

2025 MEDIA KIT

The Healthcare Facilities Journal serves as the official publication of the Institute of Healthcare Engineering Australia (IHEA), formerly known as the Institute of Hospital Engineering Australia. This prestigious journal caters to a wide range of professionals in the healthcare facilities sector, including:

- Hospital Engineers
- Health Facility Managers
- Architects
- Consulting Engineers
- Builders
- Contractors in the healthcare field
- Professionals engaged in Healthcare Facilities Management

The IHEA, as the premier professional organization in this field, represents engineers and healthcare facility managers from both private and public sectors, as well as consultants involved in related work.

Key Features and Distribution

The **Healthcare Facilities Journal** stands out for its:

1. **Innovative Content:** The magazine provides readers with informative features on the latest ideas, developments, and technology in healthcare facilities from around the globe.
2. **Market Access:** It offers unique access to the lucrative healthcare facilities market.
3. **Dual Publication Format:**
 - Hard copy distribution to all IHEA members
 - Interactive digital publication reaching over 9,000 key decision-makers in the hospital healthcare sector
4. **Extended Reach:** The journal's distribution extends beyond Australia, including all members of the New Zealand Institute of Healthcare Engineering.

Impact and Relevance

The **Healthcare Facilities Journal** plays a crucial role in keeping industry professionals informed about:

- Cutting-edge developments in healthcare facility design
- Emerging technologies in hospital engineering
- Best practices in healthcare facilities management
- Innovative solutions for healthcare infrastructure challenges

By providing this valuable information, the journal contributes to the continuous improvement of healthcare facilities, ultimately benefiting patient care and operational efficiency.

Advertising Opportunities

For businesses looking to promote their products or services to this targeted audience of healthcare facility professionals, the **Healthcare Facilities Journal** offers a prime advertising platform.

*Interested parties can contact **Adbourne Publishing** to discuss promotional opportunities tailored to their needs.*

The Institute's mission is to continually support members in their professional endeavours towards best practice in health engineering, the Healthcare Facilities is an important part of this support process.



ADVERTISING RATES

	1 issue	2 issues	3 issues	4 issues
Double page spread	\$3500*	Multiple booking discount on application		
Full page	\$2150*	\$2050*	\$1950*	\$1850*
Half page	\$1395*	\$1295*	\$1195*	\$1095*
Quarter page	\$895*	\$795*	\$695*	\$595*

*All prices +GST

For cover or preferred positions please add 10%

Agency commission add 10%



Double Page Spread

Type area: 270 mm(h) x 396 mm(w)

Trim: 297 mm(h) x 420 mm(w)

(add 3 mm bleed to trim)

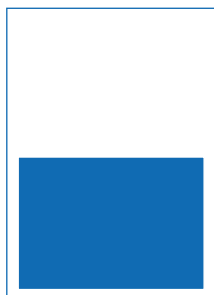


Full Page

Type area: 270 mm(h) x 185 mm(w)

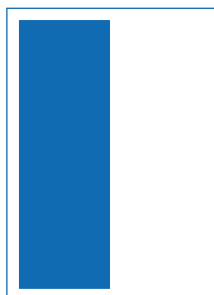
Trim: 297 mm(h) x 210 mm(w)

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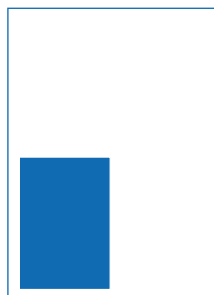
½ page horizontal

130 mm(h) x 185 mm(w)



½ page vertical

270 mm(h) x 90 mm(w)



¼ page vertical

130 mm(h) x 90 mm(w)

DEADLINES

Edition	Artwork/editorial deadline
Autumn 2025	25th March
Winter 2025	25th June
Spring 2025	25th September
Summer 2025	25th November

MATERIAL SPECIFICATIONS

Format	Macintosh (Press Quality PDF is Adbourne's preferred file type)
Hardware	Mac-compatible CD or DVD
Software	Adobe Creative Cloud, Acrobat Professional (We do not accept other formats including Quark, Pagemaker, CorelDRAW, MS Word, PowerPoint or Publisher)
Fonts	All fonts must be embedded or supplied
Colour	Text and images must be supplied CMYK or grayscale, no embedded colour profiles
Images	ALL Illustrations, images and logos to be TIFF or EPS, JPGs will only be accepted subject to quality
Resolution	300dpi or better at 100% finished size
Email limit	10 MB

Hyperlinks

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EDITORIAL SUBMISSIONS

All editorial submissions should be supplied as a word doc with high resolution images (300dpi) sent as separate files. Email submissions to Neil Muir neil@adboune.com. Items will be published at the editor's discretion. IHEA reserves the right to edit or abridge items accepted for publication.

WWW.IHEA.ORG.AU



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