

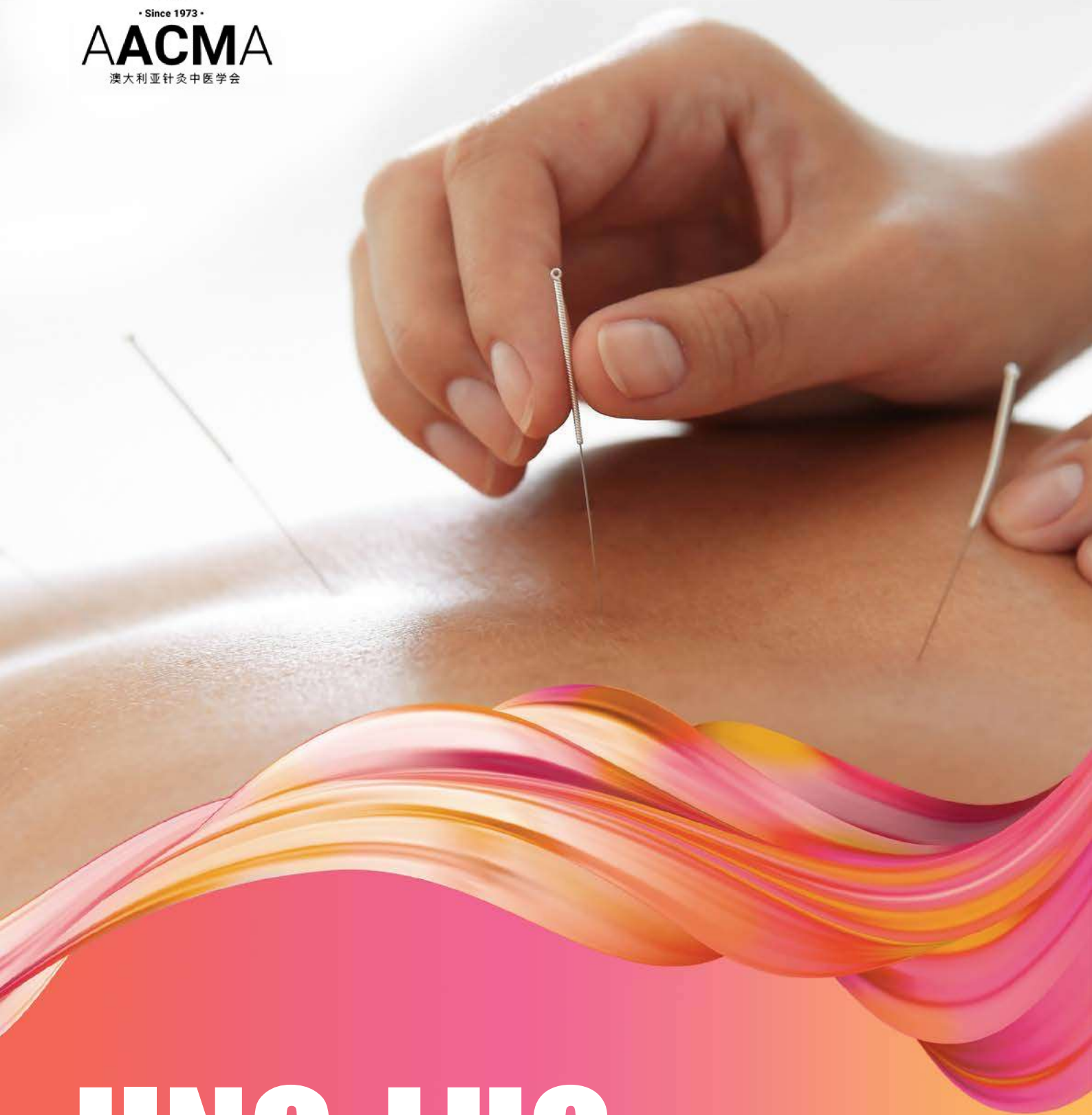


• Since 1973 •

AACMA

澳大利亚针灸中医学学会

www.acupuncture.org.au



JING-LUO

AACMA's Official Member Online Magazine

MEDIA KIT

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 the Jing-Luo is an essential read for the Chinese medicine industry.

CIRCULATION

10,000+

FREQUENCY

The Jing-Luo is published **bi-annually**.

ADVERTISING & EDITORIAL ENQUIRIES



communications@acupuncture.org.au



07 3457 1800

STATS

8,820

Facebook likes

3,340

Instagram followers

10,000+

Jing-Luo circulation

2,200

AACMA members



PUBLICATION DEADLINES

SPRING / SUMMER 2021

Editorial/ad deadline: **6 September 2021**
Published: **20 September 2021**

AUTUMN / WINTER 2022

Editorial/ad deadline: **11 March 2022**
Published: **18 April 2022**

AD SPECIFICATIONS

BANNER AD FORMATS

Jing-Luo is optimised for best legibility on mobile devices & desktop monitors with 2 basic banner ad formats & sizes.



300 x 250 BANNER

OPTION 1: SINGLE IMAGE VERSION

300 pixels wide x 250 pixels high dimension at 72 dpi resolution. (.jpeg & .gif formats only)

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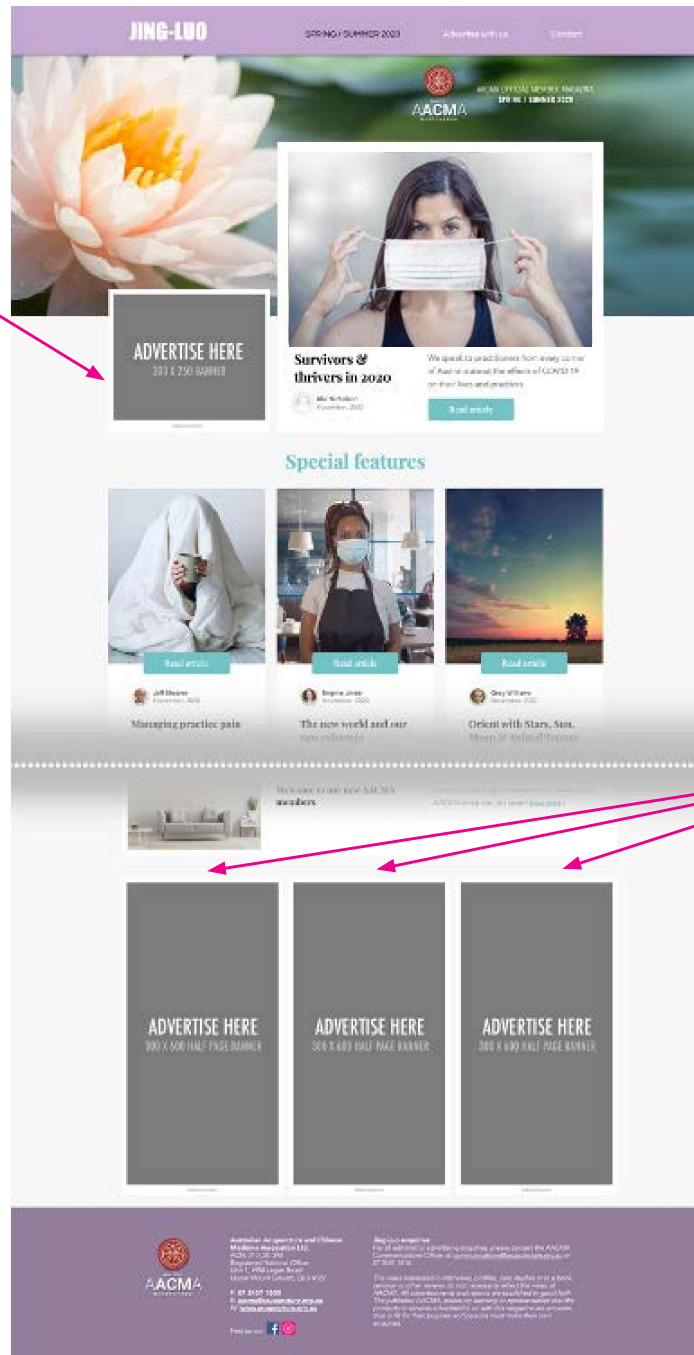
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AD PLACEMENTS

ISSUE HOMEPAGE: BANNER ADS

HOMEPAGE 300 x 250 BANNER (1 AVAILABLE)

Premium placement next to lead article on the issue homepage.



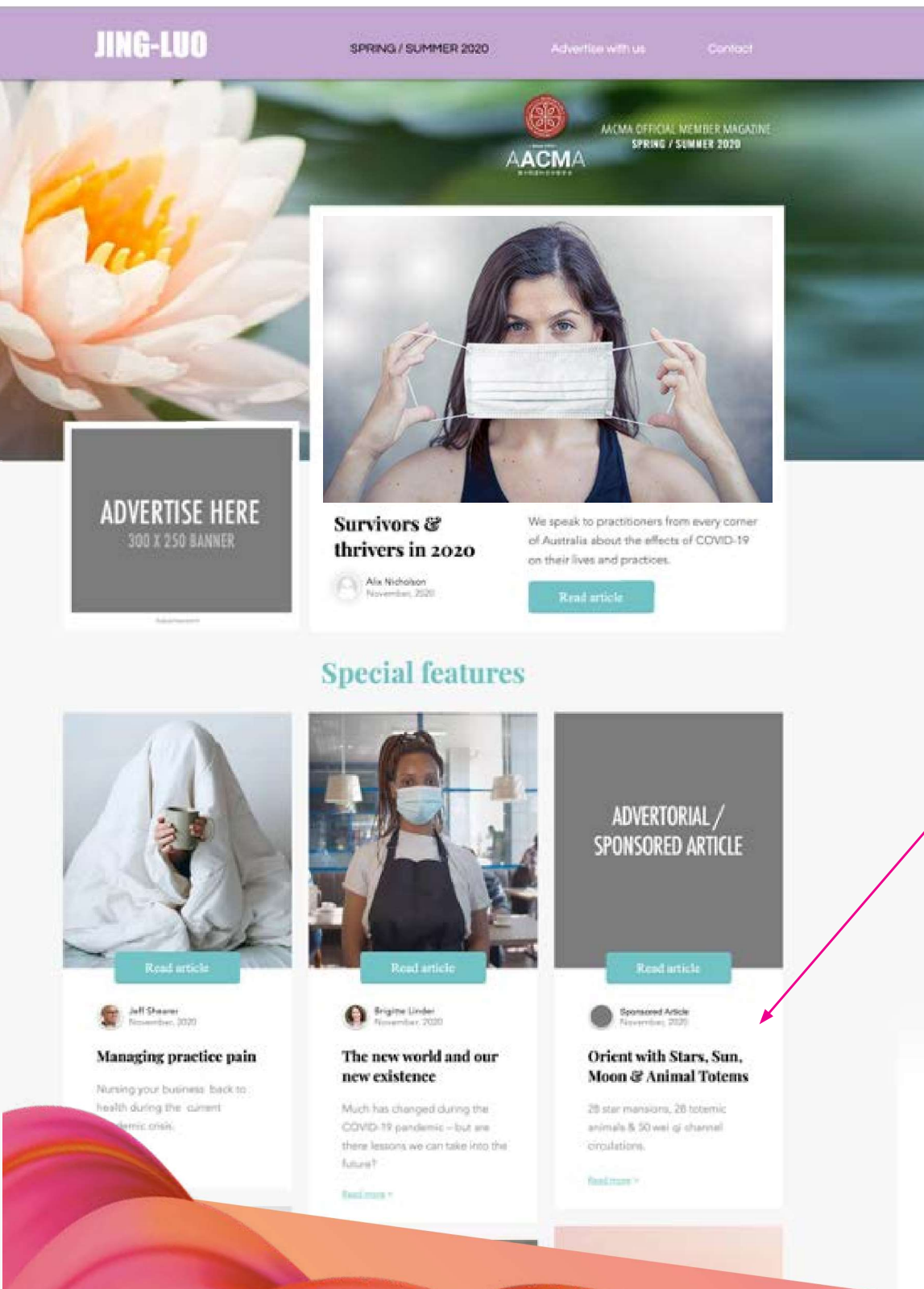
HOMEPAGE 300 x 600 HALF PAGE BANNERS (3 AVAILABLE)

Premium tall placements following on from full contents of the issue at the bottom of the homepage. (Typically display as a full screen when viewing on mobile)



AD PLACEMENTS

ISSUE HOMEPAGE: ADVERTORIAL OR SPONSORED ARTICLE



ADVERTORIAL OR SPONSORED ARTICLE

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When clicked on the actual full advertorial / sponsored article will contain no banner ads.

AD PLACEMENTS

ARTICLES: BANNER ADS

JING-LUO
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Survivors & thrivers in 2020




We speak to practitioners from every corner of Australia about the effects of COVID-19 on their lives and practices.

Alex Nicholson
November 2020

The notion that 'we're all in this together' is one we've truly come to know this year. From the tragic bushfires that ushered in the new year to February's floods in Queensland and New South Wales and, of course, the COVID-19 pandemic, 2020 has thrown a lot at every single one of us.

AACMA members across the country have braved the ongoing international health crisis, weathering the storm of government restrictions, changes in policy, reduced patient numbers, businesses closing and more. And though some parts of Australia are finding their way back to some sense of normalcy, others – like Victoria – are still very much in the thick of the crisis.

We sat down with AACMA member practitioners from all reaches of our nation to talk about how the pandemic has affected their clinics, and what their hopes are for acupuncture and TCM as we move into the future.



Mary Menotti, NT

After practicing in the regional area of Alice Springs for 20 years, Mary Menotti considers herself fortunate – not only for the receptive community who share her Northern Territory home, but also that the area has remained largely untouched by COVID-19. "Initially, there was a decline in client numbers, due to uncertainty and a lack of clarity. But once the message got out that practice was open and clients knew safety protocols had been introduced, they seemed at ease," she shares.

While the pandemic situation in the NT hasn't been as dire as some other areas, Mary nevertheless implemented extra safety and cleaning procedures at her clinic, ensuring patients were well taken care of. "I adjusted my appointment times, leaving 15 minutes between each client to eliminate the chance of them standing in the waiting room," she explains. "I wiped down the table and door handles, had the clients wear masks (I also encouraged them to wear masks) and I also encouraged them to wear masks (I also encouraged them to wear masks)." (I also encouraged them to wear masks).

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ARTICLE PAGE 300 x 250 BANNER

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ARTICLE PAGE 300 x 600 HALF PAGE BANNER

Premium tall placements flowing in between article content.

2021 ADVERTISING RATES

TYPE	1 ISSUE*	2 ISSUE**
Homepage 300x250 Banner	\$600	\$1,080
Homepage 300x600 Half Page Banner	\$550	\$990
Homepage Advertorial	\$620	\$1,116
Featured Article 300x250 Banner	\$540	\$972
Featured Article 300x600 Half Page Banner	\$620	\$1,116
Feature Article Page Buy-Out	\$890	\$1,602
Standard Article 300x250 Banner	\$380	\$684
Standard Article 300x600 Half Page banner	\$350	\$630

**1 Issue = 6 months live online*

*** 2 Issues = 12 months live online, includes option to replace creative once within the period*

All fees quoted are ex 10% GST

PAYMENT & CANCELLATION TERMS

AACMA requires a 50% immediate payment to secure your advertorial or advertisement in JING-LUO. Payment must be finalised no later than 5 days prior to the 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 deadline.

