

**2020 Health & Safety**  
During the Pandemic

Safety measures & equipment for pandemic readiness

What medical schemes want

GETTING TO THE BOTTOM OF **LOW-DOSE PRACTICES**

NEW TECH | CLASSIFIEDS | NEW RELEASES | TECHNIQUES

P 12 NEW MRI TECH

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P 36 VIRTUAL IMAGING

# Health and Safety During the Pandemic

A workplace readiness guide for manufacturing plants, construction sites, mines and more

According to experts COVID-19 is here to stay, therefore not only do workplaces need to be equipped to resume operations, they also need to consistently enforce health and safety measures for staff.

The **Health and Safety During the Pandemic** guide will showcase products and services to assist workplaces with this task.

### Cost: R3500 per month

The eBook will be promoted with a lead generation digital campaign on various platforms. All participants in the eBook will receive specific health and safety sales leads in real time.

The campaign will be targeted towards specific industries and individuals who are searching for Health and Safety products and services for workplace compliance during the COVID-19 pandemic. Therefore you can be sure you will be reaching exactly the right target market.

### AD SPECIFICATIONS:

All material must be supplied in digital format to New Media specifications.

New Media would prefer that all advertising material be supplied as a print-ready high-resolution CMYK PDF file.

- All fonts and images must be embedded and all images should be 300dpi, CMYK
- Files must be supplied as single pages
- New Media also accepts material in the following formats, provided that all images are embedded and 300dpi, CMYK:
  - Photoshop - EPS, TIFF and JPG files (flattenimage)
  - Illustrator - EPS or AIfiles (createoutlinesfortext)
  - InDesign- (Package)
- If changes are required, please supply open files. Additional charges may apply to design alterations.

### EDITORIAL:

- Please supply copy in a Word Document
- All images must be high resolution, 1MB or higher and must be submitted as separate attachments

### TECHNICAL REQUIREMENTS

AD SIZE	TRIM (mm) Width x Height
Full Page	Trim: 168mm (w) x 238mm (h) Bleed: 174mm x 244mm Type area: 148mm x 218mm
DPS (Double Page Spread)	Trim: 336mm (w) x 238mm (h) Bleed: 342mm x 244mm Type area: 316mm x 218mm

**Industrial BUYER**  
THE LATEST PRODUCTS, EQUIPMENT, SERVICES, COMPANIES AND TRENDS

**spec i file**

**New Media**  
We read people

New Media  
Ground floor, Media Park, 69  
Kingsway Avenue, Auckland Park,  
2092  
Tel: +27 (0)11 877 6111  
Fax: +27 (0)11 713 9024

PLAN TO REDUCE

Bifocals slow myopia in children

ADVERT

### WHAT TO INCLUDE:

Your double page spread can either take the form of an advertisement, an advertorial or a combination of advertisement and editorial. The choice is yours.



### Tips for a great advert/editorial:

- Include details and USPs of your products or services
- Include eye-catching images and visual guides
- Include a call to action or special offers if applicable

### WHO DO YOU CALL

**Erika Sparks**  
Senior Sales Consultant  
Tel: +27 (0)83 644 8532  
erika.sparks@newmedia.co.za

**Debra Butler**  
Sales Executive  
Tel: +27 (0)83 708 0702  
Debra.Butler@newmedia.co.za

**Aneta Silva**  
Sales Executive  
Tel: +27 (0)82 445 6086  
Aneta.Silva@newmedia.co.za

**Leoni Myburgh**  
Business Manager  
Tel: +27 (0)82 849 2817  
leoni.myburgh@newmedia.co.za

**Varushka Padayachi**  
Editor  
Tel: +27 (0)71 633 9318  
Varushka.padayachi@newmedia.co.za