

# diversions

Travel, Health and Lifestyle Journal for Healthcare Professionals

## WHAT IS “diversions”

The ever popular **diversions**, now in its 27<sup>th</sup> year is a Travel, Health and Lifestyle Journal that is distributed to high prescribing GP's in private practice, specialists and the pharmaceutical industry.

In 2015, **diversions** introduced a new Health and Lifestyle section to compliment and add additional interest and variety to the publication. Topics covered offer a brief insight into the many diverse and common conditions that practitioners have to diagnose and treat.

The Travel and Leisure aspect of the Journal remains the same, well researched, interesting and well written articles by top travel writers together with excellent photographs.

The regular columns, Humour section, Travel and Events add extra reading pleasure, variety and enjoyment, to appeal to all

Because doctors enjoy reading **diversions** and spend time reading the publication, **diversions** is a great journal in which to place advertising.

In addition to the healthcare audience, **diversions** enjoys a high pass-on readership which includes patients in the waiting room and the families of the recipients.



We believe that **diversions** great success can also be attributed to the fact that it utilises some of South Africa's best journalists as well as international writers.

## WHY CHOOSE “diversions”

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

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## RATE CARD 2016

### DISTRIBUTION

#### Diversions is distributed to:-

⇒ High Prescribing GP's in private practice

#### As well as a selection of the following:-

- ⇒ Cardiologists
- ⇒ Dermatologists
- ⇒ ENT's
- ⇒ Gastroenterologists
- ⇒ Gynaecologists
- ⇒ Paediatricians
- ⇒ Psychiatrists
- ⇒ Pulmonologists
- ⇒ Urologists

**Total distribution: 3 000**

### RATES

⇒ A4 .....	R 14 500.00
⇒ 1/2 pg .....	R 8 900.00
⇒ DPS .....	R 21 800.00
⇒ 1/2 DPS .....	R 14 500.00
⇒ Wrap around .....	R 11 000.00
⇒ Insert .....	negotiable
⇒ Book mark .....	R 11 000.00

### ADVERTISING CONTACTS

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### BOOKING/MATERIAL DEADLINES

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

### TECHNICAL SPECS

(all measurements in millimetres)

	Type area	Trim area	File area
A4	270 X 185	297 X 210	303 X 216
Half vertical	270 X 92	297 X 105	303 X 111
Half Horizontal	135 X 185	148 X 210	154 X 216
DPS (based on 2 X A4 pages)	-	297 X 420	-
Half DPS horizontal (2 X half pgs)	-	148 X 420	-

Material to be emailed as a PDF to [diversions@diversions.cc](mailto:diversions@diversions.cc)