

# 2017 MEDIA KIT

# Rehab & Community Care MEDICINE™

Published by BCS Communications Ltd.  
rehabmagazine.ca

## Reach the Influencers

## Canada's magazine for rehab, geriatric, and home care professionals

A quarterly print and online publication for rehabilitation and home health care professionals, case managers and long-term-care providers, *Rehab & Community Care Medicine* provides daily practice solutions that support positive health outcomes, stress-free care, leading-edge treatment, best practice case management and home health care equipment and self care options.

Our print and digital editions are by request only and recipients' addresses are frequently verified to provide advertisers with direct access to key decision-makers and referral sources.

## Circulation

20,000 copies / Four times a year

### National distribution

**5,950** copies are mailed to community health care professionals including doctors, home care nurses, and home health care and rehab service providers.

**7,000** copies are sent to occupational therapists and physiotherapists.

**3,500** copies are read by case managers, geriatric specialists, diabetes educators, wound care clinicians and vascular access nurses.

**1,550** copies are distributed to discharge planners, long-term-care facilities and retirement home management.

**1,000** copies are delivered to home health care dealers and pharmacists.

**1,000** copies are marked for special mailings.\*

\*For example, every year our issues are distributed in conference kits to delegates at the Canadian Seating and Mobility Conference, and the Canadian Association of Wound Care Conference.

### Provincial breakdown

British Columbia and territories	16%
Prairie provinces	13%
Ontario	58%
Quebec	8%
Atlantic provinces	5%



## Survey Results

*Rehab & Community Care Medicine* delivers key decision makers and referral sources.

**98.5%**

agree that RCCM content helps them in their daily practice.

**Over 95%**

regularly recommend a variety of home health care products and services.

**24**

Number of weekly client visits by RCCM readers.

**95%**

share their copy with other health care professionals.

**75%**

save copies of the publication for future reference.

### Recent article topics include

- Wound and skin care
- Bariatrics
- Pressure ulcer management
- Nutrition
- Seating and mobility
- Compression therapy

# Rehab & Community Care

MEDICINE™

Published by BCS Communications Ltd.  
Visit [rehabmagazine.ca](http://rehabmagazine.ca)



**CIRCULATION:** 20,000 nationally (Plus digital editions on-line)

**ISSUE DATES:** Spring, Summer, Fall, Winter

## 2017 ADVERTISING DEADLINES

Issue	Ad Space	Material Due Date
Spring	Feb. 19	March 1
Summer	May 27	June 7
Fall	Aug. 15	Aug. 24
Winter	Nov. 9	Nov. 18

## TECHNICAL REQUIREMENTS

### DIGITAL REQUIREMENTS:

**PLEASE SUBMIT PRESS PDF files for advertising.**

• Digital files must be submitted at their proper final size (according to *Rehab & Community Care Medicine* page specifications) with crop and bleed marks, if required. All files must be saved in either greyscale or CMYK (not RGB or Index) with a minimum resolution of 350 dpi. Any alterations required to make files work according to our specifications will be charged to the advertiser. There would also be a fee of \$50 added for quality control (per advertisement submission) if advertisement size/resolution are incorrect.

• Please send all advertising material or download links to [caroline@bcsgroup.com](mailto:caroline@bcsgroup.com).

• A colour proof generated from the file(s) in order to guarantee final print accuracy would be beneficial to the advertiser to ensure no additional costs will be incurred. This should be sent in advance of publication date to [caroline@bcsgroup.com](mailto:caroline@bcsgroup.com).

- Printing Process: Offset
- Binding: Saddle Stitch
- Halftone screen: 350 line.

## ADVERTISING RATES\* (all rates are 4 colour)

	1-2 Issues	3-4 Issues
Full Page	\$4,355	\$3,740
2/3 page	3,640	3,115
1/2 page	3,125	2,695
1/3 page	2,745	2,385
1/4 page	1,525	1,290

### COVERS:

Inside Front or Inside Back Cover	\$6,800	\$6,400
Outside Back Cover	7,500	7,050

Please note: A \$50 quality control fee will be applied to new ad material.

### PREPARING FILES:

• Crop and bleed marks **MUST** be included on your PRESS-READY PDF, along with the file name and is 4-colour with a minimum resolution of 350 dpi.

• If sending a PRESS-READY PDF or DOWNLOAD LINK, via email please state that the file is PRESS-READY.

**EMAIL:** Please send all advertising material to: [caroline@bcsgroup.com](mailto:caroline@bcsgroup.com). When sending, please specify your company name, the ad name and that your ad is to be placed in *Rehab & Community Care Medicine*.

## MECHANICAL REQUIREMENTS

Unit	Wide	Deep
Full page (trim)	9"	10 <sup>7</sup> / <sub>8</sub> "
2/3 page	5"	9 <sup>3</sup> / <sub>8</sub> "
1/2 page horizontal	7 <sup>1</sup> / <sub>2</sub> "	4 <sup>7</sup> / <sub>8</sub> "
1/2 page vertical	3 <sup>5</sup> / <sub>8</sub> "	9 <sup>3</sup> / <sub>8</sub> "
1/3 page vertical	2 <sup>3</sup> / <sub>8</sub> "	9 <sup>3</sup> / <sub>8</sub> "
1/3 page square	5"	4 <sup>7</sup> / <sub>8</sub> "
1/4 page	3 <sup>5</sup> / <sub>8</sub> "	4 <sup>7</sup> / <sub>8</sub> "

Add 1/8" allowance on all sides for bleed positions.

**MAIL/COURIER:** Please address all advertising material to:

Caroline Tapp-McDougall, BCS Communications Ltd.,  
255 Duncan Mill Road, Suite 803, Toronto, Ontario M3B 3H9

## WEBSITE BANNER (HOMEPAGE)

1 month	\$225
3 months	\$605
6 months	\$1,115

\* Agency commission of 15% of gross billing is allowed to accredited advertising agencies only. Commission is not allowed on mechanical charges, printing of inserts or classified ads. Black and white ads are charged at colour rates minus 15%.

## RCCM Reader Survey Results

The new RCCM Reader Survey of subscribers was taken from questionnaires faxed back to us as well as surveys completed online.

### Our readers from coast-to-coast tell us that:

**95%**  
share their copy with colleagues

**+98%**  
found our content **helpful** in their daily practice

**41%**  
spent **more** than 30 minutes reading the magazine

**98%**  
found the magazine **educational & informative**

**4x**  
Readers **share** their copy with 4 colleagues

**75%**  
of readers **save** their copy for reference

### RCCM is available in print and online by request.



**Multiple readers per copy: 4**  
**Readership: 80,000+** per issue

**Online monthly visits to rehabmagazine.ca 15,000** per issue

**Total exposure per issue: 95,000 Readers**

### RCCM readers consult, advise and recommend products & services to their clients:

**Individual client visits each week: 24**

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**Total client visits on average: 1.92 million\*** each week

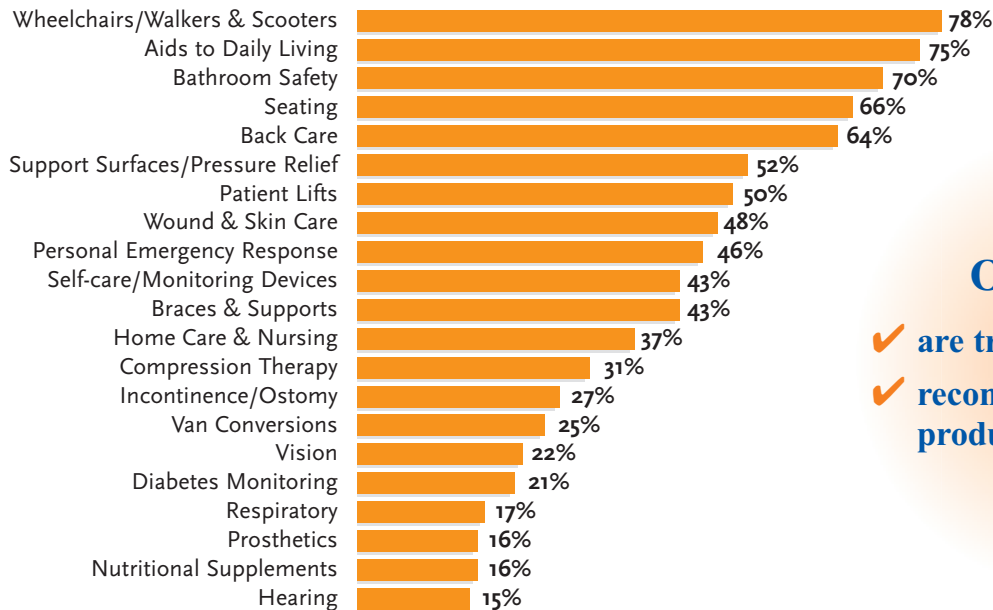
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**RCCM readers make 15,600,000\*** client visits per year

\* includes repeat visits

## RCCM Reader Survey Results:

### Q. Which products do you identify a need for or recommend?



### Our readers:

- ✓ are trusted referral sources
- ✓ recommend hundreds of products each year

### Comments from health professionals about RCCM magazine

*"It is an excellent magazine. There are always practical suggestions, ideas, solutions or information that can be put to use in my clinical setting."*

—A.C., OT, Barrehead, AB.

*"I am an occupational therapist working in homecare and there are many applicable articles that appear in RCCM."*

—S.S., OT, Calgary, AB.

*"I am a home health care manager, so the information is great when trying to find/help with products for our clients."*

—S.T., Cambridge, ON.

*"Yes, I reference many articles at insertives and to my clients."*

—J.S., RN, CCHN(c), Winnipeg, MB.

*"Excellent resources and practical articles."*

—M.G., PT, Bolton, ON.

*"I find latest developments in rehab equipment and Rx procedures."*

—K.A., OT, Stratford, ON.

*"I like how it discusses up-to-date issues with regards to community care and home care products other magazines hardly mention."*

—N.B., RN, Dundas, ON.

*"Very relevant to community therapists."*

—R.H., OT, Toronto, ON.

*"I use many of the educational articles with clients."*

—J.C., OT, Vancouver, BC.

*"I am employed at a rehab hospital and I look forward to each copy."*

—B.S., RN, Kitchener, ON.

*"Love it!"*

—M.L., OT, Cornwall, ON.

*"Articles are quick and informative; thanks for a great magazine."*

—P.A., OT, Toronto, ON.

*"Extremely informative and relevant topics to my practice; easy to understand, interesting."*

—F.L., OT, Toronto, ON.

*"I enjoy reading on different products. Very good literature on other articles."*

—S.S., RPN, Hamilton, ON.

*"Even articles that are outside my area of practice are a great resource. Authors are possible contacts for networking and knowledge."*

—M.D., OT, Winnipeg, MB.

*"I like the community focus and equipment updates."*

—A.G., OT, Owen Sound, ON.