



OAO HealthMag provides healthcare solutions that drive improved patient care & greater clinical efficiency in private & public health

OAO HEALTHMAG MEDIA KIT 2022

**OAO**  
HEALTHMAG

LET'S ENGAGE WITH YOUR HEALTHCARE STAKEHOLDERS

# Opportunities Realised





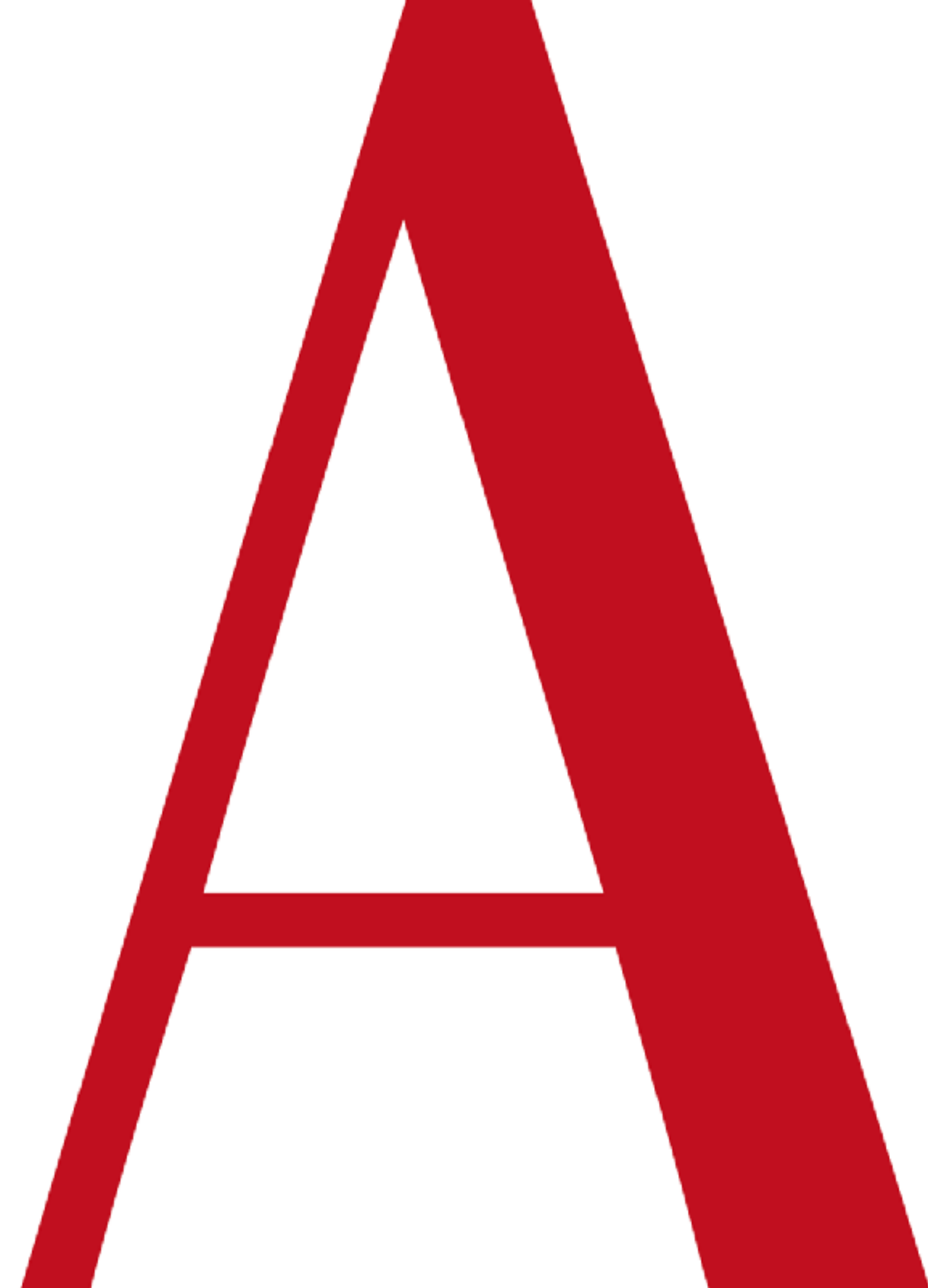
With an increased focus on a patient-centred health system, providers face daily challenges on how to deliver an improved patient experience whilst managing operations. OAO HealthMag aims to help healthcare providers communicate more effectively with their primary stakeholders to improve the health and well-being of their patients. Our magazine provides healthcare solutions that drive improved patient care, greater clinical efficiency and an increased return on investment.

The magazine aims to have healthcare decision-makers, providers and medical enthusiasts rely on our information to make decisions that will aid them in their practices. Bringing you stories relevant to the South African health landscape.

Mariam Hoosen - Editor

COSTS INVOLVED

# Advertising Rates



# Rates

## FRONT COVER PROFILE

Picture of CEO, caption, featured in contents pages	R 150 000
1 X A4 full colour page advertisement	
3 X A4 full colour pages interview	
Thought Leadership video – online corporate profile	

## SIZE

Premium branding page (next to contents and index)	R 60 000
DPS	R 70 000
Full Page	R 40 000
1 /2 Page	R 25 000
1 /4 Page	R 17 000

## COVER POSITIONS

Outside back cover	R 115 000
Inside front cover (double page spread)	R 100 000
Inside back cover (single A4 page)	R 90 000

## COMPANY PROFILE

1 X A4 full colour page advertisement	R 95 000
2 X A4 full colour page advertorials	
30second video interview	

## WOMEN IN HEALTHCARE

1 X A4 full colour page advertisement	R 95 000
2 X A4 full colour page interview	

All advertising material to be sent digitally to [advertising@oaoinvestments.co.za](mailto:advertising@oaoinvestments.co.za)

Please ensure 'black' text is made up of 100% K (black) and NOT 4 colours (CMYK). No Pantone or RGB colours accepted on artwork.

NB! If a correct proof (chromalin or matchprint), is not supplied, colour quality cannot be guaranteed.

If you are unable to supply finished artwork, an advert can be designed for you at an additional charge.

# Rates

## DIGITAL PACKAGES – WEBSITE

### BANNER ADVERTS

Leaderboard	R 19500
Homepage (300w x 600h)px	R 15 500
Section – Under your industry sector	R12500
Leaderboard on each page	R 30 000

### GIF BANNERS

300w x 600h px	R 21500
600x 900h px	R 25 500

## INTERACTIVE BANNERS

30 second video	R 30000
2 x Corporate profile with 30second video	R 45000
Revolving Banner	R 55000

## ONLINE CORPORATE PROFILE

Online corporate profile	R 65000
1 X A4 full colour page advertisement	
30sec company profile video	
Thought leadership video	R 30000

Bespoke digital packages can also be discussed, should you wish to tailor make your package.

DISTRIBUTION OF  
OAO HealthMag

OAO HealthMag prints 1 000 copies quarterly and distributed to the audience that matters. The magazine is also distributed digitally and resides on our owned digital platforms. We reach the people that count and not count the people we reach.

South African doctors in public and private practise  
Healthcare providers  
Medical funders  
Pharmaceutical companies  
The South African Department Of Health  
CPD symposiums, exhibitions and conferences

**OAO**  
HEALTH MAG

MISSION: TO PROVIDE SPECIALIST HEALTHCARE SOLUTIONS  
THAT IMPROVE THE AFRICAN PATIENT EXPERIENCE

**OAO PUBLISHING**

e: [publishing@oaoinvestments.com](mailto:publishing@oaoinvestments.com)

c: +2787 265 5406

w: [www.oaoinvestments.com/healthcare](http://www.oaoinvestments.com/healthcare)