AMPCo.
Australasian Medical Publishing Company

Product Offering 2027

Engage Australia's doctors with unmatched scale, precision and credibility







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Australasian Medical Publishing Company

Who We Are

Supporting Every Stage of Clinician Engagement

AMPCo enables healthcare organisations to reach and influence Australia's doctors across every stage of the communication lifecycle, from awareness and education through to targeted promotion and ongoing engagement.

Whether your objective is to inform, educate or activate, we provide the tools and access to do it effectively and at scale.

Educate doctors
Deliver disease awareness, treatment updates and clinical best practice

Promote products and services
Run targeted campaigns to specific specialties and segments

Reach verified doctors at scale
Across trusted media and precision channels

Support your sales teams
Enrich CRM, optimise targeting and align marketing with field activity

Communicate critical updates
From regulatory changes to urgent operational notifications

Build ongoing engagement
Through content, events and multi-channel programs.

All delivered through a trusted, compliant and highly targeted connection to Australia's healthcare professionals.

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Our Brands

AMPCo brings together a portfolio of trusted medical brands that connect healthcare organisations with Australia's doctors at scale.

Anchored by long-standing editorial authority and supported by a comprehensive doctor dataset, our brands provide credible environments and powerful reach across the medical profession.

Together, these brands combine trust, reach and precision, and enable meaningful, effective communication with healthcare professionals.

MJA
The Medical Journal of Australia

Medical Journal of Australia
Australia's leading general medical journal

InSight+

InSight+
Our widely read source of medical news, opinion and clinical commentary

MDA
Empowered by AMPCo

Medical Directory of Australia
The leading comprehensive, permissioned database enabling precise practitioner targeting and engagement

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Why Choose AMPCo And When To Do So

OUR REACH EXTENDS TO:

142,000+

Healthcare professionals



60,000+

Newsletter Subscribers

65,000+

Permissioned doctor emails

290,000+

Annual InSight+ users



1.3M+

MJA article downloads annually



80+

Medical disciplines



When to engage AMPCo

Here are some of the practical ways we help our clients reach, inform and engage Australia's doctors across the full spectrum of clinical communication, education and promotion.



1) You want to educate healthcare professionals

AMPCO CAN FACILITATE

- Disease awareness and therapeutic area education
- New treatment/product education (pre- and post-PBS listing)
- Clinical guideline updates and best practice dissemination
- CPD-eligible education (via self-claim)
- Key opinion leader-led thought leadership and expert commentary
- Deep-dive thematic programs (eg, supplements, podcasts, webinars)



2) You want to target a specific audience of healthcare professionals with your promotional campaign

AMPCO CAN FACILITATE

- Product launches (especially PBS listing periods)
- Always-on brand campaigns
- Specialty-specific targeting (eg, cardiologists, GPs, oncologists)
- Multi-channel campaigns (email, display, content)
- Event promotion (webinars, dinners, conferences)

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3) You want further understanding of your data or to increase the effectiveness of your sales force

AMPCO CAN FACILITATE

- CRM enrichment and ongoing data maintenance
- Territory design and optimisation
- Target list creation and segmentation
- Call planning and coverage optimisation
- Sample distribution tracking and compliance
- Aligning marketing campaigns with sales activity

4) You're after market intelligence and commercial insights

AMPCO CAN FACILITATE

- Market mapping by specialty, geography and practice type
- Customer segmentation and profiling
- Campaign performance and engagement analytics
- Audience behaviour insights (content consumption, engagement)
- White space identification (underserved segments/ regions)

5) You need assistance with regulatory, compliance and operational communications

AMPCO CAN FACILITATE

- Medicine recalls and safety alerts
- Supply shortages and back-in-stock notifications
- TGA/PBS regulatory updates
- Practice management updates (eg, billing, compliance changes)
- Public health communications
- Targeted notifications to specific practitioner cohorts

6) You have upcoming events, education programs and professional engagement initiatives to promote

AMPCO CAN FACILITATE

- Webinar recruitment and attendance generation
- In-person event promotion (dinners, conferences, symposia)
- Audience building for ongoing education programs
- Post-event follow-up and re-engagement
- Community building within specialties

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Industries We Support

Supporting healthcare and life sciences organisations worldwide.

- Pharmaceutical companies
- Medical device companies
- Hospitals and health systems
- Universities and research organisations
- Healthcare recruitment firms
- Government and public health agencies
- Disease state organisations
- Medical defence organisations and insurers

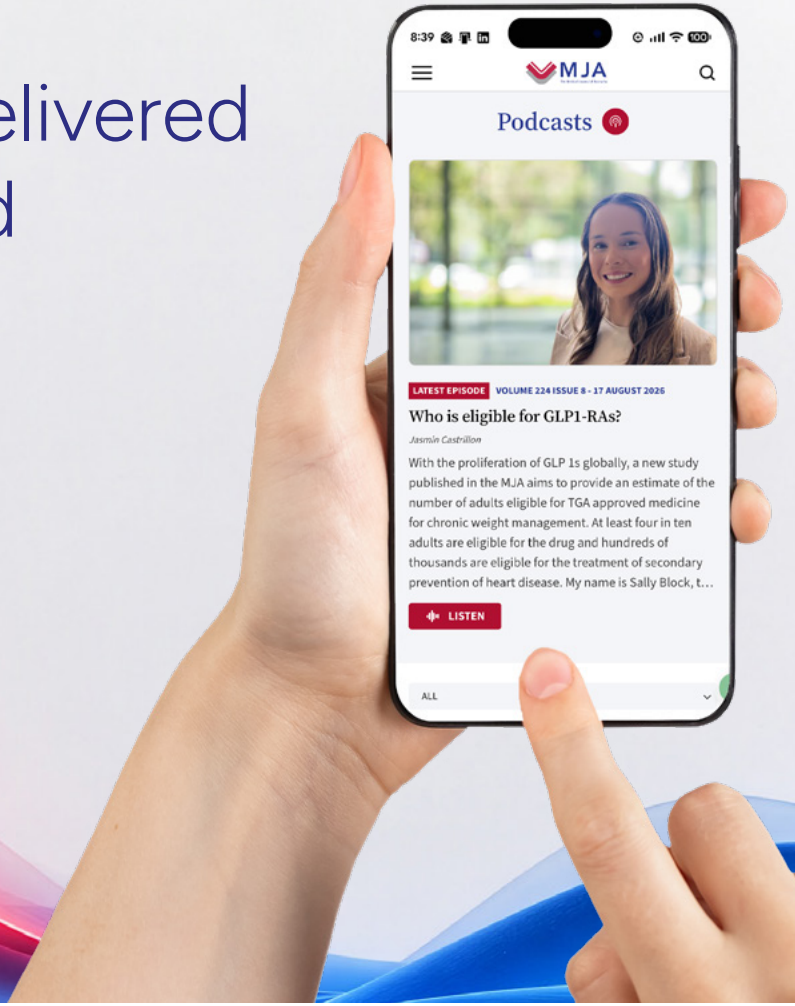
Some of our valued clients:



MJA Podcasts

MJA
The Medical Journal of Australia

Expert voices led by an experienced journalist, delivered by the trusted *MJA* brand



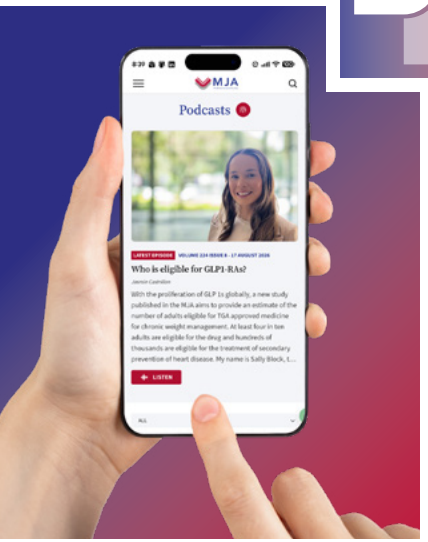
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MJA
The Medical Journal of Australia

What's special about *MJA* Podcasts?

Each *MJA* Podcast offers an interview-style discussion with an experienced journalist, guiding the conversation to ensure engaging and relevant content that is informative and practically applicable to the audience of doctors and healthcare professionals.





Public Podcast Format

- Published across major podcast channels
- Available on the *MJA* Education webpage

OR

Doctors-Only Podcast Format

- Restricted HCP audience
- Registration-gated access
- Targeted clinical engagement

Extended Audience Reach

- Accessible nationwide for two years
- Included in eDMs sent to *MJA* networks
- Optional distribution to AMPCo's database

Targeted Medical Audience

- Reach healthcare professionals
- Segmented audience targeting
- Educational content focus

Sponsor Visibility

- Audio acknowledgments
- Episode branding opportunities
- Promotion across *MJA* ecosystem

Reporting & Insights

- Audience analytics
- Listener engagement metrics
- Campaign performance reporting

58,000+ listeners each year

Available on major podcast platforms

1000+ average listens per episode

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Partner with *MJA* to educate, engage and drive impact

What's included in this partnership?

Your *MJA* Podcast partnership delivers expert-led education and measurable impact. Here is what's included:

End-to-end content coordination	We work with you to provide a topic brief, including proposed interview questions, for consideration by the MJA Editorial Team.
Expert interview recording	Our experienced journalist researches the topic and conducts a 25-30 minute interview with 1-2 subject matter experts.
Publishing to website and podcast platforms	*The MJA* podcast is published for distribution across the major podcast channels (including Spotify, Apple Podcasts and YouTube) and to the *MJA* website, or can be restricted for verified doctors only to access.
Email newsletter distribution	Distributed to *MJA* and *InSight+* audiences via our regular newsletters. For an additional cost, extend your reach with a solus eDM to a targeted audience of your choosing.
Prominent placement of your brand	Client branding featured on the podcast webpage. If a solus eDM is included, your display ads run alongside the content. Acknowledgement within the audio and within the podcast description.
Campaign report/ analytics	After the podcast is released, we report on consumption metrics within an agreed time frame.





How it works

Contract

Formal agreement and deliverables established

Brief

Client provides briefing notes, topic & questions

Coordination

AMPCo plans the podcast, confirms the speaker/s, and brings it all together

Record

An experienced *MJA* journalist records the podcast with the subject matter expert/s

Review

Client reviews the podcast for factual accuracy. Final editorial decisions rest with MJA.

Publish

The podcast is published on the *MJA* website

Report

Performance report; including reach, listener behaviour, and content insights

MJA Webinars

MJA
The Medical Journal of Australia

Align your brand with trusted, live and on-demand clinical education



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MJA
The Medical Journal of Australia

Educate the profession, with the *MJA*'s authority behind you

MJA Webinars provide organisations with a powerful opportunity to engage Australian healthcare professionals through high-quality, evidence-based clinical education.

Delivered within the respected clinical education environment of the *Medical Journal of Australia*, *MJA* Webinars enable sponsors to align their brand with trusted medical content, leading experts, and:

Raise awareness and understanding of a health condition, disease area or broader healthcare topic

Improve clinical knowledge and skills

Build a meaningful connection with GPs, specialists and other healthcare professionals

All with the authority and trust of the *Medical Journal of Australia* behind the message.

Reach up to

65,000

doctors

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Australasian Medical Publishing Company

MJA
The Medical Journal of Australia

What's included in this partnership

Your *MJA* Webinar partnership delivers expert-led education and measurable impact.
Here is what's included:

Editorially-led independent content	You provide the topic suggestion, learning objectives and broad outline for consideration by the *MJA* Editorial Team (ultimate editorial direction, webinar content and selection of featured experts rests with *MJA* Editorial Team)
On-demand availability	On-demand version of the full webinar made available to healthcare professionals on the *MJA* website for 24 months – Extend the reach and impact of your webinar beyond the live broadcast
Precision targeting	Precision targeting of your chosen audience – Our experienced data team work with you to identify the segment for your clinical interest area (or send to all doctors and healthcare professionals, it's up to you!)
Post-webinar report	Post-webinar report with attendance numbers, satisfaction data and key highlights
Survey questions	Submit up to three survey questions for consideration to be included in the pre-/post-survey – Measure and validate the educational impact of your webinar
Questions asked	List of all questions asked in the session provided post-webinar – Deeply understand your audience and the questions they have in your clinical area
Post-webinar email marketing	Post-webinar email to all registrants, sent by AMPCo - include your follow-up educational resources and information, subject to *MJA* editorial approval
Brand visibility	Prominent positioning of your organisation logo
Marketing collateral	Marketing collateral to assist you in communicating with your own network

Partner with *MJA* to educate, engage and drive impact

Collaborate with Australia's most trusted medical journal to deliver high-value education for healthcare professionals.

On-demand access for 24 months

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MJA
The Medical Journal of Australia

What makes *MJA* Webinars so special?

Reach up to **65,000** doctors

LIVE
Interactive webinars

45–60 MINUTE
Educational format

Targeted Medical Audience
Reach a new audience of doctors and healthcare professionals with content tailored to their needs.

Hosted by *MJA* Leadership
Hosted by the *MJA* Editor-in-Chief and delivered LIVE, connecting practitioners with respected experts.

On-Demand Access
On-demand access for registered participants and healthcare professionals who visit the website - extending the reach of this educational opportunity beyond the moment.

Live Q&A Interaction
Live broadcast, enabling Q&A session with attendees during the webinar.

High-Value Educational Content
Extended 45-60-minute webinar format, focused on your clinical area.

Expert Speakers
Features highly-respected experts in the field.

Up to 65,000 doctor invitations
Invitations sent to your chosen audience segment, or to up to 65,000 doctors.

End-to-End Management
AMPCo manages production, speakers, marketing and reporting for a professionally managed experience requiring minimal involvement from your team. You suggest the topic, we handle the rest.

Prominent Sponsor Branding
Your organisation's logo featured prominently.

Reporting & Insights
Comprehensive reporting to demonstrate reach and engagement.



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Australasian Medical Publishing Company





How it works – You suggest the topic, we handle the rest

Topic & timing

You nominate the topic & timing, optionally provide a brief for consideration and any survey questions

Expert commissioning

We engage highly respected experts to feature in the webinar

Audience segmentation

Our data team work with you to identify the best segment to promote the webinar to

Promotion

We market the event with invitations via email and other channels

Live broadcast

MJA Editor-in-Chief hosts the webinar, live Q&A follows expert presentation

Post-webinar communication

Follow-up email sent to registered audience, includes follow-up educational resources + info

Engagement reporting

Post-webinar report with attendance numbers, satisfaction data and key highlights

On-demand access

Webinar is published to *MJA* website for 24 months





What an *MJA* Webinar makes possible

Leverage the *MJA*'s credibility

The *MJA* Editorial Team commissions leading experts to develop and present each webinar, hosts and manages it live, and retains full editorial independence throughout. You nominate the topic; *MJA* controls the content. That independence is what makes this education format credible to a clinical audience - and keeps it compliant. Your brand sits alongside that authority.

Own a clinical area, live

An extended format focused entirely on a single clinical area gives high-value educational content the breathing space to be absorbed, delivered live so practitioners connect directly with respected experts. CPD-eligible education (via self-claim) drives doctor and specialist engagement, boosts attendance and keeps clinicians engaged longer, with viewing time typically between 45–60 minutes.

Reach that lasts beyond the moment

On-demand access for registered participants extends the educational opportunity well past the live broadcast, turning a single event into a lasting educational asset that keeps working on the registered audience over time.

A genuinely hands-off experience

AMPCo manages the whole process end to end - event management, speakers, marketing and reporting - for a professionally managed experience requiring minimal involvement from the sponsor's team. You bring the topic; AMPCo handles the rest.

MJA
The Medical Journal of Australia

Partner with *MJA* to educate, engage and drive impact



Amplify your campaign with these additional opportunities

An *MJA* Webinar works as a central educational showpiece in your content strategy with AMPCo. Build awareness before the live event and sustain the conversation after it by pairing a webinar with other channel opportunities with AMPCo:

InSight+ Special Themed Edition or *MJA* Podcast on the same clinical theme*

or

Accompanying digital display advertising package*

*Additional cost involved

Speak to a member of our team

For a webinar package tailored to your individual requirements, contact your AMPCo representative to discuss how *MJA* Webinars can support your educational and communication objectives.

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MJA Advertising Solutions

MJA
The Medical Journal of Australia

Partner with Australia's leading medical publication
to maximise awareness, engagement and results.



AMPCo.
Australasian Medical Publishing Company



MJA newsletter display advertising

Reach healthcare professionals with Australia's trusted medical publishing platform, the *Medical Journal of Australia*.

Fortnightly *MJA* newsletters (**News Alerts** and **Editor's Picks**) delivered directly to subscribers' inboxes, ensuring strong exposure and engagement.

MJA newsletter delivered to

60,000+

verified doctors

Why Advertise with *MJA*?

Custom Audience Selection

Work with our team to find the right readers.

Specialist Reach

Segment by medical disciplines and interests.

Precision Targeting

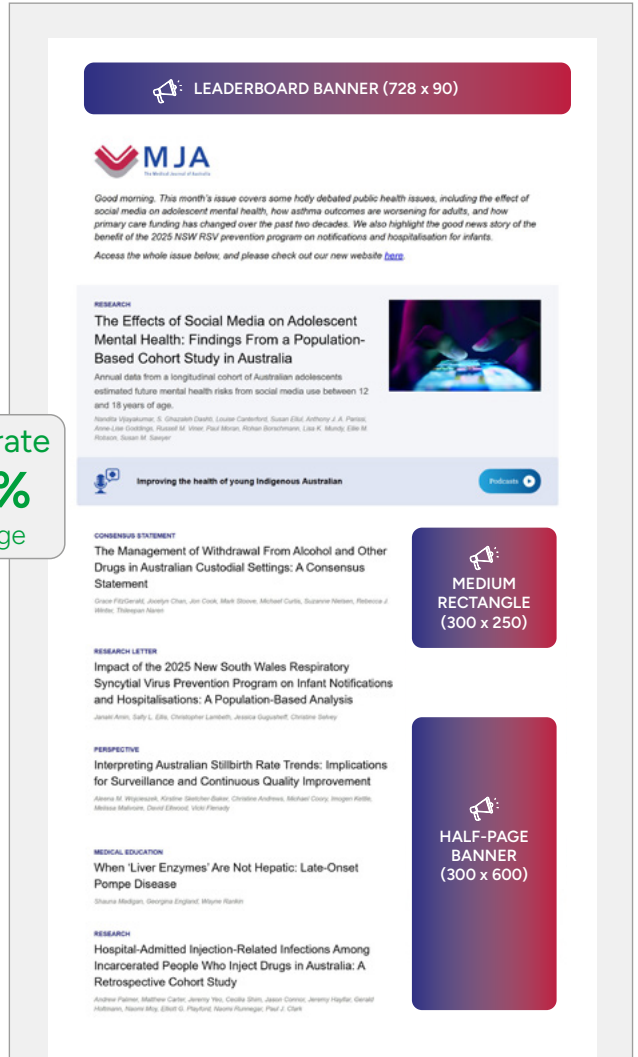
Reach specific specialties, interests and locations.

Campaign Reporting

Post-campaign performance insights and delivery metrics.

Get started with display ads

Reach out to the team to understand your audience segmentation, placement availability, costings, and campaign options.



open rate **49%** average

Why advertisers choose *MJA*

- Peer-reviewed environment
- 100+ years of trust and credibility
- Highly engaged specialist audience



MJA eJournal display advertising

MJA
The Medical Journal of Australia

Whether you're launching a new product, supporting an awareness campaign, or maintaining market presence, *MJA* Advertising options deliver premium visibility to a highly targeted audience of doctors and healthcare professionals.

- Authoritative environment
- Peer-reviewed
- 100+ years of goodwill & trust

MJA newsletter delivered to

60,000+

verified doctors

Why Advertise with *MJA*?

Trusted medical environment

Advertise alongside Australia's leading medical content and reach an audience actively engaged in health education and academic research.

Premium audience access

Connect with thousands of Australian doctors through trusted channels they access regularly for journal articles, research and professional development.

Measurable campaign data

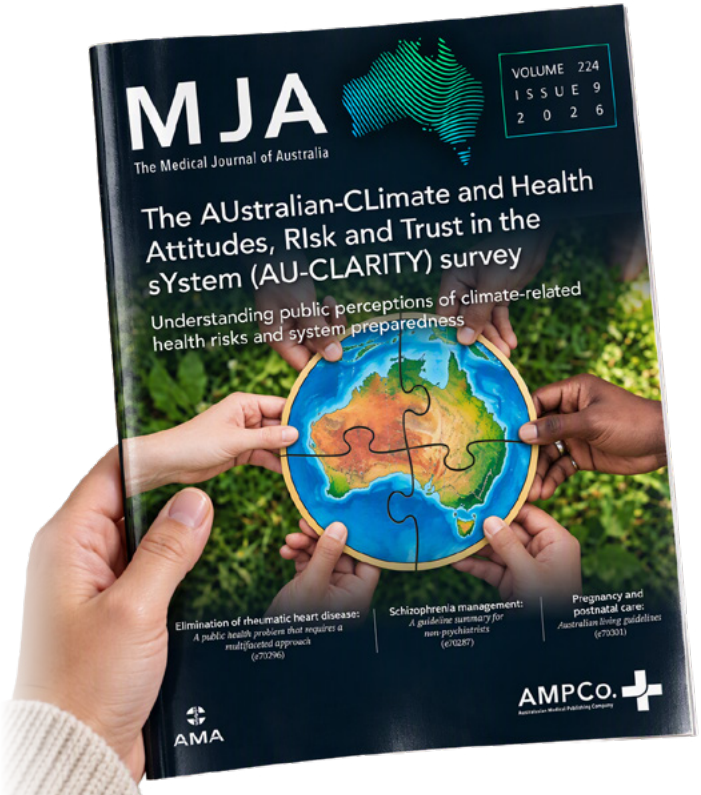
Build awareness with a concentrated campaign delivered during the period most important to your brand, with reach/impressions reported to you.

Get started with display ads

Reach out to the team to understand your audience segmentation, placement availability, costings, and campaign options.

FULL-PAGE
DIGITAL PRINT
(210mm x 276mm)

HALF-PAGE
DIGITAL PRINT
(190mm x 120mm)



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MJA website display advertising

The *MJA* website is a trusted destination for medical news, research, analysis and professional insights, attracting healthcare professionals seeking authoritative information.

Why Advertise with *MJA*?

Continuous Visibility

Unlike email campaigns, website advertising provides ongoing exposure throughout campaign periods.

Multi-Device Reach

Optimised delivery across desktop, tablet and mobile environments.

High-Quality Audience

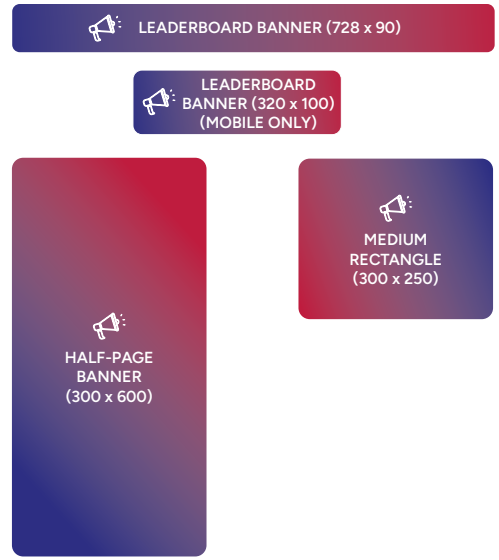
Reach readers actively engaging with medical news, research findings and clinical information.

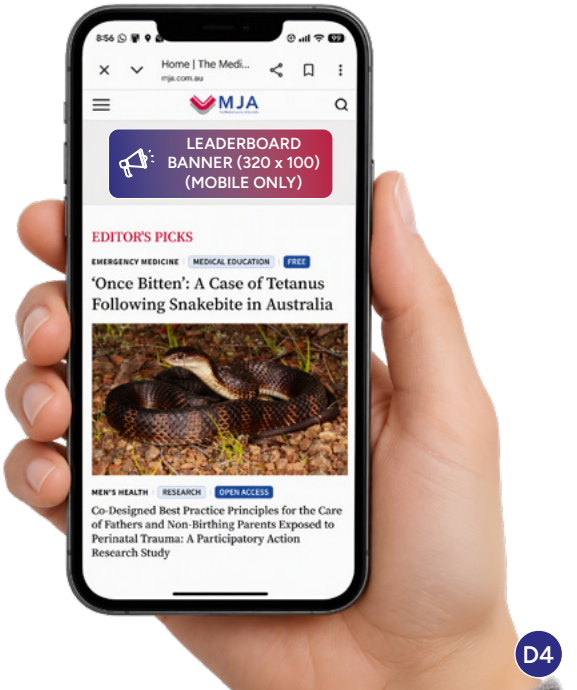
Integrated Campaign Packages

Combine website, newsletter and eJournal placements for maximum impact and frequency.

Get started with display ads

Reach out to the team to understand your audience segmentation, placement availability, costings, and campaign options.





MJA Conference Calendar

MJA
The Medical Journal of Australia

Solutions for medical conferences,
summits, congresses,
CPD updates & scientific meetings



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About the *MJA* Conference Calendar

Leverage the authority and trust in the *MJA* brand for your next medical event.

As one of the most visited and searched for pages on the *MJA* website, a listing in our popular Conference Calendar is an important part of your event marketing plan.

Hosted on mja.com.au, the calendar itself receives 25,000 pageviews annually and listings regularly feature across the *MJA* channels including the website and newsletter.

The *MJA* Conference Calendar has become the go-to independent source for healthcare professionals to understand what medical events are available in Australia and New Zealand.

Promote your events within Australia's trusted medical publishing environment.

Listing your next event

Listing is free for not-for-profits and charities, with a small charge per event for other providers.
All calendar listings must be approved by the *MJA* Editorial Team, prior to inclusion.

Examples of events that can be listed:

Medical Conferences | **Association Summits** | **Congresses** | **CPD Updates** | **Scientific Meetings**

How it works

You provide us with your event details (name, dates, location, website link) → *MJA* Editorial Team approves your listing → Payment (if required) → Your listing is published → Listing stays live until the date of your event



MJA
The Medical Journal of Australia

Extend your event marketing with a cost-effective advertising campaign

Advertise where it matters with the *Medical Journal of Australia*

A limited number of opportunities exist to partner with the *MJA* to expose your brand to Australian healthcare professionals and showcase your event branding alongside the calendar.

What's included

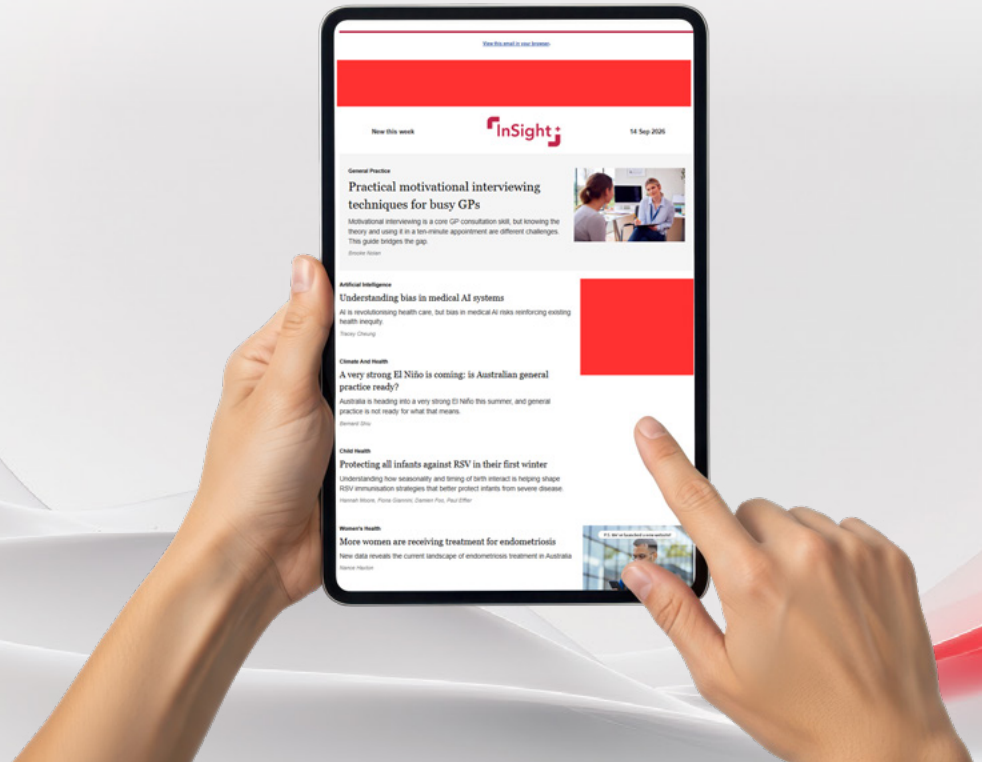
- Three-month display ad placements on the *MJA* Conference Calendar page
- Both Leaderboard and MREC ads included at 100% share of voice
- Include up to five conference listings (for events occurring within the next 12 months)
- Featured placement on the *MJA* homepage for duration of your sponsorship, or until the date of your event (whichever ends earlier)
- Featured placement in *MJA* News Alerts eDM for your conference
- Category exclusivity – No competitor adjacency means maximum visibility and impact

Promote your events within Australia's trusted medical publishing environment.

AMPCo.
Australasian Medical Publishing Company

InSight+ Advertising

Display Advertising and Sponsored Content in *InSight+* Newsletters that precisely target your audience of healthcare professionals



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Display Advertising Options

Our display advertising opportunities allow you to position your brand alongside trusted content in a highly-engaging email newsletter from *InSight+*.

The *InSight+* Weekly Newsletter is Australia's largest circulating medical newsletter, delivering healthcare news, clinical insights, and industry updates directly to healthcare professionals. Our monthly Trending Newsletter showcases the most popular articles from the month.

Precisely target your audience

- Work with our experienced team to narrow who sees your display advertising with a custom audience
- Define the specialties you want to reach, any medical interests, set a geo-targeted radius, and more
- Our precision-targeting approach means you only pay for the audience you're intending to reach
- Your display ads are delivered to verified healthcare professionals only, at a frequency of your choosing
- Receive a post-campaign job impact report on the delivery of your display ad placements

Available display formats

LEADERBOARD BANNER (728 x 90)

MEDIUM RECTANGLE (300 x 250)

HALF-PAGE BANNER (300 x 600)

Get started with display ads

Reach out to the team to understand your audience segmentation, placement availability, costings, and campaign options.

54,000+

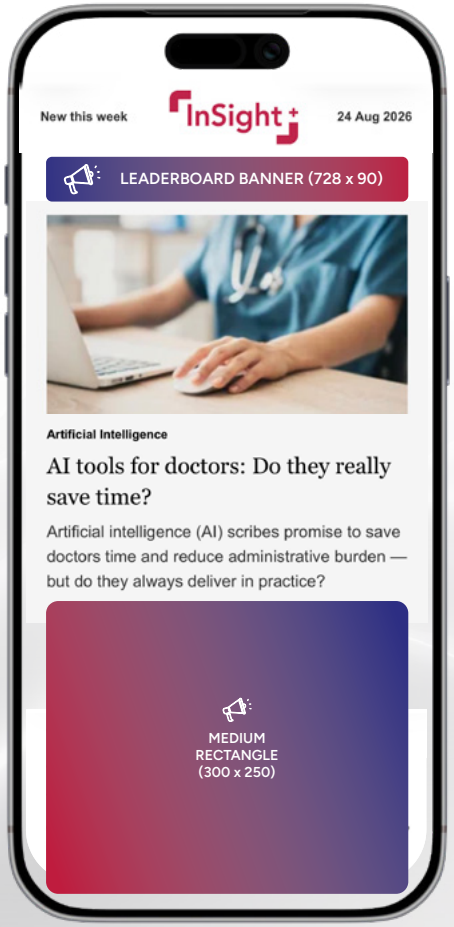
Verified healthcare professionals receive InSight+ Newsletters each week

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Examples of Ad Placements





54,000+

Verified healthcare professionals receive InSight+ Newsletters each week

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Australasian Medical Publishing Company



Sponsored Content

Deliver your message through trusted medical storytelling

Sponsored Content enables organisations to share educational articles, thought-leadership pieces, and industry-focused content directly with the *InSight+* audience of 54,000+ verified healthcare professionals.

Limited to one a week, each Sponsored Content item is prominently positioned in the *InSight+* newsletter, and published to the *InSight+* website. All Sponsored Content is clearly labelled as sponsored and published separately from *InSight+* independent editorial.

Client-Supplied Content

Organisations provide their own article, which is reviewed and approved by AMPCo prior to publication. Content should be developed to engage medical professionals while meeting editorial and compliance requirements.

Includes

- Client-developed content
- Editorial review and approval process
- Newsletter promotion and distribution
- Use of client-supplied imagery

InSight+ Curated Content

Our team works collaboratively with the advertiser to develop a professionally commissioned article, from concept development through to publication. This option provides full editorial support and content creation expertise.

Includes

- Content strategy consultation
- Topic development and editorial planning
- Professional story commissioning
- Content creation and editing
- Client review and approval process
- Image sourcing and management
- Newsletter promotion and distribution



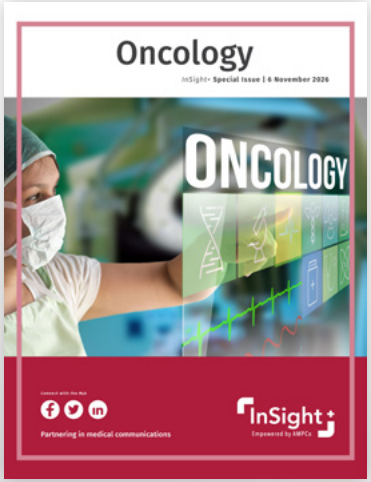
54,000+

Verified healthcare professionals receive InSight+ Newsletters each week

InSight+ Special Themed Editions 2027

Reach 40,000 doctors and align your brand presence to a single clinical theme



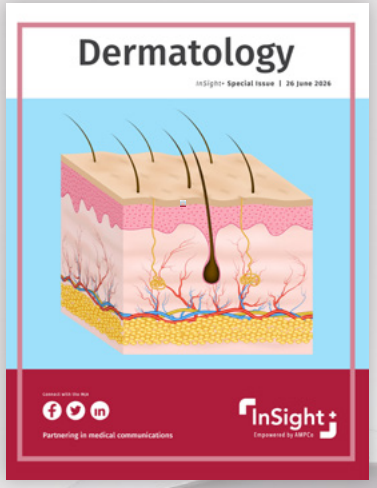


InSight+ Special Themed Editions:

General Practitioner	Paediatrics
Women's Health	Rare Diseases
Vaccination & Respiratory	Oncology
Dermatology	Diabetes/Endocrinology
Skin Cancer	ADHD/Mental Health

Don't see your clinical area listed?
We can work with you to develop editions on specific clinical areas





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Align your brand presence to a single clinical theme

InSight+ Special Themed Editions offer a focused dive into a particular clinical topic. Each edition is curated by the *InSight+* Editorial Team to deliver highly relevant, evidence-based insights for healthcare professionals. Articles are written by our experienced journalists and subject matter experts, offering expert commentary, clinical updates, and perspectives on the issues shaping medicine and healthcare within the topic area of that edition.



THEMED EDITIONS

- Dermatology
- Women's Health
- Oncology
- Mental Health
- Respiratory
- And more

Trusted journalism
Expertly researched and editorially independent

Expert commentary
Articles by leading clinicians and subject matter experts

Clinical updates
Timely insights on evidence, practice and guidelines

Targeted audience
40,000 doctors receive each Special Themed Edition

Evidence-based insights
Quality content that supports informed clinical decisions

About InSight+

InSight+ is the news and opinions publication from the publisher of the *Medical Journal of Australia (MJA)*. Our mission is to inform, engage, and support Australian healthcare practitioners with trusted content that matters to their practice and professional lives.

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What's included in this partnership

Exclusive themed edition sponsorship	Exclusive sponsorship of an *InSight+* Special Themed Edition with four articles focused on the clinical topic
Commissioned article	One commissioned article aligned with your clinical topic features within the issue (written by our highly experienced editorial team or provided by you and approved by the InSight+ Editorial Team). Labelled as sponsored content within the issue
Digital asset	PDF version supplied for sharing through your network
Premium advertising	Two full-page advertisements positioned on inside front cover and outside back cover (or positions of your choosing)
Sponsored newsletter content	One placement of commissioned content within a sponsored *InSight+* Newsletter eDM
100% share of voice	Leaderboard placement reaching 40,000 doctors with no competing advertisers
Campaign timing	Delivery scheduled to align with your campaign calendar
Performance reporting	Post-campaign reporting including engagement metrics and campaign outcomes
Brand visibility	Prominent placement across issue and promotional activity
Audience reach	Access to *InSight+*'s engaged audience of Australian healthcare professionals

40,000
doctors emailed each *InSight+* Special Themed Edition

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InSight+

How it works: Identify the theme best aligned with your product

Why it works

Expert-led content

Thoughtful feature articles written by subject matter experts

Interactive experience

Premium flipbook design

Multi-device viewing

Optimised for desktop or mobile viewing

Transparent reporting

Open and click data provided in a report to you

How it works

1. Choose the theme aligned to your product
2. Confirm campaign timing
3. Provide your advertisement artwork & logo
4. Commission your article and submit for review
5. Our team put it all together
6. Campaign launch

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InSight+ Exclusive Content Partnership

Your alignment with the healthcare news and opinions Australian doctors read and trust



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Align your brand with trusted healthcare journalism and one of four *InSight+* content pillars

A three-month *InSight+* Exclusive Content Partnership offers brands complete coverage around one of four content pillars on the trusted *InSight+* news and opinions platform. Across the website, newsletter and a special themed edition, this partnership is designed to ensure your campaign is highly visible to the *InSight+* audience.

These content pillars, introduced to *InSight+* in 2026, are born from extensive research undertaken by AMPCo to understand the needs and wants of the *InSight+* readership, and represent strong touchpoints available to your brand.

Clinical areas

- Adverse drug reactions
- Allergy
- Anaesthetics
- Antibiotics
- Cancer
- Cardiovascular diseases
- Child health
- Cosmetic surgery
- Dementia
- Dermatology
- Diabetes
- Digestive system diseases
- Eating disorders
- Emergency medicine
- General medicine
- Gynaecology
- HIV
- Haematologic diseases
- Infectious diseases
- Men's health
- Mental health
- Metabolic diseases
- Neurology
- Nutrition
- Obesity
- Obstetrics
- Ophthalmology
- Oral health
- Orthopaedics
- Pain management
- Palliative care
- Parasitology
- Pharmacology
- Pregnancy
- Psychiatry
- Renal disease
- Reproductive health
- Respiratory disease
- Rheumatology
- Screening
- Sexual health
- Substance-related disorders
- Surgery
- Toxicology
- Tropical diseases
- Urology
- Vaccination
- Women's health

Technology & innovation

- Artificial intelligence
- Digital health
- Genetics
- Medical innovation
- Quality of health care
- Research design
- Social media

Medicine & society

- Addiction
- Ageing
- COVID-19
- Climate and health
- Complementary therapies
- Consumer health
- Disability
- Family violence
- Global health
- Health equity
- Health policy
- History and humanities
- Indigenous health
- LGBTQI+ health
- Neurodiversity
- Politics
- Population health
- Prison medicine
- Public health
- Smoking and vaping
- Social determinants of health
- Voluntary assisted dying
- War and conflict

Practice & career

- Doctor wellbeing
- Ethics
- General practice
- Health workforce
- Law
- Medical education
- Medicare
- Physician-patient relations
- Prescribing
- Primary care
- Rural medicine



Engage healthcare professionals on the news and opinion platform they're on

The *InSight+* readership sees a highly engaged audience returning to the *InSight+* website for their independent news and opinions. This partnership unlocks repeated access to this audience with a considered campaign for your brand.

35,000+
Average monthly active users to insightplus.mja.com.au

Your brand sits alongside trusted news and opinions from *InSight+*

1000+
Average pageviews on each article containing your ads

Engaging content drives HCPs to your branded environment

75,000+
Expected impressions on your display ads

Delivered with the same editorial independence as the *MJA*

40,000+
Verified and engaged doctors emailed to launch your *InSight+* Exclusive Content Partnership

About *InSight+*

InSight+ is the news and opinions publication from the publisher of the *Medical Journal of Australia (MJA)*. Our mission is to inform, engage, and support Australian healthcare practitioners with trusted content that matters to their practice and professional lives.

What's included in this partnership?

An *InSight+* Exclusive Content Partnership delivers exceptional brand coverage across the platform:

Exclusive landing page takeover 100% share of voice	Receive exclusive ownership of the dedicated content pillar landing page, ensuring your brand is the sole commercial presence throughout the campaign.
Premium display advertising Always-on visibility across content pillar	Includes 1 MREC and 1 leaderboard placement displayed on the landing page and all articles published within the selected content pillar, delivered at 100% share of voice.
Dedicated launch eDM Reach 40,000 verified and engaged doctors	Dedicated launch eDM sent to *InSight+* audience featuring pillar-related content and your exclusive display ad placements, including 1 MREC and 1 leaderboard at 100% share of voice.
Sponsored content feature Editorially developed or client-supplied	One sponsored content article, clearly labelled as sponsored, included in launch eDM and highlighted on content pillar landing page. Content written by InSight+ editorial team or supplied by you, subject to editorial approval.
Editorial content program Min. 12 editorially independent articles	At least twelve independent editorial articles will be published within the content pillar during the three-month sponsorship period, providing ongoing audience engagement.
Weekly newsletter amplification 12 newsletter article placements	One editorial article from the content pillar featured each week in the *InSight+* newsletter, generating continued traffic and exposure to your advertising placements.
Podcast Exclusive branded content extension	One *InSight+* podcast episode focused on the sponsored content pillar and promoted via the pillar landing page, alongside your display advertising positions.
Targeted follow-up eDM Re-engage interested HCPs	At campaign completion, HCPs who engaged with content pillar during sponsorship period receive additional targeted solus eDM, subject to editorial standards and AMPCo send policy requirements.
***InSight+* Special Themed Edition** Extended content lifecycle	Following the three-month sponsorship period, content is repackaged as an *InSight+* Special Themed Edition and distributed to the audience, providing ongoing visibility and value.



40,000+
Verified doctors emailed to launch your *InSight+* Exclusive Content Partnership



What makes this partnership so special?

Three-month
Campaign duration

Trusted
Editorial content

Multiple
Touchpoints

Trusted editorial content
Position your brand alongside respected, independent healthcare journalism.

Exclusive ownership
Own an entire content category and achieve unmatched visibility within a high-value editorial environment.

Sustained engagement
Multiple opportunities to engage healthcare professionals over time rather than through a single campaign touchpoint.

Prominent sponsor branding
Your organisation's logo featured prominently on sponsored landing page

Reporting and insights
Comprehensive reporting to demonstrate reach and engagement.



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How it works

Choose your content pillar

Select the topic area most closely aligned with your strategic objectives.

Launch the program

Dedicated landing page and launch eDM to 40,000 verified and engaged doctors to introduce the partnership to the audience.

Content publishing

Editorial and sponsored content are published and promoted throughout the three-month period.

Audience engagement

Newsletter placements, podcast and in-house promotion drive traffic and visibility.

Campaign wrap-up

A targeted solus eDM is deployed to engaged healthcare professionals.

Special Themed Edition distribution

Content is packaged as an *InSight+* Special Themed Edition for wider distribution and long-term impact.





What this partnership makes possible

Become the category leader

Associate your organisation with an entire area of healthcare discussion and innovation, and be front-of-mind when doctors are absorbing news on their industry. With the exclusivity of this partnership, you retain 100% share of voice for your ad placements across all news and opinion content in the category.

Reach healthcare professionals repeatedly

Create meaningful exposure through a coordinated mix of content, email and advertising. From the popular weekly *InSight+* newsletter, to a dedicated landing page, and a PDF resource (special themed edition), this multi-faceted approach is designed to cut through the noise and reach healthcare professionals.

Deepen credibility among HCPs

Appear alongside experienced journalism that clinicians trust and engage with regularly. Embed your brand as a genuine supporter of independent medical information.

Create a lasting impact

Transform a three-month campaign into a long-term content asset through the Special Themed Edition distribution at the conclusion of your partnership. This resource offers ongoing discoverability and provides a tangible asset you can point to.

The Exclusive Content Partnership is a three-month campaign that covers a large number of touchpoints.

If you're interested in this **exclusive sponsorship**, or would like more information, speak to our Sales team – contact details are at the end of this document.

MDA
Empowered by AMPCo

Data rental, licensing, and HCP targeting

Segment your campaigns to reach the right doctors, with precision and credibility









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Unmatched scale and capability with the Medical Directory of Australia

MDA
Empowered by AMPCo

The *Medical Directory of Australia (MDA)* is AMPCo's signature data offering of 142,000+ healthcare professionals and 36,000+ medical facilities. Clients can license or rent this data to meet their campaign needs.

As the leading comprehensive, permissioned database enabling precise practitioner targeting and engagement, the *MDA* delivers scale and precision. Detailed doctor data is regularly verified and updated, with the AMPCo data integrity team making over 4,000 changes to practitioner records every day.

Before every send, HCP registration status is checked and verified, resulting in a highly compliant campaign with minimal wastage. Our supportive and experienced operational staff work with you every step of the way to deliver the best outcome for your data rental campaigns.

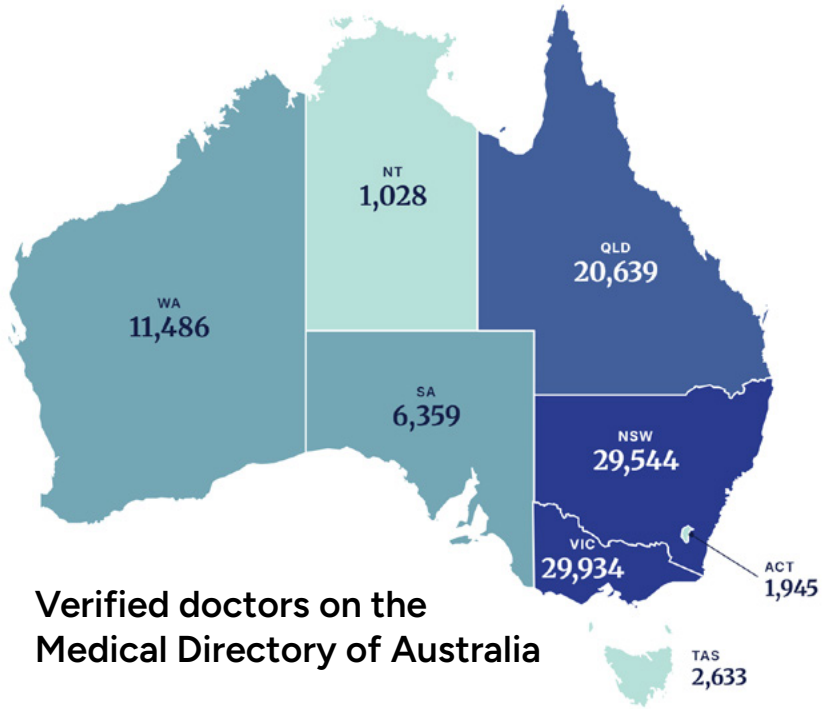
The *MDA* also contains a powerful marketing and research tool, *MDA MasterLink*, that moves past traditional audience segmentation and provides in-depth targeting options.

Targeted campaigns via

Email

Direct mail

Fax



Verified doctors on the Medical Directory of Australia

4,000+
Records updated daily

30+
Targeting parameters

80+
Medical disciplines

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Data rental - Targeted campaigns

MDA
Empowered by AMPCo

Partner with AMPCo to run targeted email, direct mail, and fax campaigns to Australian healthcare professionals. Trusted for over 75 years, the Medical Directory of Australia facilitates access for AMPCo clients to thousands of clinicians around the country.

Our expert team will work with you to deliver campaigns to highly segmented audiences, ensuring you reach the doctors and HCPs you are targeting.

How we can help you reach healthcare professionals:

Targeted Email Campaigns

Send emails to HCPs with your company brand, style and content, hosted by AMPCo. Define your audience segmentation across 80+ specialty disciplines and 30+ variables.

Suits partners looking to distribute educational, clinical, or scientific information.

Targeted Direct Mail Campaigns

Mailouts to accurate, up-to-date physical addresses. We can work with your approved mailing houses or execute a full-service campaign.

Suits regulatory communications, product launches and high-impact engagement.

Targeted Fax Campaigns

High-visibility channel in clinical settings where fax remains operationally embedded. Direct access to verified practitioner fax endpoints.

Suits urgent notifications, regulatory updates and product communications.

142,000+
Healthcare professionals

80+
Medical disciplines

30+
Targeting parameters

4,000+
Records updated daily

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AMPCo provides a 50% discount on the data rental component of mailing data for all registered charities.



Targeted Email

MDA
Empowered by AMPCo

Data rental powered by a permissioned and highly segmented dataset of healthcare professionals, through the *Medical Directory of Australia*. For clients that send a large number of emails, consider an *MDA MasterLink* data licence to access significantly reduced email rates.

The trusted choice for email

For your next clinical/scientific/educational communication, choose the experienced AMPCo team to deliver targeted email broadcasts on your behalf.

- **Solus eDM** campaigns with your company brand, style and content, hosted by AMPCo
- **Highly targeted** campaigns across 80+ disciplines and 30+ segmentation variables
- **Data matching** for inclusion and exclusion using client-provided data
- **Maximise campaign spend** by sending to your precise audience of registered HCPs
- **End-to-end campaign execution** including deployment, optimisation and reporting
- **Sent to the individual doctor**'s email, not a generic practice address
- **Dedicated data integrity team** updates thousands of doctor records every day
- **Email experts** assist you in building your eDM, deliverability, A/B testing and timing

65,000+
Permissioned doctor emails

33%
Average open rates
(this figure *excludes* bot and Apple Mail Privacy opens)

99%
Deliverability

How it works

AMPCo sends your email to verified doctors' individual addresses, selected from the Medical Directory of Australia by specialty, location, and 30+ segmentation variables.

Select audience
Target by specialty, location and more.

→

Supply content
Provide your approved email content.

→

Send and report
We send and share performance results.

Speak to an AMPCo representative for a tailored quote based on your segmentation requirements.

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Targeted Direct Mail

MDA
Empowered by AMPCo

Data rental powered by a permissioned and highly segmented dataset of healthcare professionals, through the *Medical Directory of Australia*.

Supporting you in connecting with doctors

For your next mailout to clinicians, AMPCo can help with precision-targeted physical communications using verified practitioner address data.

- **Branded direct mail** with your company brand, style and content, hosted by AMPCo
- **Accurate** up-to-date practice and mailing addresses across the practitioner base
- **Flexible delivery models** with data provision to mailing houses or full-service execution
- **Suitable for** regulatory communications, product launches, high-impact engagement
- **Integrated with digital channels** to support multi-channel campaigns
- **Dedicated data integrity team** updates thousands of doctor records every day

63,000+
Permissioned HCP addresses

<2%
Return to senders

How it works

Your printed mail reaches doctors and practices you select from the Medical Directory of Australia by specialty, location and practice type.

Select audience
Target by specialty, location and practice.

→

Supply content
Provide your approved printed piece.

→

Dispatch
Mail sent to verified addresses.

Speak to an AMPCo representative for a tailored quote based on your segmentation requirements.

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Targeted Fax

MDA
Empowered by AMPCo

Data rental powered by a permissioned and highly segmented dataset of healthcare professionals, through the *Medical Directory of Australia*.

Your presence in the clinical setting

Fax campaigns represent direct access to verified practitioner endpoints. Fax continues to be a high-visibility channel in practices and hospitals where the channel remains operationally embedded.

- **Branded fax** with your company brand, style and content, delivered by AMPCo
- **Accurate**, up-to-date practice fax numbers across the practitioner base
- **Flexible delivery models** with data provision to mailing houses or full-service execution
- **Suitable for** urgent notifications, regulatory updates and product communications
- **Integrated with digital channels** to support multi-channel campaigns
- **Dedicated data integrity team** updates thousands of doctor records every day

73,000+
Fax numbers

22,000+
Medical practices

90%
Deliverability

How it works

AMPCo sends your fax to practices selected from the Medical Directory of Australia, reaching clinics by specialty and location

Select audience
Choose practices by specialty and location.

→

Supply content
Provide your approved fax document.

→

Distribute
AMPCo sends and reports on delivery.

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Speak to an AMPCo representative for a tailored quote based on your segmentation requirements.

License the MDA data for your campaign initiatives

Licensed access to the Medical Directory of Australia provides comprehensive practitioner details, including practice addresses, with the ability to precisely segment audiences by specialty, location and other attributes. Data can be exported and seamlessly integrated into CRM and marketing systems, with bespoke subscription packages tailored to specific targeting requirements. Importantly, please note that to ensure practitioner privacy, no email addresses are accessible on any MDA data licence.

AMPCo data can be accessed and activated through a range of integration models:

MDA MasterLink - Self-Service Data Platform

Secure, browser-based access to AMPCo's practitioner intelligence, with flexible search, segmentation and export capabilities. Includes practitioner targeting and profiling, institutional mapping (hospitals, universities, practices), and campaign planning and list generation.

MDA Verify - Identity and Credential Verification

Real-time verification infrastructure to confirm practitioner identity and eligibility for restricted access. Includes gated access to clinical or regulated content, platform authentication for verified healthcare professionals, and compliance with industry and regulatory requirements.

MDA Online - Referral lookup tool

Realtime access to doctor practice details. Lookup tool for doctor referrals to specialists. Designed for use by doctors, universities and transcription service providers. Lookup only, no data downloads available.

142,000+
Healthcare professionals

36,000+
Healthcare facilities

Why choose an *MDA MasterLink* data licence?

MDA MasterLink offers secure, browser-based access to AMPCo's practitioner intelligence, with flexible search, segmentation and export capabilities. Includes practitioner targeting and profiling, institutional mapping (hospitals, universities, practices), and campaign planning and list generation.

With an *MDA MasterLink* data licence you can access significantly reduced rates on your email campaign sends. If you send a high volume of emails through AMPCo, adding an *MDA MasterLink* data licence could help stretch your marketing budget, and in addition provide valuable access and insights into your audience.

Reduced email rates

Save on campaigns to your licensed audience

Minimum fee waived

Maximise your campaign spend

How it works

Subscribers search AMPCo's licensed practitioner database online, and build targeted lists using 30+ criteria. Download segments for direct mail campaigns, or engage AMPCo for targeted email marketing.

Search

Filter by specialty, location, language etc

Build campaign

Profile, annotate and save targeted lists.

Download

Use data files for direct mail and marketing.

Speak to an AMPCo representative for a tailored quote based on your segmentation requirements.

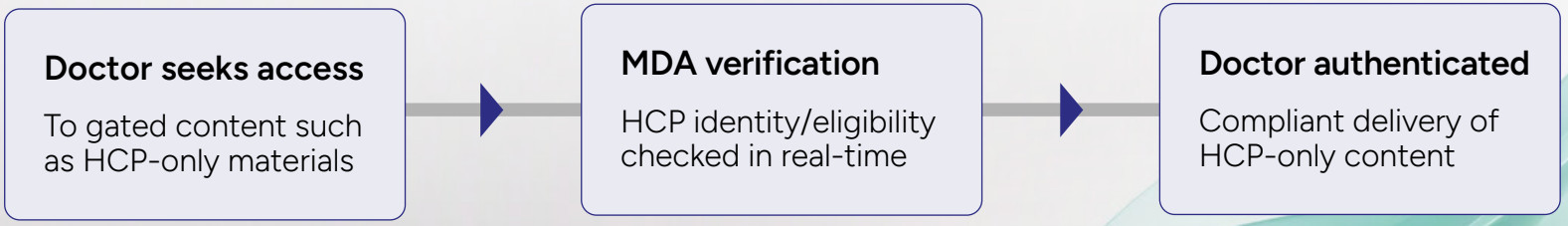
Real-time verification of healthcare professionals with *MDA Verify*

MDA Verify offers real-time verification infrastructure to confirm practitioner identity and eligibility for restricted access. Includes gated access to clinical or regulated content, platform authentication for verified healthcare professionals, and compliance with industry and regulatory requirements.

Verify doctors against the Medical Directory of Australia. For more information on *MDA Verify*, speak to an AMPCo sales representative. Integrate with your existing systems with available API endpoints.

How it works

Your platform checks each user against the Medical Directory of Australia in real time, so only verified healthcare professionals reach restricted content.



Speak to an AMPCo representative for a tailored quote.

MDA
Empowered by AMPCo

Find the right healthcare professional fast with *MDA Online*

MDA Online is the searchable digital edition of the Medical Directory of Australia, giving subscribers access to records for 142,000+ healthcare professionals and 36,000+ healthcare facilities across Australia. Users can search by location, specialty, qualification, medical interest and even languages spoken, to locate GPs, specialists, allied health professionals, pharmacies, hospitals and medical centres. The records are kept current by AMPCo's dedicated data integrity team, who contact practitioners directly, with updates going live as soon as they're confirmed.

MDA Online is a lookup directory for finding and contacting individual practitioners and services, for example for referrals or provider checks. It is not a marketing list or a data download.

Organisations that want to build targeted lists or run campaigns to doctors should use *MDA MasterLink*, or AMPCo's targeted email, fax and direct mail services.

For more information on *MDA Online*, speak to an AMPCo sales representative.

How it works

Subscribers search the Medical Directory of Australia online to find and contact doctors, allied health professionals and health facilities nationwide.

Subscribe

Sign up for online directory access.

Search

Filter by location, specialty, language, etc

Find and connect

View contact details and practice info.

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Speak to an AMPCo representative for a tailored quote.



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