

The following advertisements may be considered by the Publication Committee for publication in *Pharmaciae*:

- Health related advertisements, including but not limited to health information, literature and programmes
- Educational programmes, continuing education courses, and health related literature
- Vacancies for pharmacists, interns and pharmacists' assistants (private and public sector)
- Health insurance
- General corporate advertisements
- Non-medicine related health products
- Advertisements for medicine registered in terms of the Medicines and Related Substances Control Act, 1965 as amended ("the Act"), which comply with all the requirements of the Act regarding the advertising of medicine, including any marketing code published in terms of the Act



REGRETTABLY advertisements for Pharmacies for sale or recruiting pharmacists to work in other countries will not be accepted for publication

Magazine Profile

PHARMACIAE is the flagship publication available to pharmacists and other pharmacy personnel who are registered with the South African Pharmacy Council. *PHARMACIAE* reflects the high professional standards of the South African Pharmacy Council as the registering authority of pharmacists in South Africa. It currently has a circulation in excess of 19 500 copies. *PHARMACIAE* is a credible communication vehicle, which provides essential reading for those who want accurate, timely and unbiased information on what is happening in pharmacy today. The aim of the magazine is to enlighten, motivate and inform its readers. *PHARMACIAE* is positioned to facilitate development and improvement in pharmacy in general, as well as pharmacy practice. It is a reader-friendly magazine which generates its own revenue. **READERSHIP** of *PHARMACIAE* includes all pharmacists, pharmacy interns, pharmacy students and pharmacists' assistants (basic & post-basic). Readers represent a wide range of age groups and reflect the total demographics of South Africa. *PHARMACIAE* is distributed quarterly to every registered pharmacist, pharmacy intern, pharmacy student and pharmacists' assistant (basic and post-basic), to various public libraries and to Parliament. The readers of *PHARMACIAE* represent a large group of consumers with major buying power. They are not only professional healthcare personnel, but are, in fact, ordinary citizens of South Africa, sharing the same interests as every other average South African.

Rate Card (Price exclude VAT and includes Agency Commission)

Size	FULL COLOUR			BLACK & WHITE		
	Rate*	VAT	Total	Rate*	VAT	Total
Full Page	R8,712.00	R1,219.68	R9,931.68	R6,318.00	R884.52	R7,202.52
2/3 Page	R6,102.00	R854.28	R6,956.28	R4,428.00	R619.92	R5,047.92
1/2 Page	R4,788.00	R670.32	R5,458.32	R3,330.00	R466.20	R3,796.20
1/3 Page	R2,790.00	R390.60	R3,180.60	R2,070.00	R289.80	R2,359.80
1/4 Page	R2,430.00	R340.20	R2,770.20	R1,665.00	R233.10	R1,898.10
Double Page Spread Full Colour (DPS)	R13,068.00	R1,829.52	R14,897.52			
Smalls (5cm x 4,5cm)	R420.00	R58.80	R478.80	R264.00	R36.96	R300.96

Please note that an agency commission of 16.5% is included in the rates as published

Booking Deadline: 1st of the month prior to the month of publication

Material Deadline: 5th of the month prior to the month of publication

Cancellation Fee: A cancellation fee of 20% will be imposed where an advertiser cancels a booking less than 30 days ahead of deadline. For cancellations after the 5th of the month prior to publication, the full rate will be charged. **NB:** The publisher reserves the right to dispose of artwork, litho positives, color proofs, chromalins, etc, which have been in its custody for 12 months from the date of its last appearance.

Inserts +Cost of Advertisement +R99.00 per thousand

Material Specifications: Page Format: A4

Type Area: 170 mm x 262 mm **Trim Size** 285mm x 210 mm

Electronic Artwork should be supplied as High Resolution jpg files / CMYK tiff (full colour) for Windows

DATES OF PUBLICATIONS - 2009

Edition	Closing date for receipt of items by *PC	Finalisation of all advertising material	Printing	Posting
March	27/02/2009	27/02/2009	16/03/2009	30/03/2009
June	8/05/2009	8/05/2009	22/05/2009	05/06/2009
Sep	20/07/2009	20/07/2009	31/07/2009	17/08/2009
Dec	02/11/2009	02/11/2009	13/11/2009	03/12/2009

* Publication Committee of Pharmaciae

- The **September Pharmaciae** is a special edition containing posters and pamphlets to promote Pharmacy Week
- **Copyright reserved** – *Pharmaciae* invites articles. Any person who wishes to submit an article for publication should contact the editor for guidelines

NB: The above dates are provisional and may change marginally. Changes will, however, be avoided if possible

For further information, please contact:

Elmari Venter (Assistant Manager: PR & CS) –

Tel: (012) 3198503 / Fax: (012) 3261496 /

E-mail: elmari@pharmcouncil.co.za

or

John Mahlangu (Communication Practitioner) –

Tel: (012) 3198506 / Fax: (012) 3261496 / E-mail: john@pharmcouncil.co.za