

2011 Rate

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frontshop RETAILING



Facts

Front Shop Retailing magazine has been in existence since 1991 and is still the leading magazine in the retail pharmaceutical industry. Research has shown that 93% of our readers read *Front Shop* from cover-to-cover and 89% would choose *Front Shop* over other pharmacy magazines.

Mission

Front Shop Retailing magazine is a publication that focuses on the education of all pharmacy personnel (pharmacists, primary healthcare nurses, pharmacist assistants and front shop assistants) with regards to the dispensing and recommendation of all products that reside in the front shop, including schedule 0, 1 and 2. Articles are written by experts in the field of pharmacy and disease management and written in an "easy-to-read" format, with practical applications that will enhance the level of service delivery of all pharmacy personnel. Regular features include health updates, eye care, dental care, beauty education, childhood diseases, pharmacy management, merchandising, holistic health and pharmacy news.

Digital and electronic platform

Front Shop Retailing magazine has embraced digital and electronic trends. The magazine is available online and advertisers will have the benefit of direct links to their own websites if the information is included in their adverts. *Front Shop Retailing* is also available on popular social networks, including Facebook and Twitter. The Pharmacy and Pharmacist Assistant competitions in 2011 will include a mobile platform to ensure regular feedback via sms. A new competition, namely the *Front Shop Pharmacy Clinic Sister of the Year* will be introduced in 2011.

Why you should advertise

Manufacturers should utilise *Front Shop Retailing* magazine to ensure that their marketing and promotional efforts are turned into sales. Market research has shown that the influence of the dispenser can change the mind of a customer at the point of purchase. It is therefore imperative that pharmacy personnel are as convinced about the benefits of your product as the consumer.

Front Shop Retailing features list

Month	Health	Insight	Health Insight	Health	Women's Health	Eye care	Beauty	Baby/ Child	Baby Nutrition
Jan/Feb	Muscle and joint pain	Seizures	Smoking cessation	Cuts & bruises	Menstruation pain	Dry eye	His & hers fragrances	Teething	Premature babies
March	Anaemia	Probiotics	Flu vaccination	Bowel regulation	Stretch marks & scars	Contact lens care	Thinning hair	Supplements for children	Toddlers
April	Immune boosters	Lice	Diabetics & supplements	Heartburn	Vaginal infections	Eyes & computer use	Hands & nail care	Colic	Allergies
May	Sore throat and tonsillitis	Pink eye	Cholesterol management	Insomnia	Incontinence & enuresis	Red eye & tired eye	Teeth whiteners	Fever	The diabetic child
June	Athlete's foot	Colds & flu in children	Burns & blisters	Bronchitis	Migraine	Child eyecare	Tonics	Rash - including nappy rash	Diarrhoea & rehydration
July	Halitosis	Gingivitis and mouth ulcers	Herpes zoster & Herpes simplex	Coughs & types of coughs	Pregnancy & breast care	Ocular nutrition	Make-up tips for matric farewell	Analgesics	Cramps
Aug	Insect bites & stings	Back ache	Sinusitis & Rhinitis	Allergies	Detox drugs in pregnancy	Age related macular degeneration	Male skin care	Neonatal conjunctivitis	Croup
Sept	Oral health	Asthma	Nausea & vomiting	Ophthalmic allergies	Weight management		Summer hair	Malnutrition	
	Heart health								
Oct	Breast cancer	Pain management	Foot care	Urinary tract infections	Pregnancy exercise & supplementation	Keratoconus	Nail art	Worms	
	Malaria								
Nov	Osteoporosis	Gout	Emergency contraception	Depression	Blackheads & acne	Glaucoma	Hair colourants	Immunisation	
Dec	HIV/AIDS awareness	Erectile dysfunction & libido	Overindulgence & hangovers	Varicose veins	Anti-aging treatments	Orthokeratology	Holiday make-up day and night	Sun care	

Advertising rates

Insertions	Casual	3 Months	6 Months	11 Months
DPS	R 22 200	R 19 600	R 18 600	R 16 700
Full Page	R 12 500	R 11 700	R 11 000	R 9 900
1/2 pages	R 7 900	R 7 300	R 7 100	R 6 400
1/3 page	R 6 900	R 6 600	R 6 300	R 5 400
OFC + IFC		R 23 100		
OBC		R 13 600		
IBC		R 12 600		
A4 insert		R 12 000		
Earpiece on ed's note		R 5 200		
Island		R 3 000	Prices exclude VAT and include agency commission.	

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All adverts are to be supplied in one of the following formats:

- Hi-resolution computer to plate optimised PDF - 300dpi
- Flattened TIFF files in CMYK and not RGB format - 300dpi
- EPS format with all fonts converted to paths.
- Embedded pictures in CMYK - 300dpi
- Adverts to be supplied on CD in Apple Mac format.
- Rainbow/chromalin colour proofs to be supplied for colour accuracy.

Front Shop is published by
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Distribution

Front Shop Retailing is distributed nationally to over 4 000 pharmacists and pharmacy assistants equating to 20 000 readers per month. Front Shop's database is maintained internally by Business MAGS24's circulation department and is accredited by the Audit Bureau of Circulation (ABC).

Material requirements

A4 Bleed: 303mm x 215mm
A4 Trim size: 297mm x 210mm
A4 Type area: 280mm x 195mm
A5 horizontal: 130mm x 180mm
A5 vertical: 265mm x 85mm
1/3 vertical: 240mm x 56mm
1/3 horizontal: 75mm x 180mm

Deadlines

Booking deadline 25th of month prior to material deadline
Material deadline 1st of the month prior to cover date

EACH PERSON HAS A UNIQUE, OPTIMUM TEMPERAMENT, WITH A UNIQUE IDEAL COMBINATION OF QUALITIES

In one of the earlier articles in this series about herbal medicine, there was a general overview of the different temperaments (sanguinous, melancholic, bilious and phlegmatic).

A person's temperament is the combination of physical characteristics and mental, emotional and spiritual attributes. Each person is unique. Just as a fingerprint cannot be changed, so can a temperament also not be changed. Every person has their own likes, dislikes, interests and skills. The different characteristics make up a unique disposition or temperament.

When we know more about who we are, we are better able to determine how to live in accordance with our individual needs.

Tibb Medicine supports the idea that everything in the universe is made up of a combination of qualities of heat, dryness, coldness and moistness. These qualities determine the ideal state or temperament.

By finding out which conditions are suited to the type of person we are, or the temperament we have, we can benefit and enjoy good health.

Hippocrates has said: "It is more important to know what sort of a person has a disease than to know what sort of disease a person has".

The overall temperament of the human being is Hot & Moist. The reason is that the human body has a temperature of around 37° and consisting of 60% to 70% water. Although the basic temperament is Hot & Moist, there are slight differences between each temperament type. Some of us feel hotter or cooler than others and some of us suffer from dry skin or sweat less than others.

Therefore each temperamental type also has different qualities assigned to them:

- Sanguinous - the qualities of Hot and Moist
- Phlegmatic - the qualities of Cold and Moist
- Bilious - the qualities of Hot and Dry
- Melancholic - the qualities of Cold and Dry

This article will review specifically the bilious and sanguinous temperament and the unique characteristics of each and their influence on health and inclination toward illnesses.

SANGUINOUS TEMPERAMENT

Hot and moist

Physical appearance
A medium to large frame, generally well built with more muscular tissue than fat

Tendencies:

A good appetite, prefers cold drinks and cold/dry weather
A tendency to be uncomfortable in humid weather

Personality traits:

They are generally persuasive, sociable, outgoing and talkative

BILIOUS TEMPERAMENT

Hot and dry

Physical appearance:
The have a medium/lean build with a flushed complexion. They can have prominent veins.

Tendencies:

They have a strong digestion and prefer cold and moist foods
They tend to be uncomfortable in hot weather and are generally active people

Personality traits:

They are resourceful, outspoken, dominant and may be short-tempered.

It is important to know the person's particular temperament, as it provides vital clues as to which disorders he or she will be susceptible to. The temperament will reflect a number of influences - the genetic make-up, the physical, and the organic constraints operating on him or her. ■

1/3 Horizontal

On average children cut their first tooth at around the age of seven months. Some babies are lucky and cut their first teeth quickly and fairly painlessly. For others the teething process is uncomfortable and sometimes associated with gastroenteritis.

SIGNS AND SYMPTOMS OF TEETHING

Symptoms can vary from child to child and even from tooth to tooth. They can occur from as early as two to three months before the tooth actually appears to less than a day or two before. Once the tooth is through the gum, though, symptoms should resolve.

Typical teething symptoms include the following:

- Drooling and drooling - baby

produces large quantities of saliva, which can irritate the skin and cause a rash on the face or chin. The baby's face should be wiped regularly to keep it clean and dry and a barrier cream like Aqueous cream or Vaseline® can be applied to chapped areas

- Biting - the baby will bite down on anything, including the breast while feeding, because the counter-pressure provided gives some relief to the aching gums
- Pain - the gum becomes inflamed and tender as the tooth erupts. First teeth and molars seem to cause the most discomfort
- Poor feeding or refusing to feed - because pressure on the swollen gum causes pain, sucking becomes painful, so typically the hungry baby starts feeding enthusiastically then pulls away crying in distress
- Waking at night - teething may cause the baby to wake up sporadically. If the child cannot

be consoled, an age-appropriate dose of paracetamol e.g. Panado® may relieve the pain. If the waking persists for more than 48 hours, refer to the doctor so that other reasons for the pain - e.g. an ear infection - can be excluded:

- Swelling of the gums or a gum - this usually resolves spontaneously, but a cold compress or cold gum ring may offer some relief and hasten the resolution
- Ear pulling and cheek rubbing - pain from the gum may be referred along nerve pathways to the ear or cheek. The child then rubs and pulls to relieve the discomfort. If the child is unwell or symptoms worsen, parents should take the child to a doctor to exclude an ear infection or other causes of the pain
- Diarrhoea, irritability and low-grade fever - as these symptoms are common. ■

A5 Horizontal

It is important to develop a good skin cleansing routine from the early teenage years and this should be followed as strictly as brushing one's teeth. As a person's needs change, products may change and for instance a richer moisturiser will be needed as ageing occurs, or different products work better during pregnancy, but the routine should never vary.

HISTORY TO PRESENT

In the olden days skincare products were often derived from products used in the kitchen or garden. Cucumber slices are effective for tired eyes and to reduce puffiness. Rosewater and witch hazel are still used for toning the skin, oatmeal is still used as an exfoliator, and there are many other herbs and natural products that are used these days.

Nowadays, there are so many products on the market that have been cosmetically and clinically tested, that it is much more convenient to buy the brand that suits your skin type best and change to another product if necessary. Ponds™, Nivea™ and Oil of Olay™ have been around for a long time but have changed as the market evolved. They are still in business today with up-to-date skin care ranges for all races, ages and skin types.

Other world famous names have subsequently become popular and, depending on a customer's spending potential, they provide products in every price range. To name only a few - there are famous names like Kanebo™, Roc™, Clarins™, Dior™, Estee Lauder™ and Clinique™, and then there are household names like Revlon™, L'Oréal™, Coty™, Yardley™, Maybelline™ and the list goes on and on. In every country there are locally made brands that suit local conditions such as Annique's Roobos™ tea range and many more.

FUNCTION OF THE SKIN

The skin protects the body from outside elements, mechanical impact, thermal impact such as heat or cold and environmental impact such as chemicals, the sun's UV-radiation and bacteria. It also regulates our body temperature. The production of sweat, which evaporates on the skin's surface, will cool us down.

Besides the senses of smell, taste, sight and hearing, the sense of touch is one of our body's most important senses. Without it, we would not be able to feel the gentle touch of a dear person, the warmth of a hot cup of tea, or the wind blowing in our face. This sense is made possible by various cells and nerve endings in the skin, which send impulses to our central nervous system.

The skin supports its own ecosystem of microorganisms that cannot be removed with cleansing, keeping the skin in homeostasis and balance. It is only when this balance is disturbed from either the inside or the outside, that a problem occurs. This is why proper skin hygiene and cleansing is important as an imbalance on the skin could cause excessive dryness, an oily skin or even an infection. Dead cells, sebum, dust from the environment and make-up forms a layer on the skin and if not washed away, ■

A5 Verticle

Health maintenance for bilious and sanguinous temperament



L. Crause - M. Pharm

In one of the earlier articles in this series about herbal medicine, there was a general overview of the different temperaments (sanguinous, melancholic, bilious and phlegmatic).

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