

## Advertising Inquiries:

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ProCare Pulse is a thirty-two page, full colour glossy consumer magazine published twice a year in March and October. The first issue was released March 4, 2002.

It is the consumer voice of the ProCare health group, an independent General Practitioners' group of almost 500 GPs in 180 practices throughout the greater Auckland region. ProCare GPs are responsible for the primary healthcare of some 700,000 patients.

ProCare Pulse is distributed throughout the greater Auckland Region as a free insert in the NZ Herald and by letterbox drop to selected areas in South Auckland. Further copies are distributed direct to patients through ProCare general practices. Total circulation is in excess of 170,000 copies per issue.

Editorial content is wide ranging across the primary health spectrum, with regular columns on selected health topics, and news and information on seasonal and topical healthcare issues. The editorial focus is on consumer education and understanding of health issues, to promote healthy lifestyles, recognition of warning signs, awareness of available services and self care. The tone is informative, but presented in simple lay terms.

Limited opportunities are available for advertising in ProCare Pulse – an ideal opportunity to deliver a message in what is the highest circulation, highest quality, public health-focussed magazine of its type in New Zealand – with unique GP endorsement and high penetration of the Auckland consumer market.

The impact and uniqueness of ProCare Pulse has achieved a high profile within the medical sector in general, and amongst all GPs in the Auckland region.

Advertising will be accepted at the discretion of ProCare Health Limited.

**Pulse**  
ProCARE

Published for:

ProCare Health Limited  
PO Box 105 346, Auckland  
Telephone (09) 377 7827  
[www.procare.co.nz](http://www.procare.co.nz)

## Advertising Rates (Net +GST)

Outside Back Cover	\$9,375
Inside Covers	\$8,750
Full Page Full Colour	\$7,500
Half Page Full Colour	\$4,688
Classified Display	\$80 per col cm

## Mechanical Details:

### Full Page:

Trim: 205mm wide x 275mm deep  
Copy: 175mm wide x 245mm deep  
Bleed: 215mm wide x 285mm deep



### Half Page Vertical:

Trim: 102.5mm wide x 275mm deep  
Copy: 72.5mm wide x 245mm deep  
Bleed: 112.5mm wide x 285mm deep



### Half Page Horizontal:

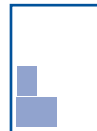
Trim: 205mm wide x 135mm deep  
Copy: 175mm wide x 115mm deep  
Bleed: 215mm wide x 140mm deep \*



\* 5mm bleed left, right and bottom (no bleed at top)

### Classified Display (full colour incl):

Single column width 42mm  
Double column width 85mm



## Material Delivery:

Via Quickcut [www.quickcut.co.nz](http://www.quickcut.co.nz) or via Hawkhurst Media's website [www.hawkhurst.co.nz](http://www.hawkhurst.co.nz) (material supplied via Hawkhurst Media's website cannot be guaranteed).  
Hawkhurst Media Services Limited, PO Box 90 059,  
Auckland Mail Centre. Ph: (09) 589 1054

## Issue Dates & Deadlines:

	Bookings	Material
Spring/Summer (October)	end August	mid Sept
Summer/Autumn (March)	mid Dec	mid Jan
(Some flexibility exists by arrangement)		