

# Health Care *in South Africa*



**Health Care in South Africa** is a valuable resource for all funders and suppliers of healthcare products in South Africa. This book summarises legislation and describes the current healthcare environment. It is a useful tool for anyone who works in the sector, sells services into the sector or wishes to buy health services from providers of healthcare.

The first part of the book deals with the size and shape of private and public healthcare services, unfolding healthcare regulations and how all the participants in the industry fit together. It also offers readers a guide to the health of different medical schemes, as well as understanding the details of benefits and options.

The second part of the book focuses on providers of healthcare services in South Africa, including doctors, nurses, allied health professionals, wellness providers, private hospitals and clinics, medical device companies, pharmaceutical manufacturers and distributors.

This book seeks to be politically neutral and includes a wide range of data collated from media reports, conferences, academic papers and first hand interviews with sector representatives.

The book is an essential reference book, the only one of its kind, for students, doctors, medical scheme trustees and anyone else who is obliged to, or wishes to, have a more than superficial understanding of the changing dynamics of the industry.

## General Information

Print run 10 500

### Distribution

Financial Planning Institute members and students 3 500 Medical Professionals 3 000

Other bulk orders 1 000 Retail stores/subscriptions 2 500

Mine & Private Hospitals 500

Frequency Annual

### Deadlines

Booking deadline 11 May 2011

Material deadline 18 May 2011

### Page specifications (width then height - Vertical)

Trim: 166x240mm Type: 142x225mm Bleed: 172x246mm (3mm)

**Material specifications: Press-ready PDF file [CMYK, Images - min 300dpi, All fonts embedded or converted to curves]**

## Advertising rates (ex VAT)

Full Page Full Colour R21 465

Cover Strap & Full Page Full Colour R54 600

Book Mark & Full Page Full Colour R50 200

Spine & Full Page Full Colour R54 600

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Two Facing Pages - Full Colour R29 400

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Postage sponsorship (per 1000) R22 360



**Profile Media**  
PO Box 87254, Houghton 2041, South Africa  
**Tel:** +27-11-728-5510  
**Fax:** +27-11-728-6031  
**Website:** [www.profile.co.za](http://www.profile.co.za)

**For more information please contact**  
Marié Mutlow  
072-224-6068  
[marie@profile.co.za](mailto:marie@profile.co.za)