

2025

MEDIA PACK & EDITORIAL PLAN

THE MEDICAL INDEPENDENT



Now using high-quality newsprint that has a proportion of recycled paper content added during the pulping process and is both compostable and recyclable

WRAPPER

(w)560mm x (h) 100mm

€2950

THE MEDICAL INDEPENDENT

(w)80mm

x

(h)135mm

€1200

FULL PAGE

Ads will have a 10mm white boarder on all sides

(w)250mm

x

(h)346mm

(+5mm bleed and crop marks)

€2100

DPS

Ads will have a 10mm white boarder on the edges

(w) 520mm x (h) 346mm

(+5mm bleed and crop marks)

No centre gutter allowance required

€3750

10X4

(w)165mm

x

(h) 240mm

€1250

(w) 250mm

x

(h) 170mm

€1350

(w) 250mm

x

(h) 100mm

€1100

The Medical Independent Editorial Plan 2025

Circulation: 6200 copies printed
Frequency: Fortnightly, 25 issues per year

Date	Clinical Module	Ad Copy Deadline
January 14	Paediatrics	January 7
January 28	Rheumatology	January 21
February 11	Cardiology	February 4
February 25	Respiratory Medicine	February 18
March 11	Gastroenterology	March 4
March 25	Dermatology	March 18
April 8	Oncology	April 1
April 22	Pain Management	April 15
May 6	Endocrinology	April 29
May 20	Urology / Men’s Health	May 13
June 3	Haematology	May 27
June 17	Nephrology	June 10
July 1	Migraine	June 24
July 15	Oncology	July 8
August 5	Rheumatology	July 22
August 19	Gastroenterology	August 12
September 2	Women’s health	August 26
September 16	Endocrinology	September 9
September 30	Cardiology	September 23
October 14	Dermatology	October 7
October 28	Psychiatry	October 21
November 11	Neurology	November 4
November 25	Oncology	November 18
December 9	Haematology	December 2
December 23	Virology	December 16

Conference coverage 2025

Issue dates to be confirmed

Event	Pre Event	Post Event
ISMO Bursary	N/A	February
Irish Nephrology Society Spring	January	March
Irish Society of Rheumatology	April	May
College of Psychiatrists Spring	April	May
Irish College of Ophthalmologists	N/A	June
Irish Neurology Association	April	June
Irish Society of Gastroenterology	May	June
Irish Nephrology Society	May	June
Irish Society of Rheumatology	September	October
Irish Cardiac Society	September	October
Irish Institute of Clinical Neurosciences	October	November
Irish Osteoporosis Society	October	November
Haematology Assosiation of Ireland	October	November
Irish Endocrine Society	October	November
Gathering in Cancer	November	December
Irish Thoracic Society	November	December
Irish Society of Gastroenterology	November	December

Mechanical data

<p>Printing specifications:</p> <ul style="list-style-type: none">• Ensure RGB and spot colors are converted to CMYK.• When creating a bleed advertisement, please ensure all important material is within the live space (10mm	<p>from edge) and that the bleed extends 5mm around the entire advert.</p> <p>Accepted formats:</p> <ul style="list-style-type: none">• Correctly produced PDFs are strongly encouraged.• High-resolution PDF	<p>(300 dpi, CMYK).</p> <ul style="list-style-type: none">• High-resolution (300 dpi, CMYK) TIFF or EPS file. <p>Fonts:</p> <ul style="list-style-type: none">• All fonts should be embedded or outlined.• Fine serif typefaces	<p>should be avoided. For clarity and legibility, we recommend 8 point type or larger.</p> <p>Images:</p> <ul style="list-style-type: none">• Ensure all images are 300 dpi, converted to CMYK.
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UPDATE



Update Editorial Plan 2025

Frequency: 11 issues per year

Month	Specialties	Conference coverage that will be included	Ad Copy Deadline
January	Neurology & Psychiatry	IICN, INA, College of Psychiatrists	January 13
February	Oncology & Haematology	Gathering around Cancer, HAI	February 10
March	Cardiology	ICS, ECS	March 10
April	Respiratory Medicine	ITS	April 7
May	Dermatology		May 5
June	Rheumatology & Pain	EULAR, ISR	June 10
July	Nephrology & Urology	INS, ESU	July 3
August	Oncology & Haematology	ASCO, ASH	August 6
September	Gastroenterology & Hepatology	ISG	September 5
October	Immuneology	ISR	October 6
November	Endocrinology & Diabetology	IES, EASD	November 7



Front Cover Strip
€1250



Band Wrapper
€2950



Half page (vertical/horizontal)
€1200

Specifications

Full page:

(w) 214mm x (h) 275mm,
5mm bleed

Half page vertical:

(w) 95mm x (h) 255mm,
no bleed

Half page horizontal:

(w) 194mm x (h) 125mm,
no bleed

Band wrapper:

(w) 480mm w x (h) 100mm,
5mm bleed

Mechanical data

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IRISH PHARMACIST

FOR ALL THAT MATTERS IN PHARMACY



Irish Pharmacist Editorial Plan 2025

Frequency: 12 issues per year

Circulated in print to 2400 retail and hospital pharmacist. A replica eCopy is emailed to 3000 Pharmacists nationwide

Month	CPD	In Focus 1	In Focus 2	In Focus 3	Ad Copy Deadline
January		Respiratory Medicine	Osteoporosis	Smoking Cessation	December 20
February	TBC	Wound Care	Parental Nutrition	IBD	January 29
March		Sports Injuries	Diabetes	Heart Health	February 26
April	TBC	Allergic Rhinitis	Rheumatoid Arthritis	Kidney disorders	March 26
May		Infant Care	Migraine	UTIs	April 25
June	TBC	Skin Care	Mental Health	Eye Care	May 29
July		Cholesterol	Dental Care	Fatigue	June 27
August	TBC	Bone Health	Conception	Wound Care	July 25
September		Women's Health	Hair Care	Digestive Health	August 29
October	TBC	COPD	Infant Pain	Obesity	October 1
November		Men's Health	Winter Vaccines	Psoriasis	October 30
December	TBC	Migraine	Heart Health	Mental Health	November 26



Front Cover Strip
€1300



Band Wrapper
€2500



Full page
€1750



Half page (vertical/
horizontal) €975

Specifications

Full page:

(w) 214mm x (h) 275mm,
5mm bleed

Half page vertical:

(w) 95mm x (h) 255mm,
no bleed

Half page horizontal:

(w) 194mm x (h) 125mm,
no bleed

Band wrapper:

(w) 480mm w x (h) 100mm,
5mm bleed

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OTC UPDATE

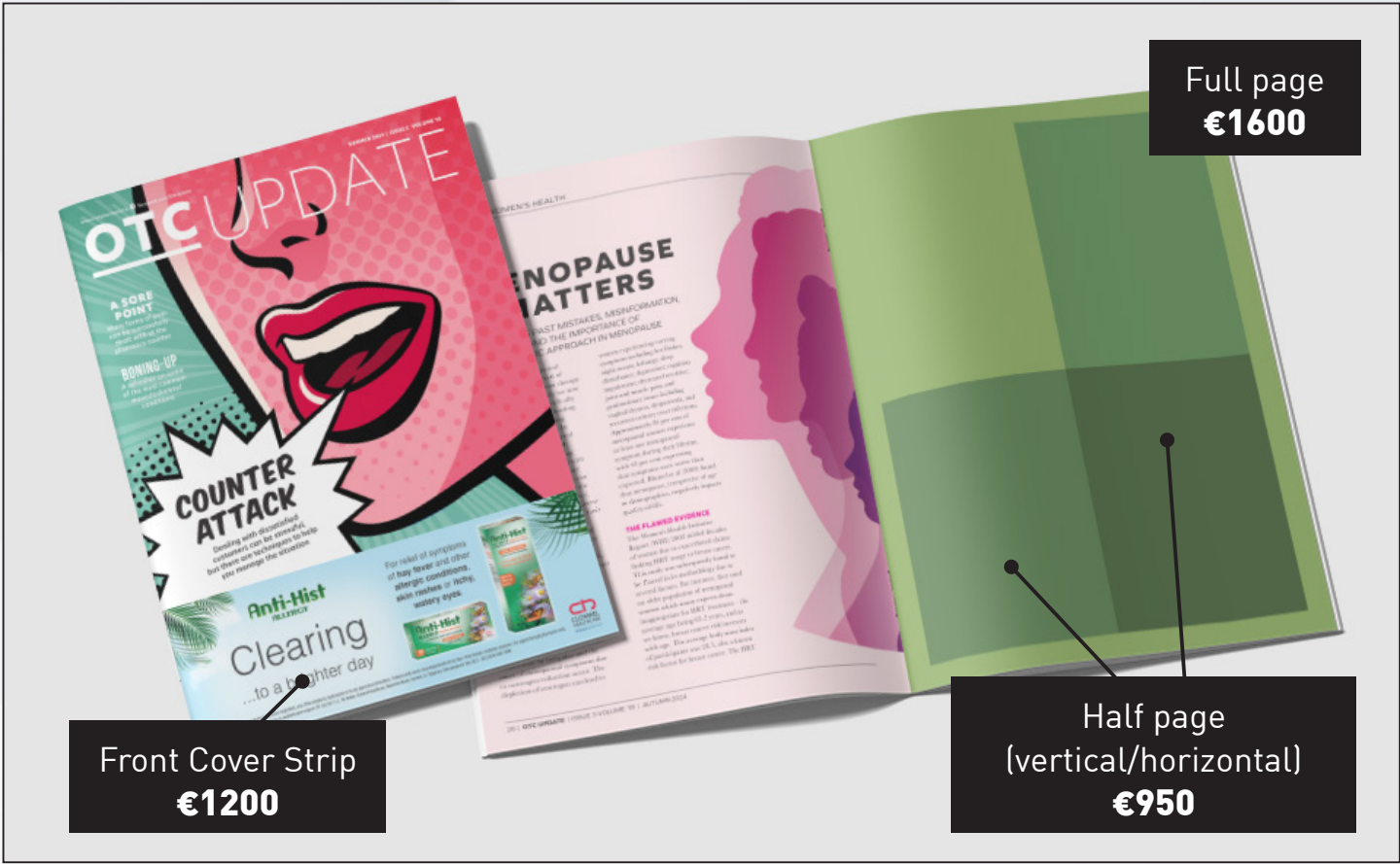
Educational Quarterly for front-of-house pharmacy staff



OTC Update Editorial Plan 2025

Frequency: 4 issues per year
Circulated in print to 2000 retail pharmacies

Issue	Feature 1	Feature 2	Feature 3	Feature 4	Feature 5	Ad Copy Deadline
Spring	Allergic Rhinitis	Wound Care	Sports Injuries	Pain management	Editors Choice	February 28
Summer	Bone Health / Vit D	Infant Care	Foot Care	Dental Care	Editors Choice	May 22
Autumn	Eye Care	Hair Care	Infant Feeding	Back to School	Editors Choice	August 20
Winter	Smoking Cesation	Coughs & Colds	Digestive Health	Vitamins & Minerals	Editors Choice	November 21



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5mm bleed
- Half page vertical:**
95mm w x 255mm h,
no bleed
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194mm w x 125mm h,
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- Front Cover Strip:**
214mm w x 70mm h,
5mm bleed

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NURSING IN PRACTICE

From January 2025
Nursing in General Practice
will now be known as
Nursing in Practice.

The journal will now circulate
to both practice nurses and
advance nursing practitioners.

We are delighted to be associated
with the Irish Association
of Advance Nursing and
Midwife Practitioners.



Nursing in Practice Editorial Plan 2025

Frequency: 6 issues per year

Circulated in print to 2500 practice nurses and ANPs. A replica eCopy is emailed to in excess of 2500 nurses nationwide

Month	CPD Module	Society coverage	Feature 1	Feature 2	Feature 3	Feature 4	Feature 5	Ad Copy Deadline
January/February		ITS	Heart Health	Dermatology	Diabetes Care	Editors Choice	Editors Choice	January 6
March/April	TBC		Allergic Rhinitis	Womens Health	Infant Care	Editors Choice	Editors Choice	February 20
May/June		ISR	Asthma	Osteoporosis	Immunology/ Vaccines	Editors Choice	Editors Choice	April 24
July/August	TBC		Wound Care	Diabetes Care	Nutrition	Editors Choice	Editors Choice	June 20
September/October	TBC		Conception	Mental Health	Dermatology	Editors Choice	Editors Choice	August 22
November/December		IOS	COPD	Infant Care	Pain Management	Editors Choice	Editors Choice	October 24



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TO FIND OUT MORE, CONTACT:

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