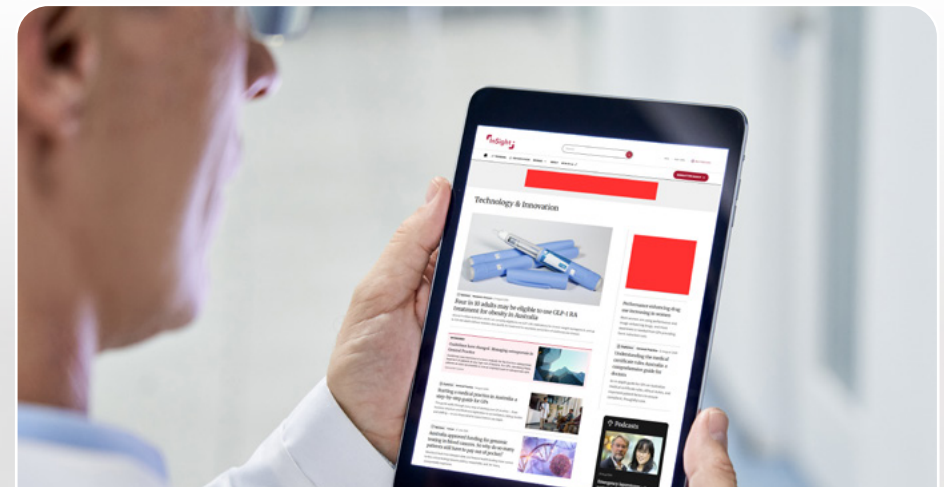


InSight+ Exclusive Content Partnership

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



Launches October 2026

"Technology & Innovation" partnership with a theme focus
on "AI for Doctors" - **Available to secure now!**

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, new 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 	Technology & innovation 	Medicine & society 	Practice & career 
Allergy Anaesthetics Antibiotics Cancer Cardiovascular diseases Child health Cosmetic surgery Dementia Dermatology Diabetes Digestive system diseases Eating disorders Emergency medicine General medicine Gynaecology HIV Hematologic 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 Sexual health Substance-related disorders Surgery Toxicology Tropical diseases Urology Vaccination Women's health	Artificial intelligence Consumer health Digital health Genetics Medical innovation Quality of health care Research design Screening Social media	Addiction Ageing COVID-19 Climate and health Complementary therapies 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	Adverse drug reactions 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 <i>InSight+</i> 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 included in launch eDM and highlighted on content pillar landing page. Content written by <i>InSight+</i> 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 advertisement placements	One editorial article from the content pillar featured each week in the <i>InSight+</i> newsletter, generating continued traffic and exposure to your advertising placements.
	Podcast Exclusive branded content extension	One <i>InSight+</i> 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.
	<i>InSight+</i> Special Edition Extended content lifecycle	Following the three-month sponsorship period, content is repackaged as an <i>InSight+</i> Themed Special Edition and distributed to the audience, providing ongoing visibility and value.

What makes this partnership so special?

40,000+

Verified doctors
emailed to launch your
InSight+ Exclusive
Content Partnership



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.



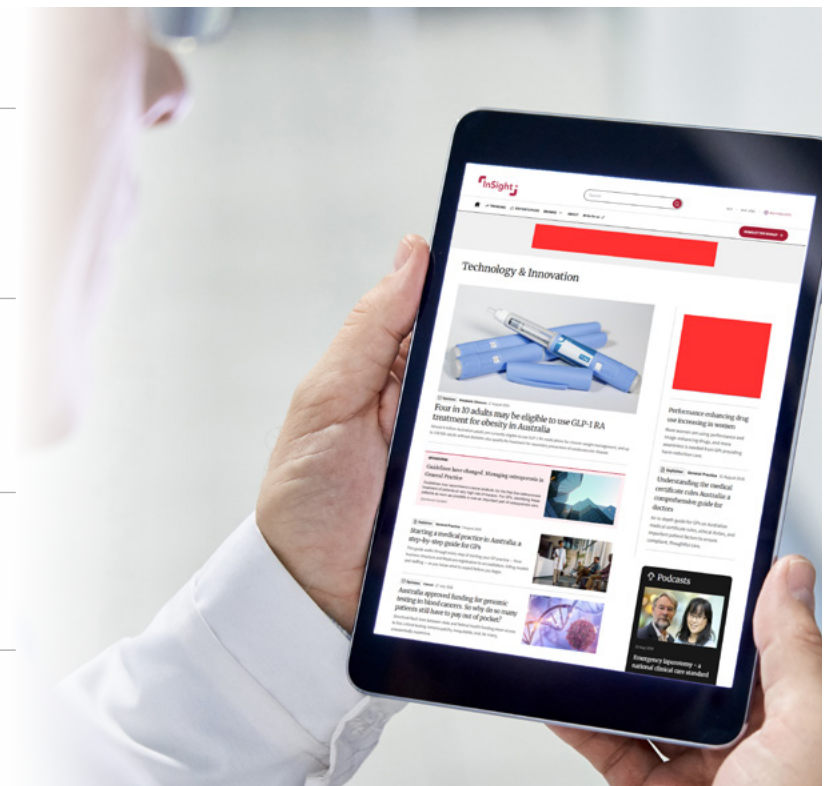
Prominent sponsor branding

Your organisation's logo featured prominently on sponsored landing page

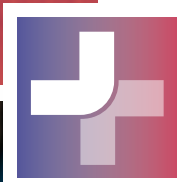
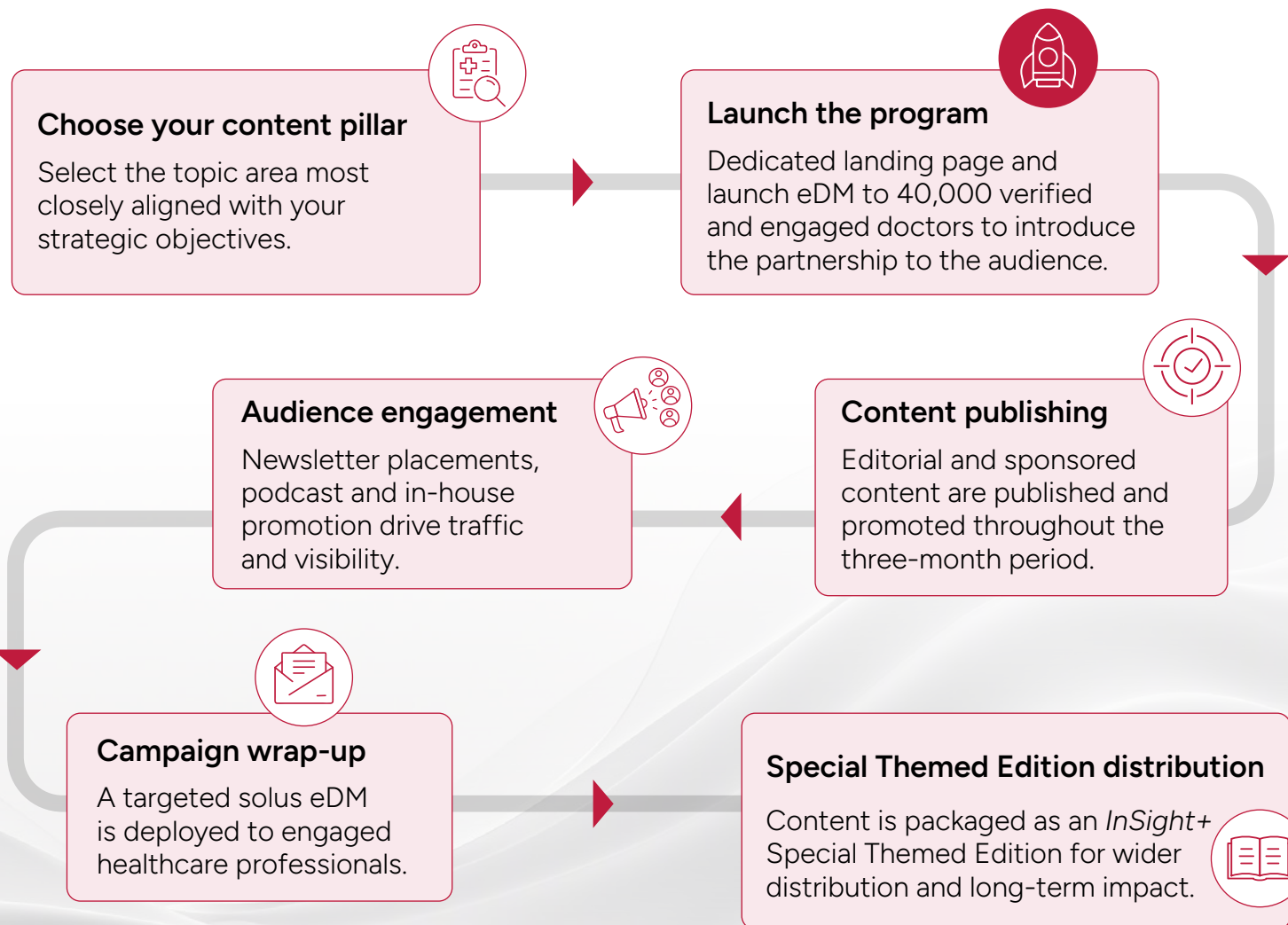


Reporting and insights

Comprehensive reporting to demonstrate reach and engagement.



How it works



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.



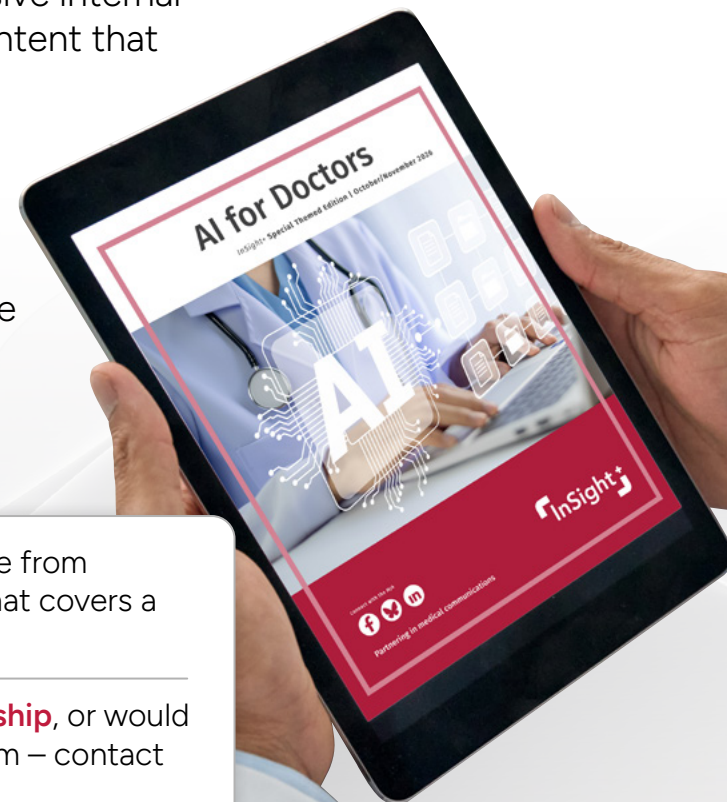
Launch with us in 2026

This brand new offering with *InSight+* will become available from the 1 October, with our first content pillar ready to go for October - December.

Our **Technology & Innovation** content over the past few months has been performing strongly, a result of our extensive internal research and testing into understanding the content that doctors want to consume.

The theme for this partnership, "AI for Doctors", showcases timely and useful information about how AI is evolving in healthcare.

We invite you to leverage the engagement we're seeing on this content area, with an *InSight+* Exclusive Content Partnership.



The Exclusive Content Partnership is available from 1 October, and 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 on the next page.



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