



Australia *

Hong Kong

Indonesia

Malaysia

New Zealand**

Philippines

Singapore



Medical TRIBUNE

Medical Tribune: Asia's only regional medical newspaper

First published in 1983 as **Asian Medical News**, **Medical Tribune** has evolved into a popular and well-read newspaper, available both in print and online. Doctors turn to **Medical Tribune** for the latest local, regional and international medical news. Reports on current diseases, treatment trends and clinical developments are also regularly featured, making **Medical Tribune** a cover-to-cover read for doctors.

www.medicaltribune.com

Audience & frequency of reach

Medical Tribune is published on a bi-monthly or monthly basis, depending on country, and reaches 37,000 general practitioners and specialists in Asia.

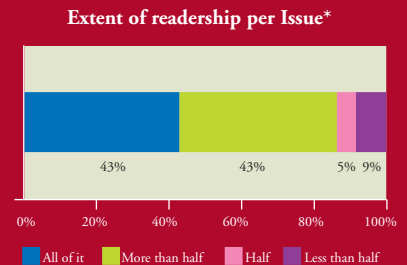


Hong Kong	6,000	12x
Indonesia	8,000	12x
Malaysia	10,000	23x
Philippines	9,000	12x
Singapore	4,000	12x
Total high-prescribers	37,000	

Why **Medical Tribune** should be an integral part of your media schedule

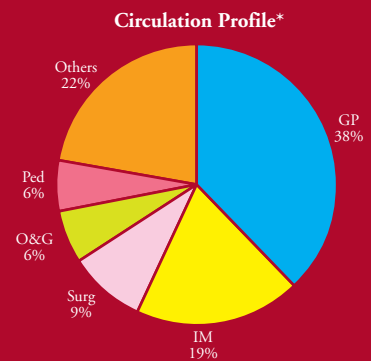
Proven Readership

Whatever the doctor's interests or needs, **Medical Tribune** covers the entire spectrum of medical specialties, encouraging focused, in-depth reading.



Widest Reach of Target Audience

Medical Tribune has the largest audience of any medical newspaper in Southeast Asia, with a circulation of 36,500. Active high prescribers, primary care physicians and specialists alike, read every issue of **Medical Tribune**.



Highly Credible

Asia's only regional newspaper, **Medical Tribune** is an accredited source of continuing medical education (CME)*. Delivering the most relevant clinical information as well as reports on the latest scientific symposia, **Medical Tribune** both informs and educates.



Relevant and Up To Date

Issue to issue, **Medical Tribune** brings timely medical news to healthcare professionals, keeping them up to date with the latest developments and trends.



High-impact Advertising

The large tabloid page format of **Medical Tribune** provides advertisers with lots of space to highlight their products' benefits and to capture the reader's attention.



content

News

This section highlights groundbreaking research and innovations, and charts the development of major healthcare issues in local and international settings. Our writers draw upon a comprehensive network of medical professional contacts to ensure the accuracy and integrity of each article.

Forum

Each month, the editor invites a renowned key opinion leader to author an opinionated commentary on an extensive range of issues covering a variety of specialties.

In Practice

In addition to news coverage and feature articles, **Medical Tribune** delivers clinically relevant continuing medical education (CME) - style content authored by top regional specialists for a general practitioner audience.

Medical Technology/IT

Since biotechnology, information technology and the application of robotics have an increasingly dramatic and rapid impact on the practice of medicine, **Medical Tribune** provides a special emphasis on these high-tech sectors.

Conference Coverage

Medical Tribune's Industry News section provides the pharmaceutical and other allied healthcare industries with an opportunity to guarantee independent coverage of sponsored events.

Special Feature

Medical Tribune writers around the region collaborate to gather the contrasting viewpoints of experts in different countries on evocative current medical issues. These Special Features offer remarkable insight into the cultural, political and social diversity of Southeast Asia.

After Hours

As the name suggests, this column provides **Medical Tribune** readers with much needed light reading. After Hours features holiday destinations around the world and suggests a range of activities for outside of working hours.

Calendar

Our conference calendar lists the venue and contact details for notable regional and international medical events in the forthcoming month.

Local Country Focus

With reporters in Hong Kong, Indonesia, Malaysia, Philippines and Singapore, **Medical Tribune** is able to provide local news to our readers.

Antidepressants & migraine drugs don't mix

By Steve Hill
T... a recent study of migraine drug use in the United States shows that patients who take antidepressants are more likely to use migraine drugs. The study, published in the *Journal of Clinical Pharmacy and Therapeutics*, found that patients who take antidepressants are more likely to use migraine drugs. The study, published in the *Journal of Clinical Pharmacy and Therapeutics*, found that patients who take antidepressants are more likely to use migraine drugs.



Autism linked to brain defect

Study findings may predict dengue outbreaks

By Steve Hill
T... the study of dengue outbreaks in Singapore shows that the number of cases is linked to the number of mosquitoes. The study, published in the *Journal of Clinical Pharmacy and Therapeutics*, found that patients who take antidepressants are more likely to use migraine drugs.



Bitter shock for chocoholics

By Steve Hill
H... a new study shows that eating chocolate can help reduce stress. The study, published in the *Journal of Clinical Pharmacy and Therapeutics*, found that patients who take antidepressants are more likely to use migraine drugs.



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news

after hours

MT | AFTER HOURS

Athens - a heady mix of ancient and modern

A contrast of old and new, Athens charms visitors with its heritage and culture. Gina Ching Chua takes a tour of this historical city to find out where the appeal lies.



Aerial view of the Acropolis of Athens and the city of Athens.

ATHENS ON MY MIND

If you're in Athens on a Monday, you'll find the city in a state of confusion. The streets are filled with people, and the air is thick with the smell of exhaust. The city is a mix of old and new, and it's a heady mix of ancient and modern.

PLAYING IN ATHENS

If you're in Athens on a Monday, you'll find the city in a state of confusion. The streets are filled with people, and the air is thick with the smell of exhaust. The city is a mix of old and new, and it's a heady mix of ancient and modern.



A classical building facade in Athens.



A classical building facade in Athens.



A classical building facade in Athens.



A classical building facade in Athens.

Debate continues over TCM in rheumatology

By Steve Hill
T... the debate over the use of traditional Chinese medicine (TCM) in rheumatology continues. The study, published in the *Journal of Clinical Pharmacy and Therapeutics*, found that patients who take antidepressants are more likely to use migraine drugs.



A person holding a bottle of medicine.

Statins a safer choice for pediatric SLE

By Steve Hill
T... the use of statins in pediatric systemic lupus erythematosus (SLE) is a safer choice. The study, published in the *Journal of Clinical Pharmacy and Therapeutics*, found that patients who take antidepressants are more likely to use migraine drugs.



A person in a hospital bed.

conference coverage

Calendar of events for the conference, including dates and locations for various sessions.

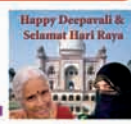
Asian Rheumatology 'Facing The Challenges' 2006. 1-5 August 2006, Kuala Lumpur, Malaysia. www.apilar2006.com. Official Media Partner: MIMS, MEDICALS PROGRESS, ASIAN TRIBUNE.

forum

MT | FORUM

'Quality practices in healthcare pay dividends'

By Steve Hill
T... the provision of healthcare, in particular eye care, is an increasingly service-driven industry. Customers - or more accurately, patients - are now the recipients of a 'product', which in this context is improved vision.



Happy Deepavali & Selamat Hari Raya

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Medical TRIBUNE

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SPECIAL FEATURE

By Steve Hill
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A person holding a child.

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special feature

Medical Tribune captures the pulse of Asia and the world. It doesn't miss a beat.

calendar

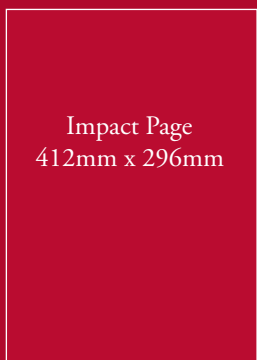

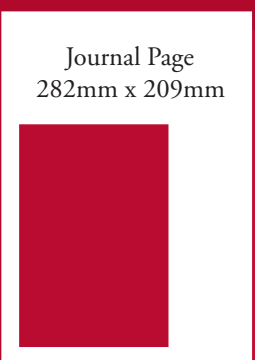
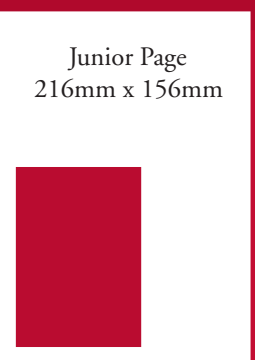
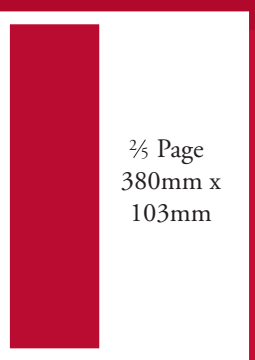

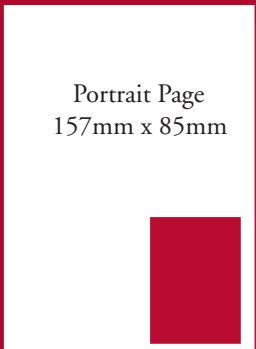
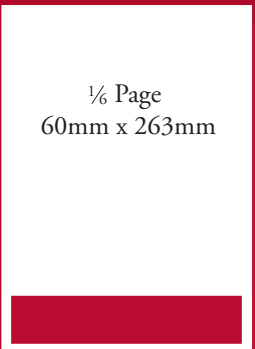
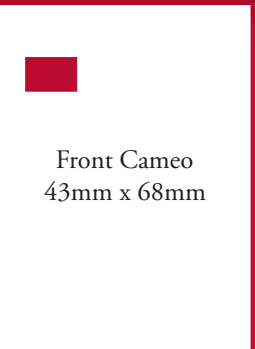
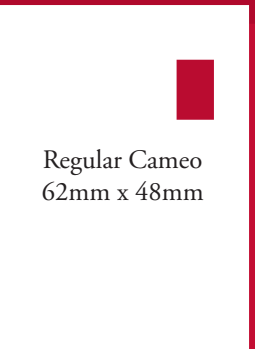
publication schedule

Issue	Ad closing	Ad material deadline
January	November 25	December 15
February	December 20	January 15
March	January 26	February 15
April	February 28	March 16
May	March 26	April 16
June	April 20	May 15
July	May 25	June 15
August	June 25	July 16
September	July 25	August 15
October	August 27	September 17
November	September 25	October 15
December	October 26	November 16

Note: Allow 15 additional working days for advertising materials requiring colour separation.

ad size specifications

Trim size: 406 mm x 290 mm

<p>Impact Page 412mm x 296mm</p> 	<p>½ Impact Page 190mm x 263mm</p> 	<p>Journal Page 282mm x 209mm</p> 	<p>Junior Page 216mm x 156mm</p> 	<p>¾ Page 380mm x 103mm</p> 
<p>⅓ Strip Page 120mm x 263mm</p> 	<p>Portrait Page 157mm x 85mm</p> 	<p>¼ Page 60mm x 263mm</p> 	<p>Front Cameo 43mm x 68mm</p> 	<p>Regular Cameo 62mm x 48mm</p> 

Note: Impact page specifications include 3mm bleed allowance on all sides.

digital ad specifications

- Medical Tribune is produced 100% computer-to-plate. Digital data is now the standard for all ad submissions. High-resolution PDF file is preferred but ads created using the following software are also accepted:
 - QuarkXpress®
 - Adobe Illustrator®
 - Adobe InDesign®
 - Adobe Photoshop®
 - Macromedia Freehand®
 - CorelDraw®
- Files must be self-extracting archives if compression software is used.
- All files must be in CMYK format only (i.e. standard process colours).
- Adobe Photoshop® files must be saved as EPS or TIFF at a resolution no less than 300dpi at actual printed size.
- All screen and printer fonts must be included.
- Total colour density must not exceed 300% with one solid only.
- All ads submitted must be accompanied by a digital proof that matches the supplied art/image, and is pulled from the same file.
- Each submission must be clearly indicated with the contents, names of application(s), version(s), filenames and description.

Note: Any live material type intended to print should be held at least 1/2" (1.3 cm) from top, front bottom and back edges.

contact details

Hong Kong (852) 2559 5888 • **Indonesia** (62 21) 7289 5189 • **Malaysia** (603) 7954 2910

Philippines (632) 886 0333 • **Singapore** (65) 6223 3788

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Media Solutions for Healthcare Information Needs.**

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