

# 2025 Advertising Rate Card

## Advertising rates per issue

Position/size	Casual	Four issues
Back cover		\$3690
Inside front		\$3550
Inside back	\$4090	\$3390
Full page	\$3990	\$3350
Half page	\$2690	\$2250
Quarter page	\$1820	\$1520
Inserts	\$3990 plus postage if applicable (up to 20 grams)	

The above rates **DO NOT** include GST, production costs or agency commission.  
An extra 10% loading will apply to requests for preferred pages (with the exception of cover pages, above).

## Frequency / Deadlines

Journal issue	Booking deadline	Material deadline
March	17 February	21 February
June	19 May	23 May
September	18 August	22 August
December	7 November	14 November

### Cancellations

Cancellations after the booking deadline, but prior to the artwork deadline, will be subject to a 50% charge. Cancellations after the artwork deadline will be charged at the full rate.

## Advertisement sizes

**Full page** 210mm wide x 275mm high (Add 3mm bleed where image runs to edge of page)

**Half page** Horizontal 180mm wide x 120mm high (No bleed required)

**Quarter Page** Horizontal 180mm wide x 60mm high (No bleed required)



Advertising enquiries to Greg Paull  
Telephone +61 8 6154 3913  
Email [gregp@cambridgemedias.com.au](mailto:gregp@cambridgemedias.com.au)

## Artwork submissions

### Trim

The trim area is the final size of your advertisement (**ALWAYS include trim marks**).

### Bleed

The journal is printed on a large sheet and then trimmed to size. Bleed is the area extending past your trim area, which allows for a small amount of movement that may occur when your work is being cut to size. (**PLEASE include 3mm Bleed**).

### CMYK

**Convert ALL of your RGB or Pantone spot colours to CMYK** as our conversion may produce different results.

### Resolution

Your artwork **MUST** be at least 300dpi at full size.

**PLEASE NOTE: Incorrect artwork that has to be manually corrected by our operators may incur additional charges and slow down turnaround time.**

**SUBMIT your pdf electronically to [WPR@cambridgemedias.com.au](mailto:WPR@cambridgemedias.com.au)**



Wound Practice and Research  
Wounds Australia Journal

Wounds Australia  
Healing Wounds Together

*Wound Practice and Research*, the official journal of Wounds Australia, is published quarterly in March, June, September and December. *Wound Practice and Research* is the foremost reference journal for wound care specialists in Australia and New Zealand. It is received by over 3000 clinicians involved in this specialist area, including those influential in purchasing, as well as hospital, health and medical libraries.