

MEDIA KIT



Jing-Luo

AACMA'S OFFICAL MEMBER MAGAZINE



• Since 1973 •

AACMA

澳大利亚针灸中医学会

WWW.ACUPUNCTURE.ORG.AU

AACMA

Our Services

AACMA is the peak professional body for acupuncture and Chinese medicine practitioners in Australia.



ABOUT AACMA

AACMA is the peak professional association of acupuncturists and Chinese medicine professionals.

Since 1973, AACMA has been paving the way for the industry. With over 2,200 members across Australia, AACMA is the largest body of acupuncturists and Chinese medicine practitioners.

AACMA's mission is to support our members and advance the acupuncture and Chinese medicine profession.

PUBLICATION PROFILE

The Jing-Luo is a one-of-a-kind publication dedicated to keeping readers up to date with the latest industry trends.

The high-quality title is jam-packed with important Chinese medicine news, Association updates, interviews, advice and regular features such as state committee events and Classifieds.

Available for online and in print*, the Jing-Luo is an essential read for the Chinese medicine industry.

CIRCULATION | MEDIUM

- Online - each edition
- Printed - last edition of the year

10,000+

FREQUENCY

The Jing-Luo is published bi-annually.

ADVERTISING AND EDITORIAL ENQUIRIES

✉ Communications@acupuncture.org.au

☎ 07 3457 1800

STATS

8,500

facebook likes

2,900

instagram followers

10,000

Jing-Luo circulation

2,200

AACMA members



PUBLICATION DEADLINES - 2020

Winter/Autumn

Editorial/ad deadline: 28 February 2020

Published: 17 April 2020

Spring/Summer

Editorial/ad deadline: 28 August 2020

Published: 16 October 2020

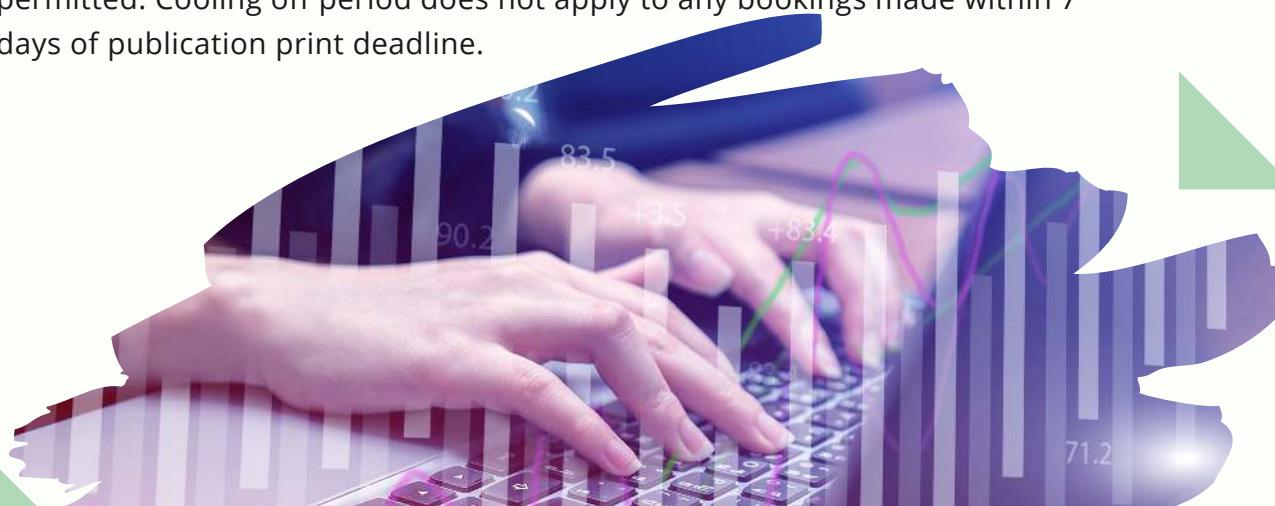
2020 Advertising Rates

Ad size	1 issue	2 issue
Inside Front Cover	\$1,035.00	\$865.00
Inside Back Cover	\$1,035.00	\$865.00
Back Cover	\$1,175.00	\$980.00
Full Page	\$960.00	\$800.00
Double Page Spread	\$2,390.00	\$1,990.00
Half Page	\$580.00	\$485.00
Quarter page	\$415.00	\$345.00

Prices include GST

PAYMENT & CANCELLATION TERMS

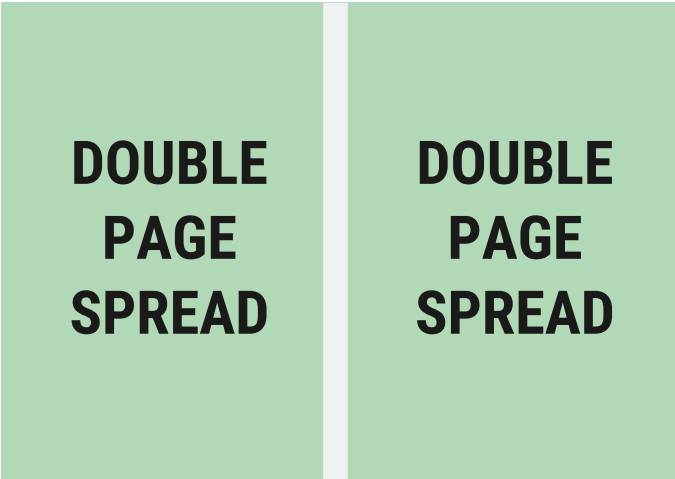
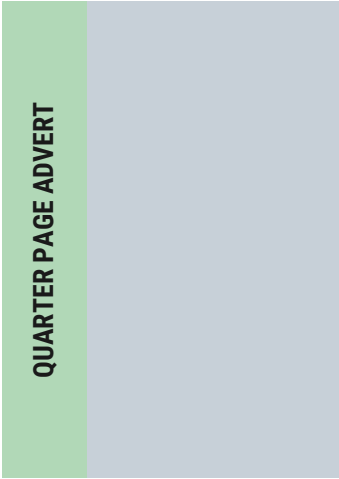
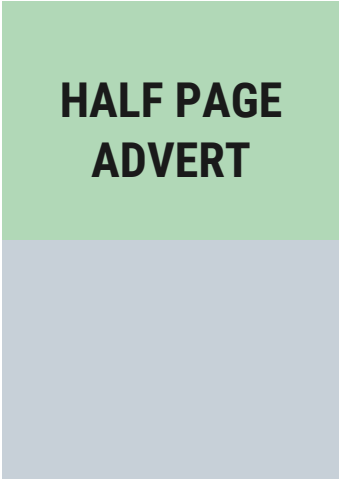
AACMA requires a 50% immediate payment to secure your advertorial or advertisement in the magazine. Payment must be finalised no later than 5 days prior to magazine print deadline. A five day cooling off period applies to all bookings made with full refund available within that period. All sales are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



Print ad specifications



Ad size	Trim size	Live size	Bleed
IFC	w210mm x h297mm	w180mm x h267mm	w216mm x h303mm
IBC	w210mm x h297mm	w180mm x h267mm	w216mm x h303mm
BC	w210mm x h297mm	w180mm x h267mm	w216mm x h303mm
FP	w210mm x h297mm	w180mm x h267mm	w216mm x h303mm
DPS	w4200mm x h297mm	w303mm x h267mm	w426mm x h303mm
HP	w180 x h128mm		
QP	w58mm x h267mm		



Artwork can be supplied electronically via email. Files larger than 5mb should be sent via an online file delivery service such as WeTransfer or similar. All files and images must be supplied as CMYK only. All fonts to be embedded within artwork.

*Please allow a 30mm safety gutter in centre of spread