juta medicalbrief

AFRICA'S *LEADING* MEDICAL MEDIA DIGEST

ADVERTISING RATE CARD

e-newsletter and website

2027



About Medical Brief

Medical Brief has established itself as the pre-eminent source of curated information for the medical fraternity. The digital news service offers southern African health professionals a means to keep updated on the latest news and medico-legal developments, with access to research, commentary and analyses on issues related to the health sector, aggregated from respected publications in South Africa and around the world.

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AUDIENCE DEMOGRAPHICS & READERSHIP ANALYTICS

Medical Brief reaches an opted-in professional base of **over 48,000 verified healthcare subscribers**. Over **74.0% (37 000)** of the audience consists of registered medical and dental practitioners across private practice and public healthcare institutions, representing the highest concentration of clinical procurement decision-makers, senior specialists, and healthcare leaders in the region.

48 352

Weekly Verified Subscribers

37 000

Registered Medical Practitioners (74%)

108 000+

Active Monthly Web Readers

1. OCCUPATIONAL READERSHIP COMPOSITION

The readership is dominated by high-earning clinical specialists, primary care general practitioners, hospital executives, and medico-legal professionals. Clinical decision-makers rely on Medical Brief for curated medical research, legal updates, and industry insights

Occupational Category	Subscribers	Audience Share	Primary Clinical & Strategic Focus
Specialists & Surgeons	19 341	40.0%	Clinical opinion leaders, surgical heads & high-cover prescribers
General Practitioners	16 923	35.0%	Primary care doctors across private practice & state health clinics
Nurses & Allied Health	4 835	10.0%	Physiotherapists, biokineticists, dietitians & nurse educators
Pharmacists & Council Members	2 418	5.0%	Hospital, community & regulatory pharmacy council leaders
Hospital Administrators & Managers	1 934	4.0%	Executive leadership & healthcare procurement directors
Medico-Legal Sector Specialists	1 837	3.8%	Medico-legal practitioners, risk officers & forensic experts
Academics & Medical Researchers	328	0.7%	Clinical faculty leadership across university health sciences
Dentists & Dental Surgeons	736	1.5%	Private dental practitioners & oral health specialists



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2. PROFESSIONAL SECTOR FOOTPRINT

Medical Brief provides direct access across every key institutional pillar of the healthcare ecosystem, from academic medical faculties and private hospital groups to health funding bodies and legal advisory firms.

Sector Title	Audience Share	Institutional & Industry Footprint
Academic Research & Medical Faculties	28.0%	University medical faculty leadership, health science researchers, professors & clinical educators
Private Corporate Hospital Groups	24.0%	Practitioners, specialists & management across private hospital networks
Public Sector Healthcare & Regulatory	20.0%	National & Provincial DOH officials, HPCSA, SANC & SAHPRA regulators
Medical Schemes & Health Funding	18.0%	Executive risk managers, scheme trustees & healthcare funders
Global Health & Indemnity Organisations	6.0%	International health bodies, medical defense MDOs & pharmaceutical firms
Legal Advisory & Industrial Health	4.0%	Medico-legal law firms, occupational health specialists & risk advisors

3. GEOGRAPHICAL READERSHIP DISTRIBUTION

Distribution is concentrated across South Africa's primary economic and medical hubs, alongside an active diaspora of medical professionals across the SADC region and international jurisdictions.

Region / Province	Share %	Primary Regional Concentration & Clinical Hubs
Gauteng	37.4%	Johannesburg, Pretoria, Sandton & Centurion medical hubs
KwaZulu-Natal	20.4%	Durban, Umhlanga, Pietermaritzburg & North Coast healthcare centres
Western Cape	16.3%	Cape Town Metro, Stellenbosch, Bellville & Winelands private practice
Eastern Cape	8.1%	Gqeberha (Port Elizabeth), East London & Mthatha clinical centres
Other SA Provinces	9.0%	Free State, Mpumalanga, Limpopo, North West & Northern Cape
International & SADC Diaspora	8.8%	United Kingdom, Australia, SADC region, Ireland & New Zealand



4. ADVERTISER ENGAGEMENT ANALYTICS & DEVICE HABITS

21.0% – 31.0%

Unique Open Rate per Edition

45.0%+

Cumulative Engagement Depth
(Up to 60x re-opens)

5.0% – 15.0%

Market-Leading Email Click-Through Rate (CTR)

85.0% Mobile/
66.6% Desktop

Mobile Newsletter (Point-of-Care) vs Desktop Web Research

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WHY ADVERTISE IN MEDICAL BRIEF?

Position your brand in front of an engaged healthcare audience through one of Southern Africa's leading medical news platforms.

Medical Brief offers advertisers a targeted environment in which to build brand awareness, promote products and services, and connect with influential professionals across the healthcare sector. Its trusted editorial platform provides a relevant context for reaching clinical decision-makers, healthcare leaders and industry stakeholders.

With advertising placements featured across both the weekly e-newsletter and website, your brand benefits from multiple opportunities for visibility and engagement.

ADVERTISING OPTIONS

All adverts will appear in both the e-newsletter and on the website.

Please supply a valid destination URL together with your advertising creative.

Rates (excl. VAT). Images: JPG, PNG or GIF

	SIZE	MASTHEAD	TOP HEADER	FOOTER	MAIN BODY	SIDEBAR
	Newsletter	**468x98 pixels**	**500x174 pixels**	**750x174 pixels**	**500x174 pixels**	**220x161 pixels**
	Website	**468x98 pixels**	**500x174 pixels**	**750x174 pixels**	**500x174 pixels**	**700x500 pixels**
1 insertion	**Contract total**	**R13 559**	**R11 791**	**R8 382**	**R7 420**	**R6 679**
3 insertions	Per insertion	R12 200	R10 609	R7 543	R6 679	R6 011
	Contract total	**R36 601**	**R31 827**	**R22 629**	**R20 038**	**R18 033**
4 insertions	Per insertion	R11 183	R9 723	R7 292	R6 465	R5 507
	Contract total	**R44 733**	**R38 894**	**R29 169**	**R25 862**	**R22 030**
6 insertions	Per insertion	R10 166	R8 840	R6 289	R6 253	R5 006
	Contract total	**R60 998**	**R53 037**	**R37 732**	**R37 520**	**R30 034**
12 insertions	Per insertion	R8 132	R7 072	R5 029	R4 445	R4 007
	Contract total	**R97 588**	**R84 859**	**R60 351**	**R53 340**	**R48 087**

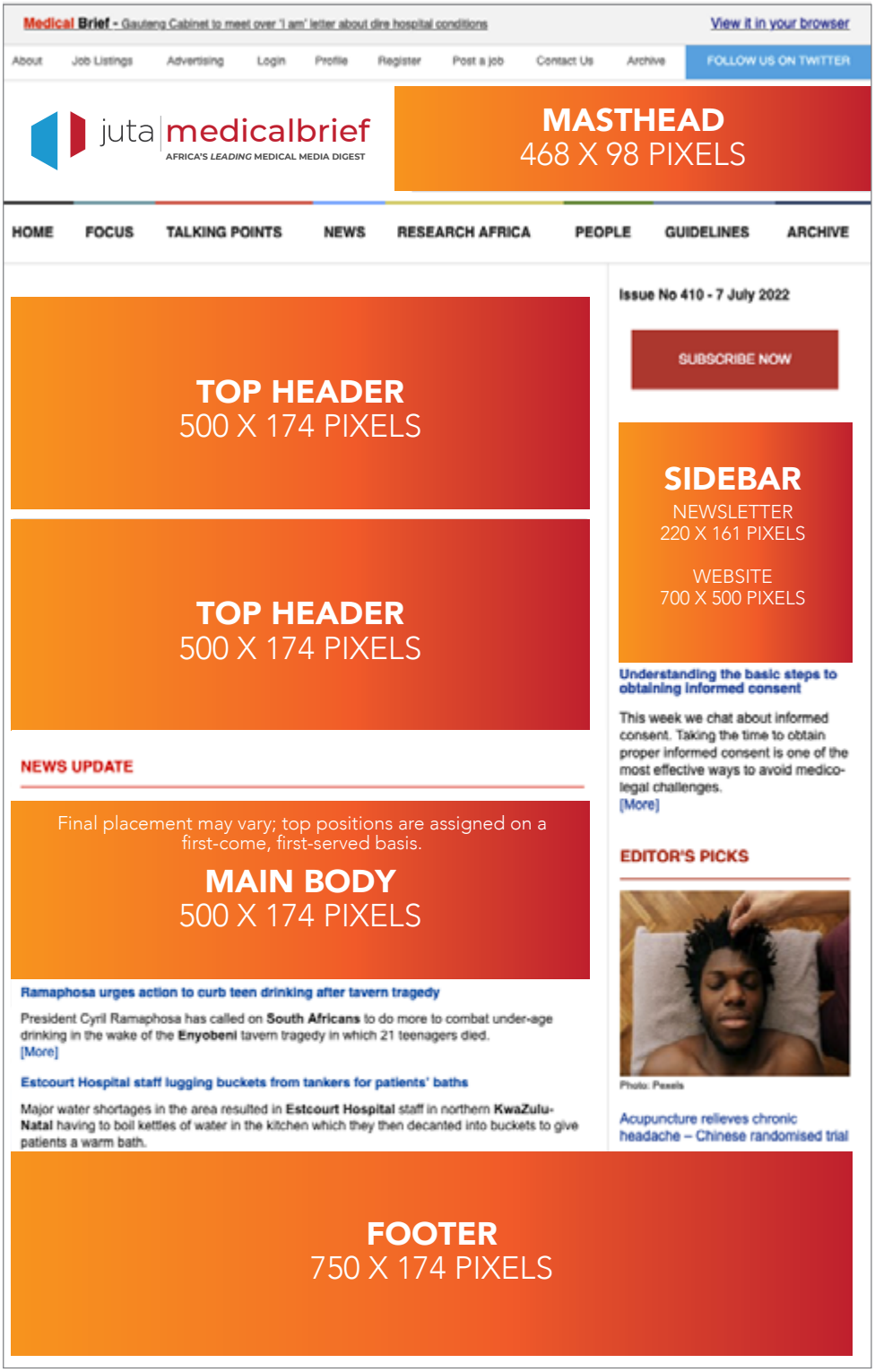
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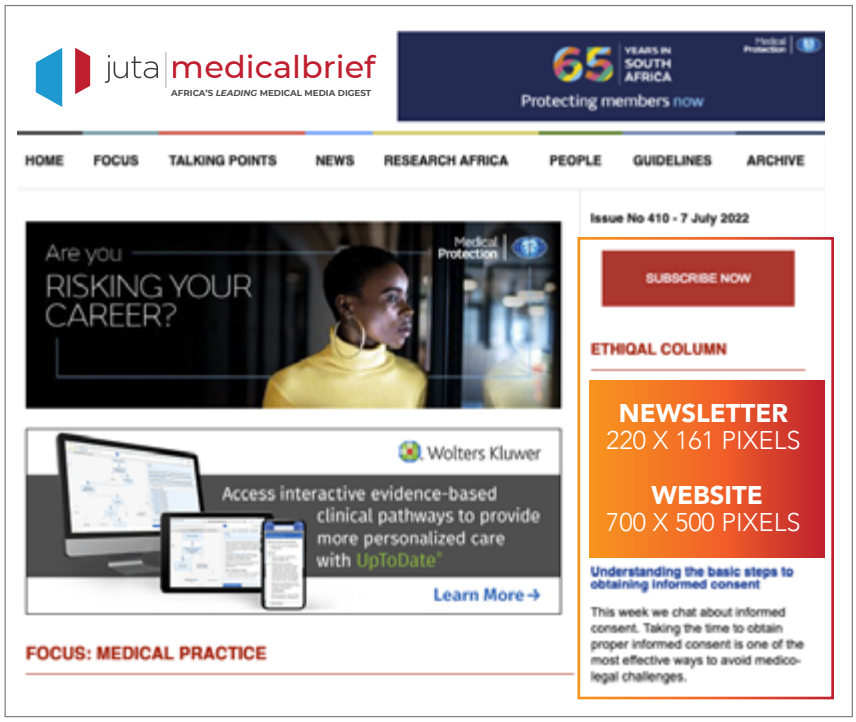
SPONSORED COLUMN

Specifications
Placement in the upper sidebar (subject to availability), comprising an image and a 50-word summary linked to the full editorial.

Image size
Newsletter: 220 x 161 pixels;
Website: 700 x 500 pixels
JPG, PNG or GIF

Rate (excl. VAT)
R13 446 per placement

Please supply a valid destination URL together with your advertising creative.



JOB ADVERT (a maximum of 3 placements available per newsletter)

Specifications
Your company logo and a 50-word vacancy summary, linked to the full job advertisement.

Logo size
Newsletter/Website: 242 x 100 pixels
JPG, PNG or GIF

Placement: Right hand side bar. Top position is allocated on a first-come, first-served basis.

Please provide a valid URL linking to the full advertisement.



Rates (excl. VAT).	1 insertion	2 insertions	3 insertions	4 insertions (get the 5th one FREE)
Per insertion	R3 704	R2 778	R2 315	R1 852
Contract total	R3 704	R5 556	R6 945	R7 408



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CLASSIFIED

Specifications
Text advertisement

Rate (excl. VAT)
R234 per 50 words

Placement: Right hand side bar.
Top position is allocated on a first-come, first-served basis.

CLASSIFIED

Ultrasound machine for Sale
Midray Z50 ultrasound machine with abdominal and vaginal probes for sale. Less than 2 years old and still under warranty. Owner retiring.

Please supply a valid destination URL together with your logo.

CUSTOM GRAPHIC DESIGN SERVICE

Our Medical Brief Graphic Design Service provides professionally designed advertising creatives for the e-newsletter and website, tailored to your brand and campaign requirements.

Specifications: Newsletter and Website creatives
Rate per creative (excl. VAT): R1 105
Includes: 1 x stock image
Client to supply: Please provide your advert copy, a high-resolution company logo, and your brand/corporate identity guidelines (colours, fonts, style).

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ADVERTISING BOOKING FORM

Return your completed booking form to **advertising@medicalbrief.co.za**

CUSTOMER INFORMATION

Name & Surname			
Title		Juta Account No (if applicable)	
Company		Designation	
Co Reg./ID no.		VAT Reg. No.	
Postal Address			
		Code	
Physical Address			
		Code	
Tel.			
Email:			
Purchase Order No.			

ADVERTISEMENT OPTIONS (All adverts will appear in the e-newsletter and on the website)

Advertisement type	Number of placements		Date/s of placement/s
☐ Masthead			
☐ Top Header			
☐ Footer			
☐ Main Body			
☐ Sidebar			
☐ Job Advert			
☐ Classified			
☐ Sponsored Column			
☐ Custom Design Service			

PAYMENT OPTIONS (please select your payment option and complete all the required fields)

PAYMENT OPTION 1

☐ Upfront EFT on proforma invoice (applicable to once-off placements)

PAYMENT OPTION 2

☐ Please debit my credit card account number

Visa ☐ Master ☐ Expiry CVV Code

PAYMENT OPTION 3

NOTE: A Juta account will be opened for new customers subject to standard credit reference checks and approvals. In the event of non-payment, the account holder will be responsible for collection and legal costs incurred.

☐ Please debit my Juta account number

☐ I/ We wish to open a Juta account ☐ My company/institution will pay ☐ I will pay

PAYMENT OPTION 4

☐ I would like to take advantage of the 6/12 month interest-free debit order plan

Bank Branch

Branch No Account No

Type: Cheque ☐ Savings ☐ Transmission ☐

I/We hereby authorise Juta and Company to draw against my/our account with the above-mentioned bank for any other bank or branch to which I/we may transfer my/our account.

Commencing on the 1st day of the month following date of invoice ☐ 6 months ☐ 12 months

PAYMENT TERMS:

- **Non-Juta clients:** Payment is required upfront.
- **Juta account holders:** Standard

We, the advertiser, hereby confirm that the above placement instructions are correct. We accept the above terms and conditions and acknowledge that any alteration to this contract shall have no validity or effect unless agreed to in writing, and signed by both the advertiser and Juta & Company.

Signed on behalf of the **Advertiser:**

Signature:

Date:

Full Name:

Capacity:

Signed on behalf of **Juta Medical Brief:**

Signature:

Date:

Full Name:

Capacity: