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# JING-LUO

AACMA OFFICIAL MEMBER MAGAZINE

AACMAC 2018  
IN PICTURES

ACUPUNCTURE FOR IVF

THE IMPORTANCE  
OF ABDOMINAL  
BREATHING

SHALLOW NEEDLING  
IN JAPANESE  
ACUPUNCTURE



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# JING-LUO

AACMA OFFICIAL MEMBER MAGAZINE

## ABOUT JING LUO:

The Jing Luo AACMA Official Member Magazine is a valuable and essential publication dedicated to keeping AACMA members up-to-date with the latest stories, articles and information relevant to you, your industry and your practice. Advertising, advertorials and editorials are dedicated to AACMA members with interviews and articles about our members, for our members and relevant to our members.

## DISTRIBUTION

Jing Luo AACMA Official Member Magazine are distributed bi-annually to all AACMA members. 2019 1st issue will be released April/May and available via digital download only. The 2019 2nd issue will be released September/October and available both digitally and print. The print issue will be available to members to practices and work places for your clients to read. The magazine will also be made available through select electronic media including Facebook, the AACMA website and email.

## PAYMENT & CANCELLATION TERMS

We require a 50% immediate payment to secure your advertorial or advertisement in the magazine. Payment must be finalized no later than 5 days prior to magazine print deadline. A 5 day cooling off period applies to all bookings made with full refund available within that period. All sales final after 5 day cooling off and no refunds or cancellations permitted. Cooling off period does not apply to any bookings made within 7 days of publication print deadline.

## SALES AND ADVERTISING ENQUIRIES

### Advertising enquiries:

Sarah Waters - communications@acupuncture.org.au

### Enquiries and artwork to:

Karen Kinnerly - hello@vibedesignprint.com.au

### Editorial enquiries to:

Amanda Kuhn - amanda@missymischief.com

## ADVERTISING RATES

Ad Sizes	1 Issues	2 Issues
Inside Front Cover	\$900	\$750
Inside Back Cover	\$900	\$750
Back Cover	\$1020	\$850
Full Page	\$834	\$695
Double page centre spread	\$2076	\$1730
Half page	\$504	\$420
Quarter page	\$360	\$300

## PRINT AD SPECIFICATIONS

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FPO	297x 210mm	267x180mm	303x216mm
DPCS	297x 4200mm	267x303mm	303x426mm
HP	128x180mm		
QP	267x58mm		

## CUSTOM CONTENT RATES

AD SIZE	COPY	LAYOUT	SOCIAL
Half page advert	\$605	\$125	
Full Page Advert	\$1000	\$250	
Publishing Partner Post			\$50
5 Social Posts			\$200

### THE IMPORTANCE OF CHINESE EXERCISE THERAPY

Chinese Exercise Therapy is an essential component of a holistic approach to healthcare which helps chronic illnesses, for both patients and practitioners. It is also critical to understand and understand the role of Chinese Exercise Therapy in the management of chronic illness.

Most commonly referred to as Tai Chi, Chi and Qi Gong, these particular systems are extremely beneficial in bringing a greater therapeutic outcome. There have been many studies which have demonstrated the benefits of these practices.

From a QIGONG perspective, Chinese Exercise Therapy has several applications. It is a form of exercise that is designed to bring a greater therapeutic outcome. There have been many studies which have demonstrated the benefits of these practices.

1. Additional training to build strength.  
2. A set of physical exercises designed to strengthen the body.  
3. Visualization and awareness to enhance the mind-body connection.  
4. Breathing exercises to improve lung capacity and overall health.  
5. Tai Chi and Qi Gong are also used to improve balance and stability, which is particularly important for the elderly.

For more details about these systems, see our website page [www.chinesemedicine.com.au](http://www.chinesemedicine.com.au)

CHINA MEDICAL SERVICES  
Lynette 224 St Albans Street,  
Melbourne VIC 3000 P: (03) 9432 8822  
E: info@chinesemedicine.com.au

### THE BALANCE METHOD

A NEW APPROACH TO ACUPUNCTURE THERAPY

Developed by Dr. Michael Carrington, this method combines traditional acupuncture with Tai Chi and Qi Gong to create a holistic approach to healthcare.

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### FROM THE PRESIDENT'S DESK

Hi folks! Members, I hope that your treatments are going well and that both you and your clients are happy.

As a practitioner, it is a great privilege to be able to help others. I am grateful for the opportunity to share my knowledge and experience with you.

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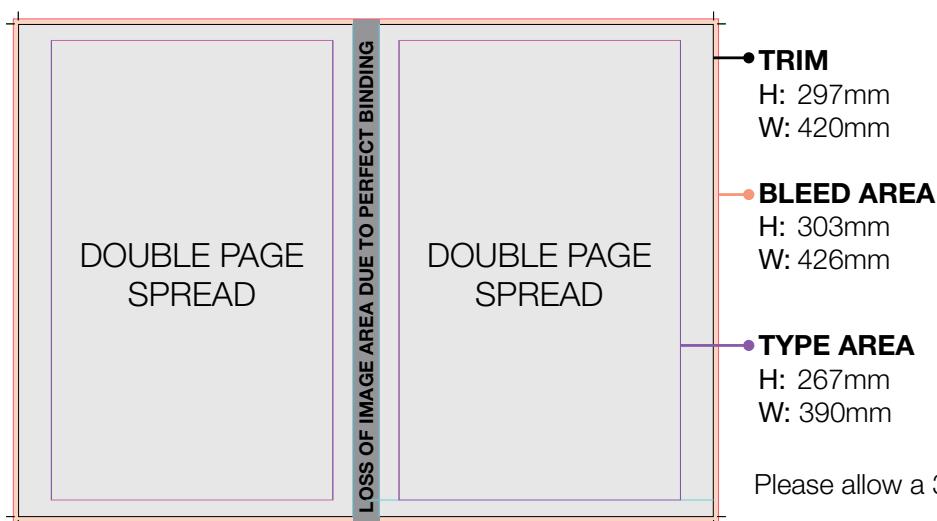
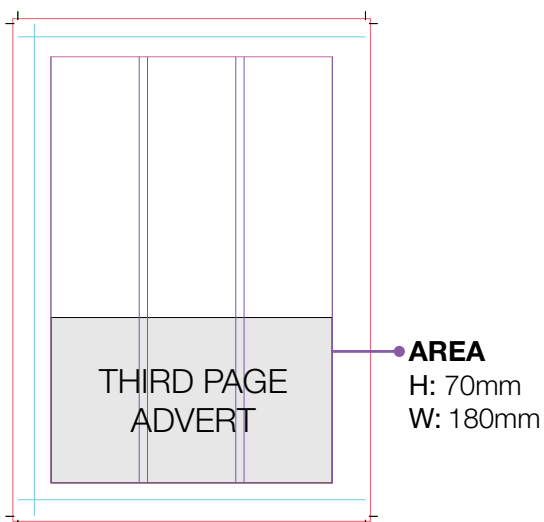
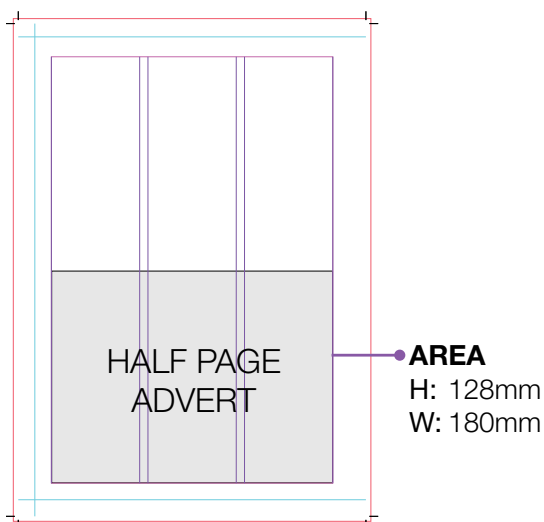
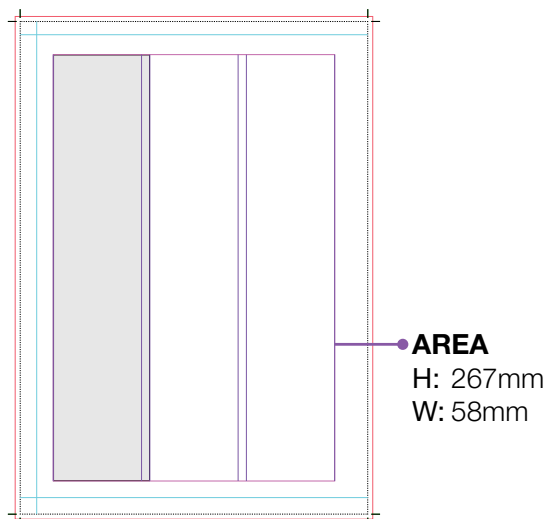
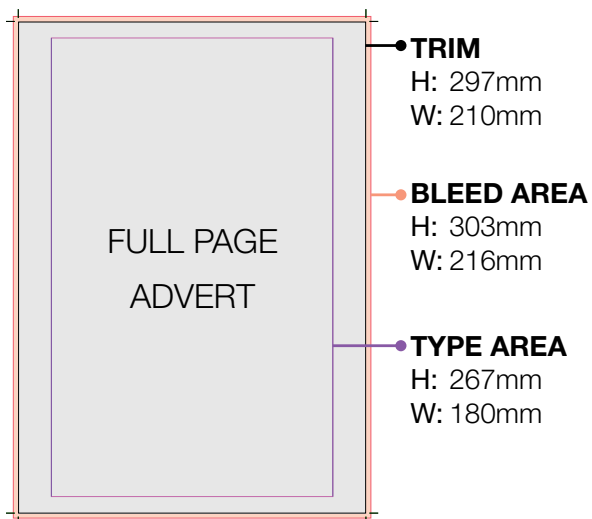
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