

JUTA MEDICAL BRIEF

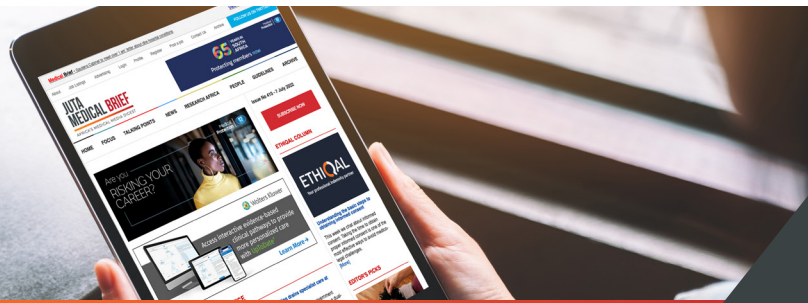
AFRICA'S MEDICAL MEDIA DIGEST

ADVERTISING RATE CARD 2025 *e-newsletter and website*



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.



ADVERTISING RATE CARD 2025

e-newsletter and website

WHY ADVERTISE IN MEDICAL BRIEF?

Medical Brief circulates to almost 50,000 opted-in health professionals each week, of whom 37,000 are registered medical and dental practitioners in the state and private sectors.

Medical Brief also reaches allied medical professionals, senior public servants in provincial and national Departments of Health, executives at medical schemes and private hospitals, and other high value players in the medical, health, pharma and medico-legal sectors.

ADVERTISING OPTIONS

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

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	R11 206	R9 745	R6 927	R6 132	R5 520
3 insertions	Per insertion	R10 083	R8 768	R6 234	R5 520	R4 968
	Contract total	R30 248	R26 304	R18 702	R16 560	R14 903
4 insertions	Per insertion	R9 242	R8 036	R6 027	R5 343	R4 552
	Contract total	R36 969	R32 144	R24 106	R21 373	R18 206
6 insertions	Per insertion	R8 402	R7 305	R5 197	R5 168	R4 137
	Contract total	R50 411	R43 832	R31 184	R31 008	R24 822
12 insertions	Per insertion	R6 721	R5 844	R4 156	R3 674	R3 312
	Contract total	R80 651	R70 132	R49 877	R44 083	R39 741

JUTA MEDICAL BRIEF

AFRICA'S MEDICAL MEDIA DIGEST



ADVERTISING RATE CARD 2025

e-newsletter and website

Medical Brief - Gauteng Cabinet to meet over 'I am' letter about dire hospital conditions [View it in your browser](#)

About Job Listings Advertising Login Profile Register Post a job Contact Us Archive FOLLOW US ON TWITTER

**JUTA
MEDICAL BRIEF**
AFRICA'S MEDICAL MEDIA DIGEST

MASTHEAD
468 X 98 PIXELS

HOME FOCUS TALKING POINTS NEWS RESEARCH AFRICA PEOPLE GUIDELINES ARCHIVE

TOP HEADER
500 X 174 PIXELS

TOP HEADER
500 X 174 PIXELS

NEWS UPDATE

MAIN BODY
500 X 174 PIXELS

Ramaphosa urges action to curb teen drinking after tavern tragedy
President Cyril Ramaphosa has called on **South Africans** to do more to combat under-age drinking in the wake of the **Enyobeni** tavern tragedy in which 21 teenagers died. [\[More\]](#)

Estcourt Hospital staff lugging buckets from tankers for patients' baths
Major water shortages in the area resulted in **Estcourt Hospital** staff in northern **KwaZulu-Natal** having to boil kettles of water in the kitchen which they then decanted into buckets to give patients a warm bath.


Issue No 410 - 7 July 2022

SUBSCRIBE NOW

SIDEBAR
NEWSLETTER
220 X 161 PIXELS
WEBSITE
700 X 500 PIXELS

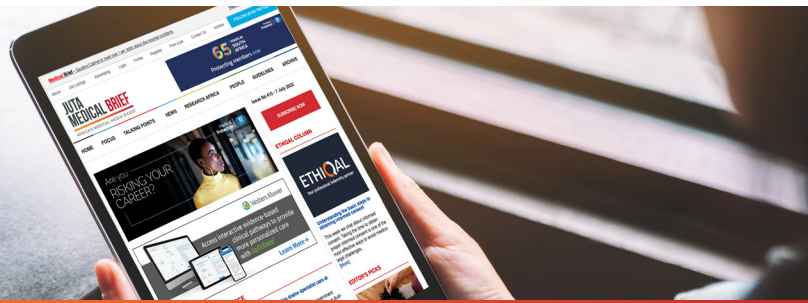
Understanding the basic steps to obtaining informed consent
This week we chat about informed consent. Taking the time to obtain proper informed consent is one of the most effective ways to avoid medico-legal challenges. [\[More\]](#)

EDITOR'S PICKS


Photo: Pexels

Acupuncture relieves chronic headache – Chinese randomised trial

FOOTER
750 X 174 PIXELS



ADVERTISING RATE CARD 2025

e-newsletter and website

SPONSORED EDITORIAL

Specifications

Image and editorial, linked to the full story

Image size

Newsletter: 242 x 173 pixels;

Website: 700 x 500 pixels

JPG, PNG or GIF

Rate (excl. VAT)

R6 132 per placement

SPONSORED EDITORIAL

NEWSLETTER
242 X 173 PIXELS

WEBSITE
700 X 500 PIXELS

Moonlighting drains specialist care at state hospitals

At least a quarter of senior government doctors and specialists are abusing a dual-practice system allowed by the state, by working both jobs at the same time, causing "artificial shortages" at state hospitals.

Photo: iStock

[\[More\]](#)

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

Specifications

Your company logo and vacancy summary, linked to the full advertisement

Logo size

Newsletter/Website: 242 x 100 pixels

JPG, PNG or GIF

VACANCIES

**LOGO SIZE
NEWSLETTER/
WEBSITE**
242 X 100 PIXELS

Moonlighting drains specialist care at state hospitals

At least a quarter of senior government doctors and specialists are abusing a dual-practice system allowed by the state, by working both jobs at the same time, causing "artificial shortages" at state hospitals.

Photo: iStock

[\[More\]](#)

Rates (excl. VAT).	1 insertion	2 insertions	3 insertions	4 insertions (get the 5th one FREE)
Per insertion	R3 061	R2 296	R1 913	R1 531
Contract total	R3 061	R4 592	R5 740	R6 123

NEWS RELEASE

Specifications

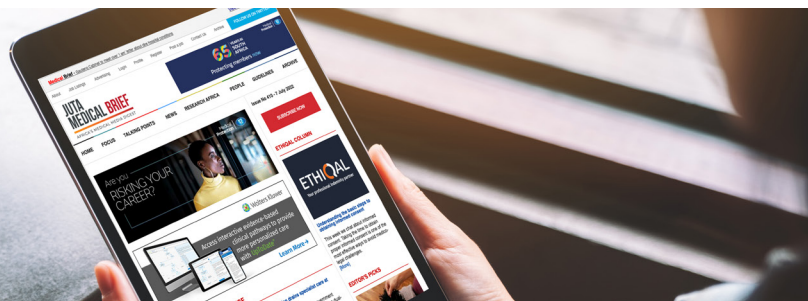
Headline and link. No image

Rate (excl. VAT)

R306 per placement

NEWS RELEASE

Latest hospital accreditations awarded by COHSASA



ADVERTISING RATE CARD 2025

e-newsletter and website

EDITORIAL COLUMN

Specifications

Top sidebar placement comprising image and 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)

R11 113 per placement

The screenshot shows the JUTA Medical Brief website layout. At the top left is the logo 'JUTA MEDICAL BRIEF AFRICA'S MEDICAL MEDIA DIGEST'. To the right is a '65 YEARS IN SOUTH AFRICA' banner with the tagline 'Protecting members now'. Below the logo is a navigation menu: HOME, FOCUS, TALKING POINTS, NEWS, RESEARCH AFRICA, PEOPLE, GUIDELINES, ARCHIVE. The main content area features a large article header 'Are you RISKING YOUR CAREER?' with a photo of a woman in a yellow top. Below this is a Wolters Kluwer advertisement for 'UpToDate' with the text 'Access interactive evidence-based clinical pathways to provide more personalized care with UpToDate'. A 'Learn More' link is provided. On the right sidebar, there is an 'Issue No 410 - 7 July 2022' section with a 'SUBSCRIBE NOW' button, an 'ETHIQAL COLUMN' section, and a 'NEWSLETTER' section with '220 X 161 PIXELS' and a 'WEBSITE' section with '700 X 500 PIXELS'. Below these is a short article snippet titled 'Understanding the basic steps to obtaining informed consent'.

CLASSIFIED

Specifications

Text advertisement

Rate (excl. VAT)

R193 per 50 words

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.

CUSTOM GRAPHIC DESIGN SERVICE

Our Medical Brief Graphic Design Service is tailored for your advertising needs. Our team is dedicated to crafting unique and impactful designs that seamlessly integrate with your digital strategy.

Specifications: Newsletter and Website creatives

Rate per creative (excl. VAT): R913

Includes: 1 x stock image

Client to supply: Please supply copy, high resolution logo and your corporate CI.

ADVERTISING BOOKING FORM

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

CUSTOMER INFORMATION

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

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

Advertisement type	Number of placements		Date/s of placement/s
<input type="checkbox"/> Masthead	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Top Header	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Footer	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Main Body	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Sidebar	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Sponsored Editorial	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Job Advert	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> News Release	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Editorial Column	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Classified	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Custom Design Service	<input type="text"/>	<input type="text"/>	<input type="text"/>

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 CSV Code

PAYMENT OPTION 3

Please debit my Juta account number

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

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.

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

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: