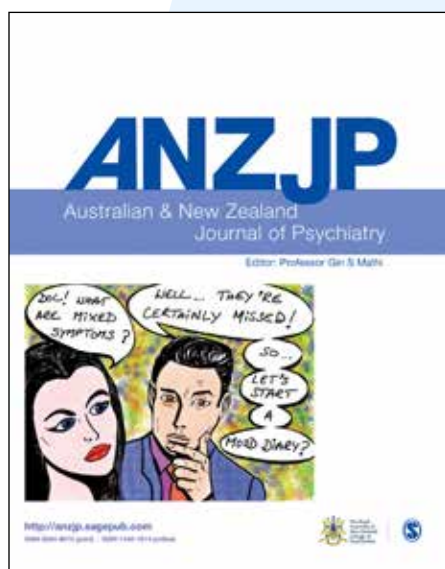


ADVERTISING RATES & SPECIFICATIONS - 2026



Editor-in-Chief: Professor Steve Kisely, University of Queensland, Australia

DESCRIPTION: The Australian and New Zealand Journal of Psychiatry publishes timely, high-quality research and review in psychiatry and promotes the discipline of psychiatry in Australia and New Zealand, as well as throughout the wider world. It features peer-reviewed research articles as its core material, supplemented by reviews, theoretical articles, special features, commentaries, book reviews and the proceedings of workshops and conferences.

RANZCP publishes each issue as a digital interactive flipbook PDF, which includes all adverts as it would in print, and also offer additional banner advertising positions. The digital edition provides an innovative, flexible, engaging and interactive promotional platform that brings your advert to life. The RANZCP Society emails the digital edition directly to their active membership providing you with optimal product and brand society association whilst capturing the attention of your target audience and maximising your reach.

AFFILIATION: Royal Australian and New Zealand College of Psychiatrists (RANZCP)

READERSHIP PROFILE: Psychiatrists and mental health professionals



IMPACT FACTOR:
3.7

RANKING:
Psychiatry
63 out of 288

FREQUENCY:
12

AVERAGE MONTHLY IMPRESSIONS:
156,032

AVERAGE MONTHLY PAGEVIEWS:
25,289

DIGITAL EDITION AND PRINT PAGE COLOR RATES

FULL COLOR RATES	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS
• FULL PAGE	AUD \$6,186	AUD \$6,032	AUD \$5,872	AUD \$5,568
• OUTSIDE BACK COVER	AUD \$6,734	AUD \$6,567	AUD \$6,396	AUD \$6,057
• INSIDE FRONT COVER	AUD \$8,019	AUD \$7,819	AUD \$7,619	AUD \$7,216
• INSIDE BACK COVER	AUD \$6,734	AUD \$6,567	AUD \$6,396	AUD \$6,057
• HALF PAGE	AUD \$3,408	AUD \$3,321	AUD \$3,234	AUD \$3,068
• DOUBLE SPREAD	AUD \$10,825	AUD \$10,557	AUD \$10,277	AUD \$9,743

MECHANICAL REQUIREMENTS

FULL PAGE		HALF PAGE	
FULL PAGE, BLEED	286MM (H) X 216MM (W)	HORIZONTAL, TYPE AREA	120MM (H) X 180MM (W)
FULL PAGE, TRIM SIZE	280MM (H) X 210MM (W)	HORIZONTAL, TRIM AREA	140MM (H) X 210MM (W)
FULL PAGE, TYPE AREA	250MM (H) X 180MM (W)	VERTICAL, TYPE AREA	250MM (H) X 85MM (W)
		VERTICAL, TRIM AREA	280MM (H) X 105MM (W)

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• BANNER ADVERTISING REQUIREMENTS

- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Geo-targeting is available (higher CPMs apply).
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

• A high-resolution press-ready PDF is required for all electronic ad submissions.

• All fonts must be embedded.

• Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images.

SCHEDULE

DIGITAL ISSUE AND PRINT PAGE CLOSING DATES

ISSUE MONTH	ARTWORK DEADLINE
JANUARY	1 DECEMBER 2025
FEBRUARY	5 JANUARY 2026
MARCH	2 FEBRUARY 2026
APRIL	6 MARCH 2026
MAY	3 APRIL 2026
JUNE	4 MAY 2026
JULY	5 JUNE 2026
AUGUST	2 JULY 2026
SEPTEMBER	3 AUGUST 2026
OCTOBER	4 SEPTEMBER 2026
NOVEMBER	5 OCTOBER 2026
DECEMBER	3 NOVEMBER 2026

DIGITAL ISSUE BANNER ADVERTISING RATES

FREQUENCY	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS
• LEADERBOARD BANNER	AUD \$2,900	AUD \$2,700	AUD \$2,550	AUD \$2,400
• SKYSCRAPER	AUD \$2,850	AUD \$2,650	AUD \$2,500	AUD \$2,350
• MPU	AUD \$4,900	AUD \$4,750	AUD \$4,650	AUD \$4,490
• COVER TIP	AUD \$4,500	AUD \$4,350	AUD \$4,250	AUD \$4,090

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Minimum of 10,000 impressions per month

CPM/Cost Per Thousand

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GEOTARGETED BANNERS

AUD \$145

STICKY BANNERS

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EXPANDABLE

AUD \$165

BANNER ADVERTISING REQUIREMENTS

- Standard banner positions include:
728 x 90 px; 160 x 600 px; 300 x 250 px; 300 x 600 px
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

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Recommended size is 1237 x 250. Smaller banner sizes can be accepted but will not display optimally.

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FULL PAGE PDF

1237 X 1631 px

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CHANNEL BUYS

Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the **Psychiatry channel**, maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

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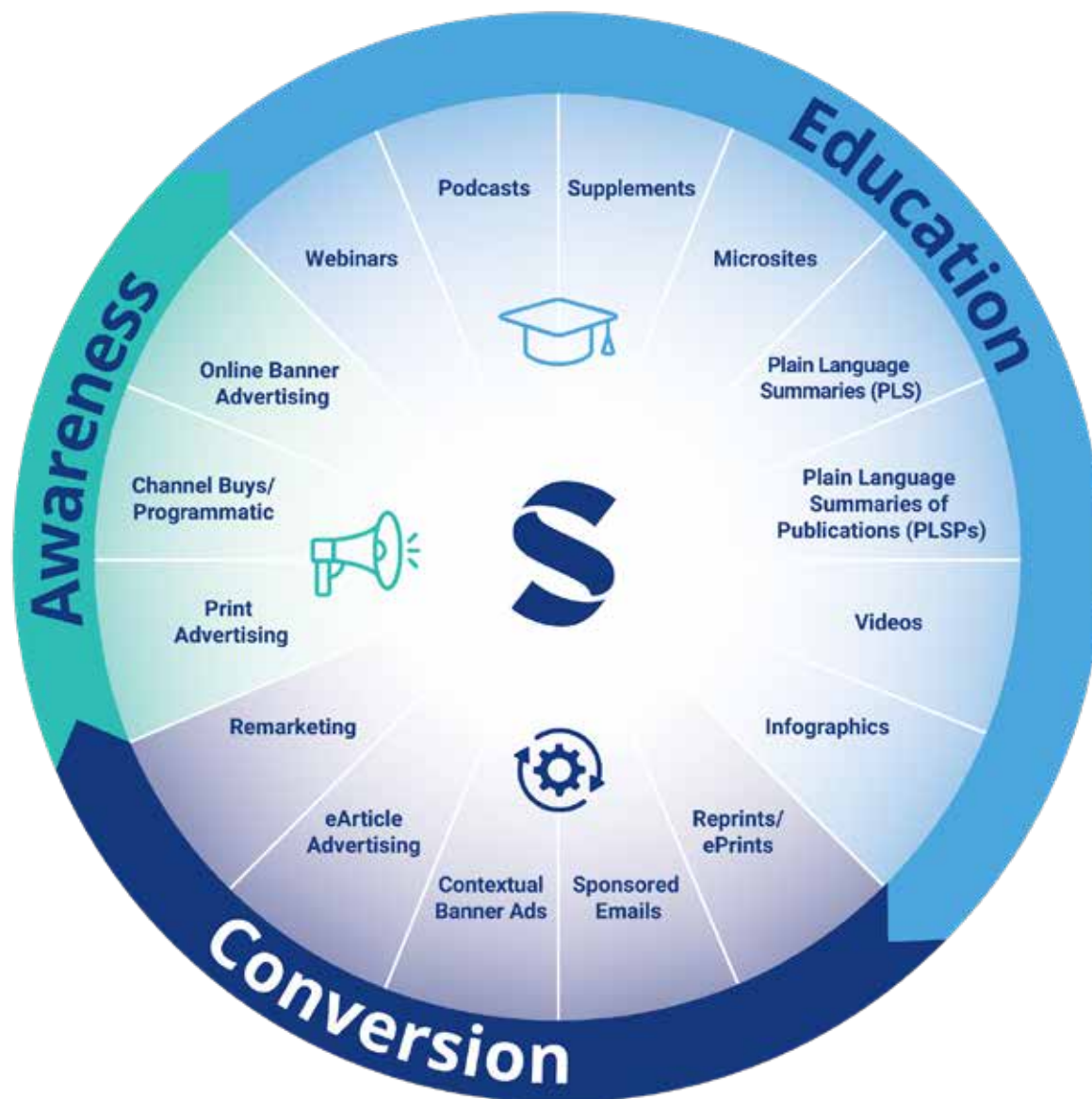
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