

# 2025 Advertising Rate Card



Wound Practice and Research  
Wounds Australia Journal



## Leaderboard Ads (JPEG Files)

2020 px wide x 156 px high **Maximum file size 100KB**

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*Wound Practice and Research*, the official journal of Wounds Australia, is published quarterly (hard copy and electronically) in March, June, September and December. *Wound Practice and Research* is the foremost reference journal for wound care specialists in Australia and New Zealand, and is widely read in the UK, USA and Canada.

The journal has spectacular viewing numbers for the 12 months to 15 November, with Google Analytics reporting 215,000 views by 152,000 unique viewers.

## Square Ads (JPEG Files)

380 px wide

x

380 px high

**Maximum file size 100KB**

## Advertising rates per issue

Leaderboard / SOV*	100%	50%	25%
4 Issues	\$2490	\$1670	\$1120
Casual	\$2930	\$1970	\$1320

  

Square / SOV*	100%	50%	25%
4 Issues	\$1880	\$1260	\$850
Casual	\$2220	\$1490	\$1000

The above rates **DO NOT** include GST, production costs or agency commission.

\*SOV Banner advertisements will be available on a percentage share of rotations (Share of Voice) on all pages

## Frequency / Deadlines

Journal issue	Booking deadline	Material deadline
March	2 March	6 March
June	1 June	5 June
September	31 August	4 September
November	23 November	27 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.

**Artwork submissions** – Send all advertising artwork to [WPR@cambridgemedia.com.au](mailto:WPR@cambridgemedia.com.au)

JPEGs at the relevant size for the online journal.

Wound Practice and Research  
has  
DIAMOND OPEN ACCESS STATUS

[woundpracticeandresearch.com](http://woundpracticeandresearch.com)



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