and State Laws in Australia. Publication of any advertising material is ultimately at the discretion of the Editor. Preparation of advertising material is at the Advertiser's cost.

### CANCELLATIONS

No cancellations will be accepted after the booking deadline.

### MATERIAL REQUIREMENTS

Preferred file format is high resolution pdf. Use CMYK for 4 colour scans (NOT RGB) 120 line screen. All fonts and images must be embedded with the file, include registration marks. We accept online image transfers via email [jodi@laevents.com.au](mailto:jodi@laevents.com.au). No responsibility will be taken for reproduction of material that does not meet these specifications.

## Digital Material for JMVH Website

All material must be supplied with click-through URL. Preferred format Website: GIF or JPG 300X 250.

All advertisements submitted to JMVH are subject to editorial approval and must meet general conditions.

### SPECIFICATIONS

Maximum external dimensions must not exceed 297 x 210mm (A4). 275 x 210mm is preferred. If pre-printed inserts are to be supplied inserts should be printed on 150-200 gsm A2 Art stock.

### APPROVAL

Before printing inserts, a draft pdf must be sent to [jodi@laevents.com.au](mailto:jodi@laevents.com.au) for approval according to advertising guidelines. Please note that inserts must all be identical, non-personalised, and must not be or contain a letter.

### APPROVAL

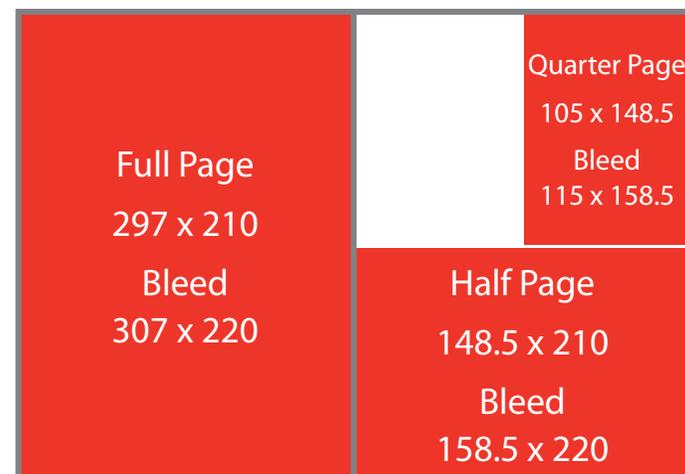
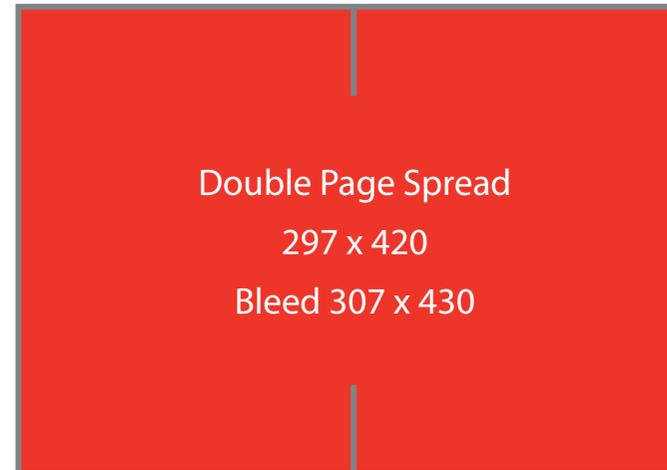
A draft pdf of the banner advertisement must be sent to [jodi@laevents.com.au](mailto:jodi@laevents.com.au) for approval according to advertising guidelines.

### SUBMISSION OF MATERIAL

Final files must be delivered to [jodi@laevents.com.au](mailto:jodi@laevents.com.au) by the date indicated for the Material Deadline for the required issue.

## Advertising rates

DISPLAY			
Size	1 insertion	2 insertions	4 insertions
Full Colour Inside Front	\$1500	\$2700	\$4200
Full Colour Inside back	\$1500	\$2700	\$4200
Full Colour Double Page Spread	\$1800	\$3420	\$5040
Full Colour Full Page	\$1100	\$1980	\$3080
Full Colour Half Page	\$700	\$1260	\$1960
Full Colour Quarter Page	\$400	\$720	\$1120
FULL COLOUR LOOSE INSERTS			
Up to A4 2pp	Price on application	Price on application	Price on application
WEB BANNER AD			
300 x 250 pixels	1 month	3 months	6 months
	\$150	\$275	\$500



Advertising enquiries  
Email: [jodi@laevents.com.au](mailto:jodi@laevents.com.au)  
or call Jodi on (03) 6234 7844

## 2019 AMMA Conference

# after the WAR

REPATRIATION, RECOVERY & PUBLIC HEALTH

Adelaide Convention Centre 3 – 6 October

AMMA 2019 is expected to attract around 550 Australian and international delegates from the military medicine sector. If you are looking to build and develop relationships with professionals from the Australasian Military Medicine community then this conference is the place to be!

The theme for the 2019 AMMA Conference is After the war – Repatriation, Recovery and Public Health. We would like to invite you to join us at this exciting conference to learn, grow and lead the way into the future. We look forward to reuniting with many of our long-term supporters, as well as welcoming new ones.

The conference provides the opportunity for the exchange of ideas, the showcasing of innovation and the chance to explore developments across a number of areas. As valued members of the Medical Sector, our Sponsors and Exhibitors will once again form an integral part of this important event. It is well recognized that your commitment and support form an essential contribution to the success of the AMMA Conference and we look forward to reuniting with many of our long-term sponsors as well as welcoming new ones.

A wide variety of promotional opportunities are available to help keep your company's name at the forefront of delegates' minds before, during and after their conference experience. Select from our exclusive packages or talk to our helpful Sponsorship and Exhibition Coordinator to tailor a package to suit your company's marketing goals.

For a sponsorship prospectus contact:

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Phone: 03 6234 7844 Fax: + 61 (3) 6234 5958  
Email: [jodi@laevents.com.au](mailto:jodi@laevents.com.au)  
[www.amma.asn.au/amma2019](http://www.amma.asn.au/amma2019)

