

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	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	R12 326	R10 719	R7 620	R6 746	R6 072
3 insertions	Per insertion	R11 091	R9 645	R6 857	R6 072	R5 464
	Contract total	R33 273	R28 934	R20 572	R18 216	R16 393
4 insertions	Per insertion	R10 167	R8 840	R6 629	R5 878	R5 007
	Contract total	R40 666	R35 358	R26 517	R23 511	R20 027
6 insertions	Per insertion	R9 242	R8 036	R5 717	R5 685	R4 551
	Contract total	R55 452	R48 215	R34 302	R34 109	R27 304
12 insertions	Per insertion	R7 393	R6 429	R4 572	R4 041	R3 643
	Contract total	R88 716	R77 145	R54 865	R48 491	R43 715

Get the
5TH 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.

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



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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 interface. At the top, there's a header with the logo and a '65 YEARS IN SOUTH AFRICA' banner. Below the header is a navigation menu with links: HOME, FOCUS, TALKING POINTS, NEWS, RESEARCH AFRICA, PEOPLE, GUIDELINES, and ARCHIVE. The main content area features a large article titled 'Are you RISKING YOUR CAREER?' with a photo of a woman. Below this is a section for 'Wolters Kluwer' promoting 'UpToDate' clinical pathways. On the right side, there's a sidebar with a 'SUBSCRIBE NOW' button, an 'ETHICAL COLUMN' section, and a 'NEWSLETTER' section with details: '220 X 161 PIXELS' and 'WEBSITE 700 X 500 PIXELS'. At the bottom of the sidebar, there's a short article snippet about '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 placeholder: 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 367	R2 526	R2 105	R1 684
Contract total	R3 367	R5 051	R6 314	R6 735



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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

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

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

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: