

# JUTA MEDICAL BRIEF

AFRICA'S MEDICAL MEDIA DIGEST

## ADVERTISING RATE CARD 2026

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.



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### WHY ADVERTISE IN MEDICAL BRIEF?

Medical Brief circulates to almost 48,000 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 both the e-newsletter and on the website.

**Please supply a valid URL along with your banner.**

**Rates (excl. VAT). Images: JPG, PNG or GIF**

|                      | SIZE                  | MASTHEAD             | TOP HEADER            | FOOTER                | MAIN BODY             | SIDE BAR              |
|----------------------|-----------------------|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|                      | Newsletter            | <b>468x98 pixels</b> | <b>500x174 pixels</b> | <b>750x174 pixels</b> | <b>500x174 pixels</b> | <b>220x161 pixels</b> |
|                      | Website               | <b>468x98 pixels</b> | <b>500x174 pixels</b> | <b>750x174 pixels</b> | <b>500x174 pixels</b> | <b>700x500 pixels</b> |
| <b>1 insertion</b>   | <b>Contract total</b> | <b>R12 326</b>       | <b>R10 719</b>        | <b>R7 620</b>         | <b>R6 746</b>         | <b>R6 072</b>         |
| <b>3 insertions</b>  | Per insertion         | R11 091              | R9 645                | R6 857                | R6 072                | R5 464                |
|                      | <b>Contract total</b> | <b>R33 273</b>       | <b>R28 934</b>        | <b>R20 572</b>        | <b>R18 216</b>        | <b>R16 393</b>        |
| <b>4 insertions</b>  | Per insertion         | R10 167              | R8 840                | R6 629                | R5 878                | R5 007                |
|                      | <b>Contract total</b> | <b>R40 666</b>       | <b>R35 358</b>        | <b>R26 517</b>        | <b>R23 511</b>        | <b>R20 027</b>        |
| <b>6 insertions</b>  | Per insertion         | R9 242               | R8 036                | R5 717                | R5 685                | R4 551                |
|                      | <b>Contract total</b> | <b>R55 452</b>       | <b>R48 215</b>        | <b>R34 302</b>        | <b>R34 109</b>        | <b>R27 304</b>        |
| <b>12 insertions</b> | Per insertion         | R7 393               | R6 429                | R4 572                | R4 041                | R3 643                |
|                      | <b>Contract total</b> | <b>R88 716</b>       | <b>R77 145</b>        | <b>R54 865</b>        | <b>R48 491</b>        | <b>R43 715</b>        |

Get the  
5<sup>TH</sup> ONE  
FREE!



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**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**

Final placement may vary; top positions are assigned on a first-come, first-served basis.

**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.

**SIDE BAR**  
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: Pixels

**FOOTER**  
750 X 174 PIXELS



## ADVERTISING RATE CARD 2026

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### SPONSORED COLUMN

#### Specifications

Upper sidebar (position dependent on availability) 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)

R12 224 per placement

**Please provide a valid url with your banner.**

The screenshot shows the Juta Medical Brief website layout. At the top, there is a header with the site's name and a '65 YEARS IN SOUTH AFRICA' logo for Medical Protection. Below the header, a navigation bar includes links for HOME, FOCUS, TALKING POINTS, NEWS, RESEARCH AFRICA, PEOPLE, GUIDELINES, and ARCHIVE. The main content area features a large image of a person looking at a computer screen with the text 'Are you RISKING YOUR CAREER?'. Below this, there is a section for 'FOCUS: MEDICAL PRACTICE' featuring a computer monitor and a smartphone displaying clinical pathways. To the right, there is a sidebar for 'ETHIQAL COLUMN' with a 'SUBSCRIBE NOW' button, and sections for 'NEWSLETTER' (220 x 161 pixels) and 'WEBSITE' (700 x 500 pixels). A small text box in the sidebar reads: 'Understanding the basic steps to obtaining informed consent'.

### 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

**Placement:** Right hand side bar. Top position is allocated on a first-come, first-served basis.

**Please provide a valid url with your logo.**

### 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<br>(excl. VAT). | 1 insertion | 2 insertions | 3 insertions | 4 insertions<br>(get the 5th one FREE) |
|-----------------------|-------------|--------------|--------------|--|
| Per insertion         | R3 367      | R2 526       | R2 105       | R1 684                                 |
| Contract total        | R3 367      | R5 051       | R6 314       | R6 735                                 |



## ADVERTISING RATE CARD 2026

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### CLASSIFIED

#### Specifications

Text advertisement

#### Rate (excl. VAT)

R212 per 50 words

**Placement:** Right hand side bar.

Top position is allocated on a first-come, first-served basis.

**Please provide a valid url with your logo.**

### 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):** R1 004

**Includes:** 1 x stock image

**Client to supply:** Please provide your advert copy, a high-resolution company logo, and your brand/corporate identity guidelines (colours, fonts, style).

## ADVERTISING BOOKING FORM

Return your completed booking form to [advertising@medicalbrief.co.za](mailto:advertising@medicalbrief.co.za)

## CUSTOMER INFORMATION

Name & Surname

Title Juta Account No (if applicable)

Company Designation

Co Reg./ID no. VAT Reg. No.

Postal Address Code

Physical Address Code

Tel.

Email:

Purchase Order No.

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

| Advertisement type    | Number of placements | Date/s of placement/s |
|-----------------------|----------------------|-----------------------|
| Masthead              |                      |                       |
| Top Header            |                      |                       |
| Footer                |                      |                       |
| Main Body             |                      |                       |
| Sidebar               |                      |                       |
| Job Advert            |                      |                       |
| Classified            |                      |                       |
| Sponsored Column      |                      |                       |
| Custom Design Service |                      |                       |

## 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

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.

I/ We wish to open a Juta account



My company/institution will pay

I will pay

### 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

#### PAYMENT TERMS:

- **Non-Juta clients:** Payment is required upfront.
- **Juta account holders:** Standard

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:**

Signed on behalf of **Juta Medical Brief:**

Signature:

Signature:

Date:

Date:

Full Name:

Full Name:

Capacity:

Capacity: