

HOSPITAL+HEALTH

SERVICES BUYERS GUIDE



ADVERTISING OPTIONS

2012/13

HOSPITAL & HEALTH

SERVICES BUYERS GUIDE - 2012/13

The Hospital and Health Services Buyers Guide, operating since 1976, is the leading niche market directory and website, matching suppliers with health industry purchasers throughout Australia.

Key facts & figures

- 5000 quality printed directories and E-books distributed to public & private health institutions.
- Over 2000 health suppliers listed.
- 76% of users make purchasing decisions.
- 19% of users purchase over \$500,000 of products/services per year.
- Powerful website backing with full advanced search functionality at www.hospitalandhealth.com.au with more than 32,000 unique visitors from Nov 2010 to May 2011
- Custom internet delivery for large health organisations (intranet etc...)

Health Industry Facts*

- Australia has over 1,300 hospitals nationally.
- Total number of available beds Australia wide over 84,000.
- Australia spends approximately \$120 billion on health care annually. (One in every eleven dollars Australia spends is on health).
- Health spending per person was 60% more in 2009–10 than a decade before, even after adjusting for inflation.

*Figures are from a survey by The Australian Institute of Health and Welfare

SERVICES BUYERS GUIDE - PRINTED EDITION

The Hospital & Health Services Buyers Guide is a quality printed publication containing information on companies supplying health-related products/services. The information contained in this guide can be easily sourced from a number of sections and indexes.



The guide offers a variety of advertising options ranging from premium and strategically placed advertisements (including double page spreads, cover positions and tab dividers) and full page adverts down to 1 unit adverts under one of 250 classifications. Bolded, logo and line listings are also available. Whichever option you choose you are sure to be in the eye of those who make the purchasing decisions in the health field.



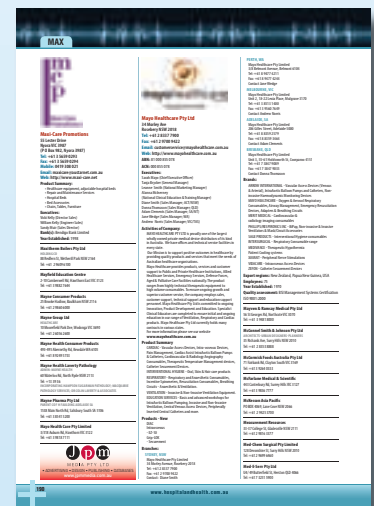
Brand Name Index

The brand names index is an alphabetical list of brand names. It provides the reader with contact details of companies who provide each brand.



Classification Pages

Search for the product or service you require. An alphabetical list of classifications enable you to quickly source potential suppliers and allows suppliers to showcase their products and services directly to potential buyers.



Company Information

This section alphabetically lists full contact details of companies that provide products or services to the health services sector.

ADVERTISING OPTIONS

HOSPITAL & HEALTH 2012/13

DISPLAY ADVERTISING

FULL PAGE (12DP)

185mm wide x 264mm high
\$4140 + GST

Stand out from the crowd and attract new customers with full colour, high quality display advertising. Placed in accordance with size and seniority under the classification of your choice.

ALL DISPLAY ADVERTISING APPEARS ONLINE!

HALF PAGE (6DP)

185mm wide x 130mm high
\$2070 + GST

DISPLAY BONUS PROGRAM IT'S SIMPLE...

Buy a full page get a corporate listing FREE!

Buy a half page, get a professional listing FREE!

Buy a 4 unit get a logo listing FREE!

offer valid for one year only

4 UNIT (4DP)

122mm wide x 130mm high
\$1380 + GST

2 UNIT (2DP)

122mm wide x 63mm high
\$690 + GST

1 UNIT (1DP)

59mm wide x 63mm high
\$345 + GST

All display advertisements include a bold alphabetical reference listing in the same classification

TAB PAGE \$5500 + GST

210mm wide x 297mm high with protruding tab and printed on heavy gloss stock

COVER PAGES from \$6500 + GST

210mm wide x 297mm high on your choice of inside cover or back cover printed on thick gloss stock

GATE FOLD PAGES from \$8500 + GST

Up to 630mm wide x 297mm high on your choice of inside cover or back cover printed on thick gloss stock

PREMIUM POSITION PAGES

ADVERTISING OPTIONS

HOSPITAL & HEALTH 2012/13



Level 2, Suite 204, Mona Vale NSW 2103
Ph +61 2 9979 7333

AGENT
FILM CARRYING CASES
LEAD APRONS AND GLOVES

Power Imaging (Medical) Pty Ltd
Unit 2/23 Saxon St, Wagga Wagga NSW 2650
Ph +61 2 6925 1632

AGILA
CEILING SUPPLY UNIT

Draeger Medical Australia Pty Ltd
Austromedical Products

BRAND NAME INDEX

The Brand Names Index is an alphabetical list of brand names. It provides the reader with contact details of companies who provide each brand.

\$200 per brand + GST

IN-COLUMN ADVERTISING

Search for the product or service you require. An alphabetical list of classifications enable you to quickly source potential suppliers and allows suppliers to showcase their products and services directly to potential buyers.

BIOLOGICAL THERAPIES

Biological Therapies

Specialising in injectable nutrients including Vitamin B complexes with high-dose B1 and Vitamin C

www.biologicialtherapies.com
Email: biol@biol.com.au

LOGO LISTING PLUS
\$475 + GST
Designed to stand out in the classification. Company logo, details and text.

JOHNSON DIVERSEY AUSTRALIA PTY LTD
29 Chiffey St, Smithfield NSW 2164.....**1800 251 738**

RED BOLD ENTRY \$250 + GST
Company name bold and red for maximum impact.

COMPLETE CLEANING SUPPLIES PTY LTD
15-17 Barwon Park Rd, St Peters NSW 2044**02 9516 5577**

BOLD ENTRY \$180 + GST
Company name bold for impact.

BRIGHTSKY AUSTRALIA
6 Holker St, Newington NSW 2127.....**1300 886 601**
www.brightsky.com.au

EXTRA LINE WEB \$85 + GST
Company website bold and in blue to stand out

T J NEWTECH ENTERPRISES
Extra Line of Information
11 Coachwood Street, Buderim QLD**0411 036 539**

EXTRA LINE \$85 + GST
Extra line of information for your listing

BAGCO PTY. LTD.
Unit 19, 350 -354 Settlement Rd,
Thomastown VIC 3074 **03 9464 0911**

STANDARD ENTRY \$100 + GST
Contact details

COMPANY INFORMATION LISTINGS

Database & alphabetical listing options



ConvaTec
A Division of Bristol-Myers Squibb Australia Pty Ltd
Level 1, 352 Wellington Road
Mulgrave Victoria VIC 3170
Tel: +61 3 8562 1300
Fax: +61 3 8562 1343
Web: <http://www.convatec.com>
ABN: 33 004 333 322

Executives:
Dyke Davies (General Manager South Pacific)
Violetta Jaskula (Executive Sales Manager)
Jennifer Luke (Marketing Manager)
David Malgin (Finance and Business Services Manager)

Nature of Business:
ConvaTec is the world's leading Ostomy and modern Wound Care products supplier whose mission is to extend and enhance human life by providing products or services in these fields. ConvaTec established the hydrocolloid markets through its pioneering work with STOMAHESIVE® and DuoDERM®. Today ConvaTec continues to play a pivotal role in the advancement of care for people with stomas and those afflicted with acute and chronic wounds. ConvaTec provides global markets with revolutionary products such as ESTEEM® and ESTEEM synergy® Ostomy pouches, AQUACEL® and Versiva® XC Hydrofiber® and DuoDERM Signal® wound dressings.

Ostomy
ESTEEM® is a revolutionary one piece Ostomy appliance combining a STOMAHESIVE® wafer, an anatomical pouch and the world's first variable flow rate carbon filter. SUR-FIT® Plus and SUR-FIT® AutoLock® two piece systems provide solutions to all dexterly challenged ostomates with the clinically proven benefits of STOMAHESIVE®, ESTEEM synergy® introduces a new concept in Ostomy appliances and stoma management. ESTEEM synergy® provides the advantages of a one-piece system with its flexibility, low profile and lack of a flange with the advantages of a two-piece system by allowing pouch changes that accommodate your lifestyle. ESTEEM synergy® - combining the best of both worlds.

Wound Care
Versiva® XC Gelling Foam Dressing combines the simplicity of foam with the benefits of ConvaTec Hydrofiber® Technology familiar to clinicians in AQUACEL® dressings and AQUACEL® Ag dressings. Versiva® XC Gelling Foam Dressing is designed to protect the periwound skin and reduce the risk of maceration, comfort patients over time whilst in-situ and upon removal, offering more for wound management than just moist wound environment, gel cushions in a way that only a Gelling Foam Dressing can. ConvaTec Hydrofiber® Technology used in Versiva® XC, AQUACEL® and AQUACEL® Ag is unique in that

it's gel blocking characteristics deliver the highest level of exudate absorption and retention hence extending wear time. Exudate is entrapped within the fibres of the dressing, thereby reducing the incidence of maceration or breakdown of peri-wound tissue. AQUACEL® Ag is the only Hydrofiber® dressing with antimicrobial activity. AQUACEL® Ag makes silver available to the wound bed to manage wound bioburden. DuoDERM CGF® is the world's leading brand of hydrocolloid with a clinically proven ability to heal wounds. Studies demonstrate its superior cost effectiveness in the management of acute and chronic wounds. DuoDERM® Extra Thin CGF® combines the same hydrocolloid material as the rest of the DuoDERM® range except in a thin and flexible format. DuoDERM Signal® combines the clinically proven healing and cost-effective benefits of DuoDERM CGF® along with tapered edges, smooth low-friction backing, low profile, improved translucency and an innovative visual change indicator. KALTOSTAT® is the leading brand of alginate and unlike many other alginates has been clinically demonstrated in vitro, in vivo and in situ to be haemostatic. KALTOSTAT® is the gold standard alginate, ideal for lightly bleeding wounds where haemostasis matters. ORABASE®, ConvaCare® wipes and STOMAHESIVE® powder provide the basis of natural protective skin care. Nappy rash, excoriation or preventative skin care can be managed with these products.

Trademarks
Trademarks ConvaTec is a registered trademark of E.R. Squibb and Sons, L.L.C.
® Registered trademark of E.R.Squibb and Sons, L.L.C.
™ Trademark of E.R.Squibb and Sons, L.L.C.

Branches:
OLD, NSW, VIC, SA & WA
Worldwide Tower, Level 8, 8-10 Whitaker Place, Auckland, New Zealand
PO Box 62663, Kalmia Street, Auckland, New Zealand
ConvaTec - A Division of Bristol-Myers Squibb (NZ Limited)
+64 800 441 763
Bank(s): Citibank Limited
Employees: 30
Year Established: 1978
Quality assessment: ISO 9001

CORPORATE LISTING
Logo plus limited text
\$1800 + GST



Acute Health Care
Unit 2, 15 Millennium Court
Silverwater NSW 2128
Tel: +61 2 9648 5233
Fax: +61 2 9648 6533
Email: tim@acutehealthcare.com.au
Executives:
Tim Little (Director)

LOGO LISTING
Logo plus contact details
\$450+ GST



BOC Limited
A member of The BOC Group
P O Box 288
Chatswood NSW 2072
Tel: 1800 655 270
Fax: +61 2 9886 0000
Email: hospitalcare@boc.com
Web: <http://www.boc-gases.com>
ABN: 95 000 029 729

Executives:
Colin Issac (Managing Director South Pacific)
Paul Theron (Head of Hospital Care South Pacific)
Colin Smith (Head of Home Care South Pacific)

National Contacts:
HOSPITAL CARE
Telephone: 1300 363 109 Fax: 1300 363 438
Email: hospitalcare@boc.com
HOME CARE
Telephone: 1800 050 999 Fax: 1800 624 149
Email: oxycare@boc.com
SLEEP CARE
Telephone: 1300 732 695 Fax: 1300 303 253
Email: sleepcare@boc.com

NEW ZEALAND HOSPITAL CARE
Tel: 0800 656 334 Fax: 0800 275 275
medical.scientific@boc.com
OXYCARE
Tel: 0800 699 2273 Fax: 0800 275 275
medical.scientific@boc.com

Activities of Company:
BOC Medical manufacture and market a complete range of medical gases, including both compressed and bulk liquid gases. BOC Medical also provide medical gas associated equipment, medical engineering services, medical gas risk management services, homecare service and support for patients requiring oxygen, and sleep apnoea home diagnosis service and equipment. Other products include safety equipment, trade tools, special apparatus for beverage and balloon gases and packaged chemicals.
Bank(s): Commonwealth Bank of Australia
Export countries:
Fiji, New Zealand
Export regions:
Pacific Islands
Employees: 2,400
Year Established: 1935
Quality assessment:
NATA, ISO 9001, AS 3902

PROFESSIONAL LISTING
Logo plus limited text
\$1080 + GST

A1 Scientific Pty Ltd
10-22 Hornybrook Esplanade
Scarborough QLD 4020
Tel: +61 7 3105 5000
Fax: +61 7 3283 7933

STANDARD LISTING
Contact details
\$100 + GST

This section alphabetically lists full contact details of companies that provide products or services to the health services sector.

The prices indicated are the same for both internet and print.

ADVERTISING OPTIONS

HOSPITAL & HEALTH 2012/13

SERVICES BUYERS GUIDE - ONLINE

The Hospital & Health Services website is a powerful, easy to use search engine that is used by most health field purchasing personnel. Put your company in the eyes of those who make the buying decisions for hospitals and medical institutions.

POWERFUL SEARCH ENGINE

Search by Location, business type, business size and specials searches like hospital name, key words and even single people within and organisations (Purchasing Manager for example)

PREMIUM BANNERS

A web banner right at the top of the site which links straight to your company information details.
\$1550 + GST

The screenshot displays the Hospital & Health website interface. At the top, the logo 'HOSPITAL & HEALTH' is prominent, with the tagline 'MATCHING HEALTH INSTITUTIONS WITH SUPPLIERS OF HEALTH CARE PRODUCTS'. A navigation bar includes links for 'HOME', 'ABOUT H & H', 'CONTACT US', and 'FEEDBACK'. A search engine is featured with options to search for 'Hospitals/Medical Centres' or 'Suppliers'. Search criteria include 'Product/Service', 'Business Name', 'Keyword', and 'In...' (state/town). A dropdown menu shows 'All States'. Below the search engine, there are sections for 'Or Browse Product & Services...' with a list of categories such as 'Acids, alkalis, chemical base materials, alcohols...', 'Clothing and textile products', 'Crude oil (petroleum) and natural gases', 'Cellulose, paper, board and their products', 'Coal and peat', 'Agricultural chemicals, insecticides, Detergents, soaps,...', 'Air transportation', 'Education and training', 'Basic metal products', 'Administrative, personnel and property services', 'Commercial services', 'Electrical, electronic and nuclear equipment', 'Civil and marine engineering contractors', and 'Agricultural and animal services'. A 'more...' link is provided. The interface also features several promotional boxes: 'About HOSPITAL & HEALTH' (The Hospitals Buyers Guide matches Health Institutions with suppliers), 'Search Hospitals/Suppliers' (The above search engine can locate both Hospitals and Suppliers), 'Purchase Directory' (Click here to purchase the hard cover directory listing approximately 5700 hospitals, aged care and healthcare establishments in Australia and New Zealand), and 'Your Company' (Please login to access Administration section. To logon click here >> To register click here >>). A sidebar on the left contains navigation links: 'About H & H >>', 'Search Database >>', 'Purchase Directory >>', 'Advertising >>', 'Your Company >>', 'Site Map >>', 'Contact Us >>', and 'Feedback >>'. At the bottom, there are links for 'Corporate Listing >>', 'Special Positions >>', 'Corporate Plus >>', 'Special Adverts >>', and 'Profile Page >>'. The right side of the page shows a vertical stack of advertisements for 'medtel', 'Proform', 'ConvaTec', 'Lowell Surgical Supplies Pty Ltd', and 'JPM MEDIA PTY LTD'.

ONLINE BUSINESS CARDS

A web card which links straight to your company information details.
\$495 + GST

HOSPITAL+HEALTH

SERVICES BUYERS GUIDE - 2012/13 AD SPECIFICATIONS

DISPLAY ADVERTISING

When supplying final artwork for publication we require it as a **press ready pdf**

Display options

Full Page (12DP)	185mm x 264mm
Half Page (6DP)	185mm x 130mm
4 Unit (4DP)	122mm x 130mm
2 Unit (2DP)	122mm X 63mm
1 Unit (1DP)	59mm x 63mm

Display advertisements do not require bleed, crop or trim marks

Special positions

Back / inside covers	210mm x 297mm (+5mm bleed, no crop or trim marks)
Dividers	210mm x 297mm (+5mm bleed, no crop or trim marks)

All special position advertisements require 5mm bleed. No crop or trim marks required.

Corporate Logos

Size: 55 (W) mm by 30 (H) mm

Resolution: Supplied vector art, text converted to outline or, photoshop file minimum 300dpi

File Formats: eps, tif or pdf files.

Images

Standard images: to be supplied at 300 dpi

Vector images: text converted to outline or curves

Bitmap/B&W images: to be supplied at 1200 dpi.

Text

To be supplied in a word document.

Please note:

The design department works on a mac platform using Adobe Creative Suite.

Any files that do not adhere to our specifications may incur an additional design cost. (\$100 + GST)

Alternatively, just supply us with your text and images and JPM Design will create your advertisement for a minimum cost of \$300 + GST.