

diversions

Pharmacy Journal

WHAT IS “diversions Pharmacy Journal”

diversions ▶ Pharmacy Journal is a unique mouthpiece for the pharmacist.

The **diversions** ▶ Pharmacy Journal's aim is to not only educate the pharmacist but also provide an interesting and enjoyable read.

The content includes educational health and lifestyle articles as well as travel and leisure for the readers enjoyment.

Articles are well researched and written by qualified authors.

The journal provides an important link between the reader and the pharmaceutical representative, their company and their products.



diversions ▶ Pharmacy Journal is a quarterly publication with 2 000 copies being printed.

WHY CHOOSE “diversions Pharmacy Journal”

- ⇒ Excellent target market
- ⇒ Interesting and well presented
- ⇒ Quality glossy magazine
- ⇒ Well researched and intelligently written articles

RATE CARD 2016

DISTRIBUTION

diversions ▶ Pharmacy Journal is distributed to:-

Pharmacists nationally

Total: 2 000

ADVERTISING CONTACTS

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RATES

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BOOKING/MATERIAL DEADLINES

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE
Autumn (February/March/April)	12 February 2016	26 February 2016
Winter (May/June/July)	25 April 2016	14 May 2016
Spring (August/September/October)	28 July 2016	10 August 2016
Summer (November/December/January)	19 October 2016	28 October 2016

FEATURES

Articles will be seasonal related as well as general conditions

TECHNICAL SPECS

Material to be emailed as a Hi-Res PDF (diversions@diversions.cc)

(all measurements in millimetres)	Type area	Trim area	File area
Full Page	225 X 155	240 X 170	245 X 175
Half Page Vertical	225 X 77	240 X 85	245 X 90
Half Page Horizontal	112 X 115	120 X 170	125 X 175

diversions ▶ Pharmacy Journal is published by A. Thomas and A. Bell

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