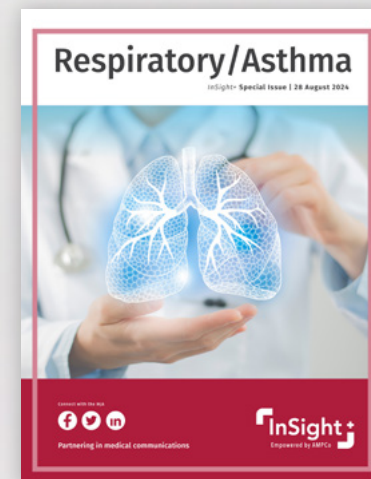
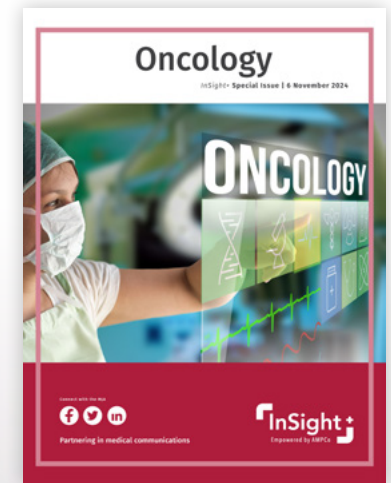
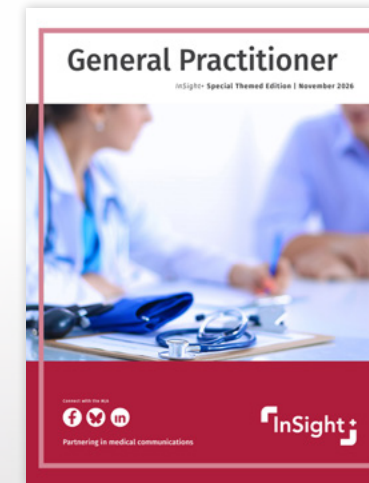


InSight+ Special Themed Editions 2026

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



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

-  Neurology
-  Cardiology
-  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.



What's included in this partnership

	Exclusive themed edition sponsorship	Exclusive sponsorship of an <i>InSight+</i> Special Themed Edition with four articles focused on the clinical topic
	Commissioned editorial 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 <i>MJA</i> team)
	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 <i>InSight+</i> Newsletter eDM
	100% share of voice	Leaderboard placement reaching up to 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 <i>InSight+</i> 's engaged audience of Australian healthcare professionals

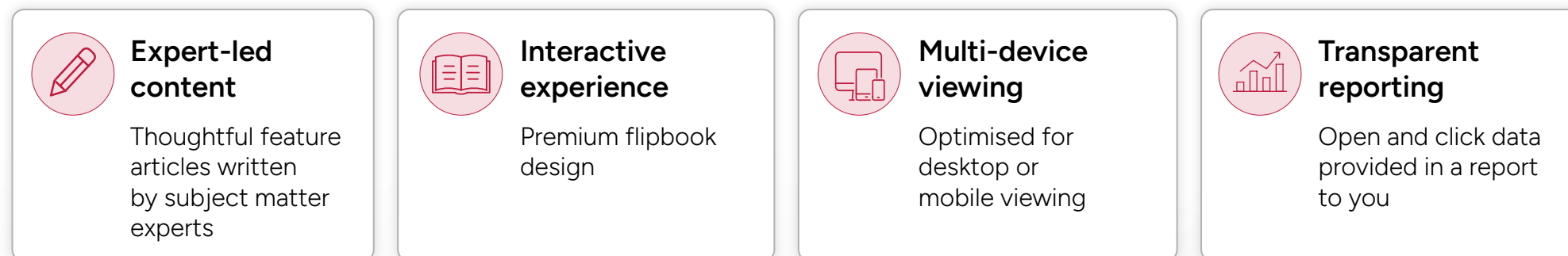


40,000+

Doctors emailed each *InSight+* Special Themed Edition

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

Why it works



How it works





Remaining 2026 Opportunity

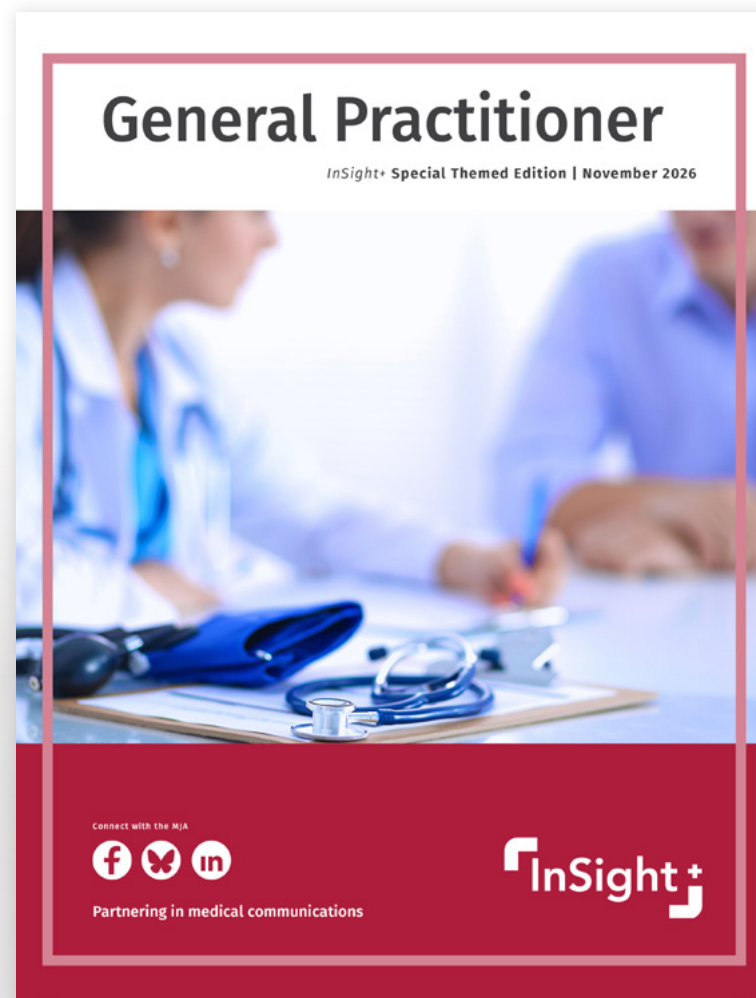
In November, we're preparing our final Special Themed Edition for 2026, focused on providing practical, informative and educational content for **General Practitioners**. This GP edition offers an opportunity to engage with doctors alongside the articles and education that they are seeking most.



This Special Themed Edition provides General Practitioners with a tailored educational resource on a **single clinical topic** that they can read in one sitting.



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.





Magda Dickerson
Head of Sales AMPCo

P. +61 2 9562 6695
F. +61 2 9562 6600
E. mdickerson@ampco.com.au



Tony Young
National Key Account Manager

P. +61 2 9562 6688
F. +61 2 9562 6600
M. +61 411 042 340
E. tyoung@ampco.com.au



Samuel Merlino
National Business
Development Manager

P. +61 2 9562 6639
F. +61 2 9562 6600
M. +61 410 789 791
E. smerlino@ampco.com.au



Danny McCarthy
National Sales Consultant

P. +61 2 9562 6683
F. +61 2 9562 6600
M. +61 434 498 273
E. dmccarthy@ampco.com.au



Geoff Smith
National Sales Consultant

P. +61 2 9562 6680
F. +61 2 9562 6600
M. +61 413 440 174
E. gsmith@ampco.com.au

