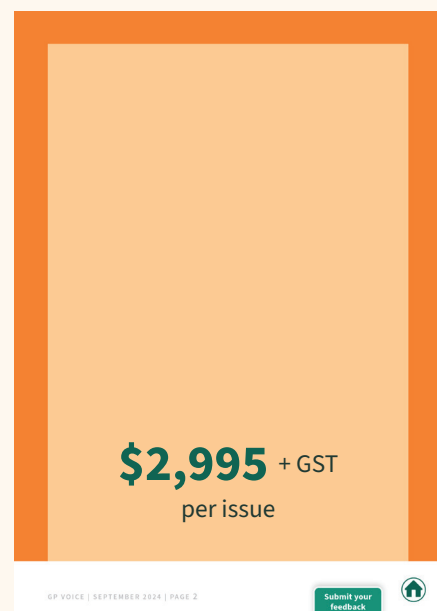


Advertising rates

GP Voice

For booking enquiries email
communications@rnzcgp.org.nz

GP Voice is our digital magazine emailed to our members and stakeholders on the first Thursday in February, April, June, August, October and December.



Full-page advertisement layout showing a large orange rectangular area for the ad. Below the ad area, the text reads: **\$2,995 + GST** per issue. At the bottom, there is a footer with 'GP VOICE | SEPTEMBER 2024 | PAGE 2', a 'Submit your feedback' button, and a home icon.

Full-page – one per issue

Width: **210 mm**
Height: **270 mm**

Margins: **16.25 mm** (top, left and right)

Placement

On page 10, 11 or 12.



Half-page advertisement layout showing a rectangular area for the ad. Below the ad area, the text reads: **\$1,500 + GST** per issue. At the bottom, there is a footer with 'GP VOICE | SEPTEMBER 2024 | PAGE 3', a 'Submit your feedback' button, and a home icon.

Half-page – one per issue

Width: **210 mm**
Height: **121.5 mm**

Margins: **16.25 mm** (left and right)

Placement

At the bottom of the page in 'News from the College' – on page 4, 5 or 6.



A third of a page advertisement layout showing a rectangular area for the ad. Below the ad area, the text reads: **\$1,200 + GST** per issue. At the bottom, there is a footer with 'GP VOICE | SEPTEMBER 2024 | PAGE 3', a 'Submit your feedback' button, and a home icon.

A third of a page – two per issue

Width: **210 mm**
Height: **85 mm**

Margins: **16.25 mm** (left and right)

Placement

At the bottom of the page at the end of the first story in either 'Views of our Fellows' or 'Voices of the Sector' (one per section).

5,650 subscribers
62% open rate
25% click rate

SPECIFICATIONS

- High Quality Print pdf – 300 dpi, RGB
- No crop or bleed marks

MULTI-MONTH PACKAGE RATES

- **10% discount** when you book three or more adverts in a six-month period.
- **20% discount** when you book five or more adverts in a 12-month period.

DISCLAIMER

While we aim to place the advert within the specified page range, from time to time we may need to adjust the placement of your advert to ensure the flow between articles remains best for our readers.

PLEASE NOTE: All advertising needs to be reviewed and approved by the College and meet our [publication advertising policy](#).

JULY 2025



The Royal New Zealand
College of General Practitioners
Te Whare Tohu Rata o Aotearoa