

**YOUR
HEALTH**TM

healthy advice from your family doctor



YOUR HEALTH

SPONSORSHIP PROSPECTUS

We generate convincing results



www.yourhealth.net.au



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1800 640 075

YOUR HEALTH EXECUTIVE SUMMARY

Your Health is available to GPs on subscription, but we have up to 4 sponsored articles in each issue to help cover costs.

Your Health is a personalised, quarterly, peer-reviewed practice newsletter for general practitioners to give their patients.

Your Health contains health information for patients with a special emphasis on preventative medicine. It is also personalised with individual practice information for each subscribing practice.

Your Health presents as the practice's own health newsletter

and articles carry the implied endorsement of the doctor.

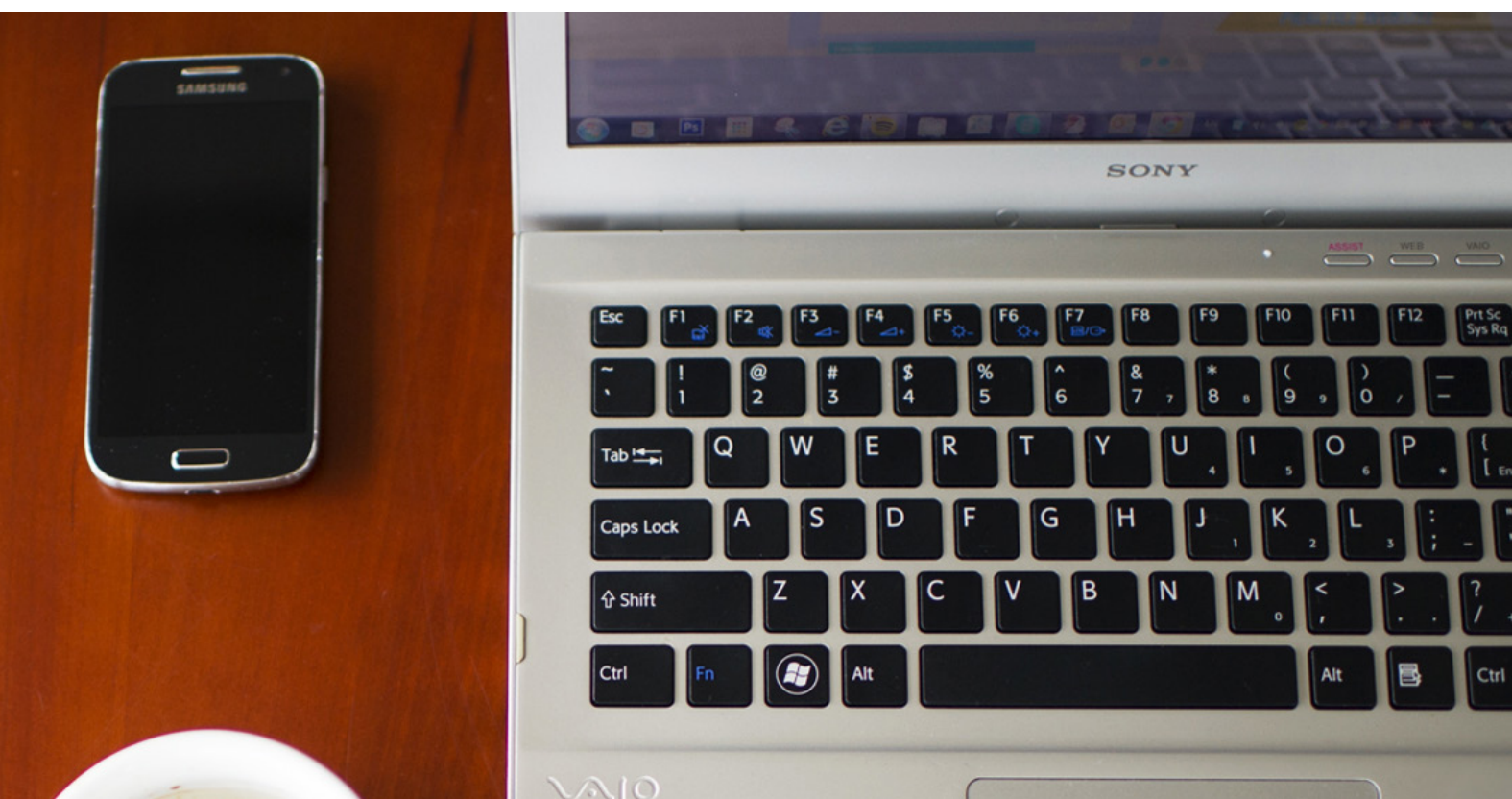
Over 1,000 Australian GPs are currently using Your Health. The circulation is approximately 60,000 copies per issue, in approximately 200 practices.

Subscribers also receive a free website which provides a way to promote their practice online and leverage the SEO benefits of the Your Health domain. Your Health

articles and competitions are featured across the entire network of sites.

Sponsorship provides the opportunity to ethically educate patients about medical issues and the role of a company's products.

Opportunities are now available for any of the quarterly issues, published at the start of summer, autumn, winter and spring.



SOME COMMENTS FROM GP LEADERS

Your Health is loved by patients, but also the doctors who provide it to their patients.



DR JOHN GULLOTTA
Past NSW AMA President

"Your Health is a 'state of the art' newsletter which is colourful, informative, topical and very appealing to patients who eagerly look forward to the next issue.

It looks great, costs little and is a true asset for my practice! I recommend it to all my colleagues."



DR MUKESH HAIKERWAL
Past Federal AMA President

"My patients like the articles. It helps them understand their conditions in their own terms.

Your Health is also a useful tool for alerting patients about important practice changes."

"Your Health provide quality products, value for money and exceptional service. You don't find this very often anymore!"

Graziella, North Bellingen Medical Centre

ABOUT THE NEWSLETTER

Your Health is an ethical, educational newsletter for general practitioners to give to their patients.

The Your Health newsletter was first published in December 1996 and is the only peer-reviewed patient education newsletter in Australia.

Newsletter content consists of easy-to-read information for patients on common health topics, written from a general practice perspective.

Your Health is also personalised for each practice with detailed information on the front and back pages, such as doctors' names, surgery hours, appointment policy and after-hours care.

Your Health presents as each practice's OWN newsletter. The information carries the implied endorsement of the doctor.

Your Health is used by practices

to assist in meeting accreditation requirements, and meets the criteria for AGPAL, GPA ACCREDITATION Plus and the Practice Incentives Program.

It is available to general practices throughout Australia on subscription, and is distributed four times per year at the beginning of spring, summer, autumn and winter.

As the newsletters are purchased by the practice, there is very little wastage. Many copies are read in the waiting room and re-used, so the actual circulation is much greater and has the potential to reach 1.5 million individual readers.

"We have been subscribing to "Your Health" for 20 years . It is a fantastic newsletter with well thought out current medical issues for patient education and a great tool for advertising our clinic in a professional manner."

SUBSCRIBER WEBSITES

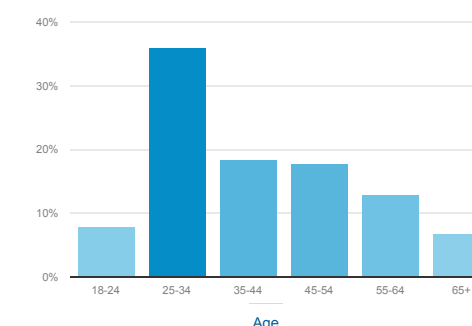
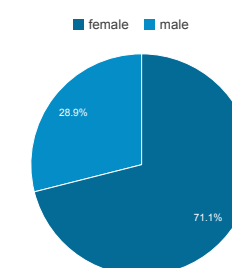
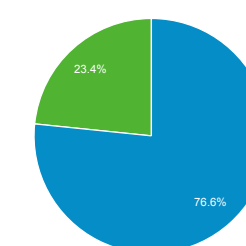
Your Health subscribers benefit from a free website which can be adapted to provide a unique look by incorporating logos, photographs and custom colours.

Subscribers web pages incorporate dynamically curated information from Your Health, including competitions and featured health articles.

WEBSITE VISITORS

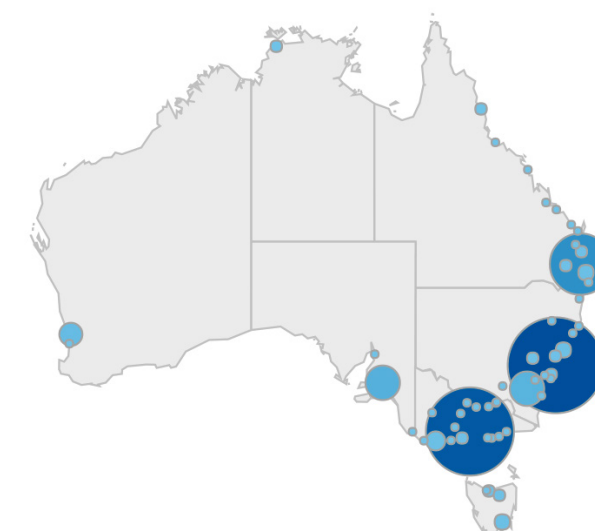
The network of Your Health websites receive over 5,000 page views per week, equating to 60,000 impressions per quarter. Unique sessions total approximately 3,500 per week.

■ New Visitor ■ Returning Visitor



LOCATION

Website visitors are primarily based on the eastern seaboard and in NSW and Victoria, correlating with the natural distribution of Your Health subscribers.





AUSTRALIAS ONLY PEER REVIEWED PATIENT NEWSLETTER.

"The role of a writer is not to say what we can all say, but what we are unable to say."

(Anaïs Nin)



UNDERSTANDING OUR **EDITORIAL CONTENT**

What keeps a 20 year old newsletter going? Consistent quality and engaging content are our key attributes.

Your Health places a special emphasis on preventative medicine, including immunisation, smoking cessation, Pap smears, breast checks, cholesterol and exercise.

Common general practice subjects, such as asthma, hypertension, influenza, depression and contraception are also covered. There is a regular women's health section and a children's page, reflecting the family nature of the reading audience.

The medical information is relevant to patients, balanced, accurate and up-to-date.

To assist in compliance with the APMA code of conduct:

- We maintain full editorial independence over the medical content.
- Only generic names are used.
- Sponsorship is acknowledged on the back page of the newsletter.
- No direct advertising is permitted.

Light-hearted elements are included in each issue to balance the serious medical content. These include medical jokes and cartoons, healthy recipes and competitions.

The style is simple, reader-friendly and engaging for the average patient.

A panel of three experienced, independent general practitioners rigorously reviews all material for accuracy and balance before publication. The panel consists of:

1. Dr Susan Schlicht
2. Dr John Gullotta
3. Dr Raymond Tocker

Where appropriate, articles are also reviewed by specialists.



GAIN PRODUCT EXPOSURE WITH PATIENTS & DOCTORS.

SPONSORING **YOUR HEALTH**



A holistic approach to marketing medical products.

BENEFITS

Your Health provides an opportunity to raise awareness and ethically educate the general public across Australia about medical conditions and their treatment through their local general practitioners.

Sponsorship provides an appropriate vehicle for communicating medical information as it is distributed in a medical environment, with the implicit endorsement of the family doctor.

NEWSLETTER ARTICLE

Proposed articles will appear on page 2 or 3 of Your Health and company sponsorship will be acknowledged on the back page of the newsletter.

We take care of all copy writing, reviewing, typesetting and design, printing and delivery.

Patients are encouraged to discuss their requirements with their family doctor who has provided them with the newsletter.

HOW IT WORKS

Sponsorship includes the following



“The support provided by sponsors helps to reduce the subscription cost and creates goodwill among doctors using Your Health ”

WEBSITES

Articles will also be featured on the main Your Health website and across the network of subscriber sites for a period of 3 months. Acknowledgement of sponsorship and links to nominated web pages can also be included.

DIRECT MAILING

Additional promotional material can also be included in our newsletter mail-out to doctors to raise brand awareness.

PAST SPONSORS

Many notable medical companies have sponsored

Your Health in the past; former examples include:

3M, Abbott, Amgen, Astra Zenica, Bayer, Boots, CSL, Eli Lilly, GSK, Medicare, Novartis, Pfizer, Roche and Sanofi-Aventis.

SPONSORSHIP PACKAGE

\$ 10,000 + GST

PER EDITION

**YOURTM
HEALTH**
healthy advice from your family doctor

SO WHY WAIT?
GET IN TOUCH



PO Box 780, Artarmon, NSW 1570



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