Health Services Daily

is the proud media partner of the





FOV: DoHDA: Integrated Carer Support Service: Carer Gateway Services

Health Services Daily

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Unlock More Value with Health Services Daily's new Media Partnership Packages

Amplify your visibility

SPONSORED



Advertising & Content



Events



Webinars

Unlock More Value in 2025:

Exclusive Rewards for Our Annual Partners

At HSD, we believe in recognising and rewarding our partners who invest in year-round engagement. That's why we're offering enhanced value across all our annual partner packages; designed to give you more impact, more flexibility, and more return on your marketing investment.

Our annual partner packages are built to amplify your brand across the entire year, giving you a consistent presence in front of key healthcare decision—makers and influencers. You'll have the flexibility to customise your media mix—choosing the channels, formats, and timing that best support your strategic priorities, product releases, and major announcements.

From thought leadership opportunities and sponsored content to event visibility and digital promotions, HSD offers a diverse range of media options to suit every message and objective. Whether you're aiming to build awareness, drive engagement, or lead critical conversations in healthcare, our team will help you design a package tailored to your goals.

Let's build a partnership that delivers more—more reach, more engagement, and more results.



Media Partnership Package Options









Inclusion	Rate *all pricing ex GST	Details
Advertising and C	Content	
Enews MREC	\$600	Min 3 edition sends
Web MREC	\$1,000	Per week
Web Billboard	\$1,500	Per week
Supplied Content	\$1900	2 sends, in line position
Produced Content	\$3,900	2 sends, in line position
Podcast	\$4,900	2 sends, Q&A format 5 min
Press Release	\$2,000	Per item: cost reduced if more items
Whitepaper et al	\$2,500	Per item

Webinars		
One Webinar	\$12,000	Per Item
Two Webinars	\$9,000	Per Item
Three+ Webinars	\$7,000	Per Item
Webinar Promotion	\$2,500 *Starting at	Inclusions vary.

Inclusion	Rate *all pricing ex GST	Details
Events		
Exclusive Platinum Sponsor	\$25,000	 Case Study (10 mins) Panel Spot Exhibition Table Poster Production 4 Delegate Tickets Sponsored Content Post promotion of case study Sponsor Recognition
Exclusive Gold Sponsor	\$18,000	 Case Study (10 mins) Panel Spot Exhibition Table Poster Production 3 Delegate Tickets Sponsored Content Post promotion of case study Sponsor Recognition Digital Advertising

Inclusion	Rate *all pricing ex GST	Details
Events		
Case Study Sponsor	\$9,000	 Case Study (5 mins) Exhibition Table Poster Production 2 Delegate Tickets Sponsored Content Post promotion of case study Sponsor Recognition
Panel Sponsor	\$7,000	Panel Spot2 Delegate TicketsSponsor Recognition
Exhibition Sponsor	\$5,500	Exhibition TablePoster Production2 Delegate TicketsSponsor Recognition

Inclusion	Rate *all pricing ex GST	Details
Events		
Coffee Sponsor	\$8,000	 Exclusive sponsorship of coffee cart 2 Delegate Tickets Sponsored Content Sponsor Recognition Digital Advertising
Lanyard Sponsor	\$8,000	 Lanyard Production Exhibition Table Poster Production 2 Delegate Tickets Sponsored Content Sponsor Recognition Digital Advertising

Inclusion	Rate *all pricing ex GST	Details
Events		
Cocktail Drinks Sponsor	\$10,000	 Exclusive sponsorship of cocktail drinks Exhibition Table Poster Production Sponsor Recognition 2 Delegate Tickets Sponsored Content
Breakfast Sponsor	\$10,000	 Exclusive sponsorship of breakfast Exhibition Table Poster Production 3 Delegate Tickets Sponsored Content Sponsor Recognition Digital Advertising
Ticket Sponsor	\$3,850 *Starting at	 3 Delegate Tickets Sponsor Recognition



Bronze Media Partner (\$10,000 and under)

Inclusions will be adjusted depending on final budget. Table is an example of offer for a \$10k budget.

Media (Advertising and Content)			
Advertising schedule - one month per quarter (4 months over the year)			
Inclusion	Rate *all pricing ex GST	Other	
Enews MREC	\$600	Min 3 edition sends	
Web MREC	\$1,000	Per week	
Web Billboard (2)	\$1,500	Per week	
Events			
Sponsorship of two HSD events over the year			
Event 1: Poster Sponsorship	\$3,850	Poster2 delegate ticketsSponsor recognition	
Event 2: Poster Sponsorship	\$3,850	Poster3 delegate ticketsSponsor recognition	



Silver Media Partner (\$10,000 - \$20,000)

Inclusions will be adjusted depending on final budget.

Table is an example of offer for a \$20k budget.

Media (Advertising and Content)			
Advertising sched	ule - one month per quarter	r (4 months over the year)	
Inclusion	Rate *all pricing ex GST	Other	
Enews MREC	\$600	Min 3 edition sends	
Web MREC	\$1,000	Per week	
Web Billboard (2)	\$1,500	Per week	
Supplied Content	\$1,900	2 sends, in line position	
Events			
Sponsorship of two HSD events over the year			
Event 1: Poster Sponsorship	\$7,000	Panel Spot2 delegate ticketsSponsor Recognition	
Event 2: Poster Sponsorship	\$5,500	Exhibition tablePoster3 delegate ticketsSponsor recognition	



Gold Media Partner(\$20,000 - \$30,000)

Inclusions will be adjusted depending on final budget. Table is an example of offer for a \$30k budget.

Media (Advertising and Content)		
Advertising schedule - one month per quarter (4 months over the year)		
Inclusion	Rate *all pricing ex GST	Other
Enews MREC	\$600	Min 3 edition sends
Web MREC	\$1,000	Per week
Web Billboard (2)	\$1,500	Per week
Supplied Content	\$1,900	2 sends, in line position

Media (Advertising and Content)			
Advertising schedule - one month per quarter (4 months over the year)			
Inclusion	Rate *all pricing ex GST	Other	
Event 1: Poster Sponsorship	\$7,000	Panel Spot2 delegate ticketsSponsor Recognition	
Event 2: Poster Sponsorship	\$5,500	Exhibition tablePoster3 delegate ticketsSponsor recognition	
Webinar	\$12,000	Position yourself as a thought leader by aligning with the biggest names in healthcarePoster • EDM send x 3 • Digital Advertising: 1 month billboard, and 1 month enews MREC (valued at \$8,400)	



Diamond Media Partner (\$30,000 - \$40,000)

Inclusions will be adjusted depending on final budget. Table is an example of offer for a \$40k budget.

Media (Advertising and Content)

Advertising schedule

- one month per quarter (4 months over the year)

Inclusion	Rate *all pricing ex GST	Other
Enews MREC	\$600	Min 3 edition sends
Web MREC	\$1,000	Per week
Web Billboard (2)	\$1,500	Per week
Supplied Content	\$1,900	2 sends, in line position
Produced Content	\$3,900	2 sends, in line position

Events

Sponsorship of two HSD events over the year

Inclusion	Rate *all pricing ex GST	Other
Event 1: Panel Sponsorship	\$7,000	Panel Spot2 delegate ticketsSponsor Recognition
Event 2: Case Study Sponsorship	\$9,000	Panel Spot2 delegate ticketsSponsor Recognition
Webinar	\$12,000	Position yourself as a thought leader by aligning with the biggest names in healthcarePoster • EDM send x 3 • Digital Advertising: 1 month billboard, and 1 month enews MREC (valued at \$8,400)

Dig Deeper

Webinar Insights and Recordings

Our 2024–2025 webinars consistently draw 350+ registrants per session, including senior leaders and decision-makers from every corner of the healthcare ecosystem.

Canberra 2025: Towards One Healthcare System Summit Recordings

See sponsored case studies and our sponsor panellists in action!

Sponsored Content Examples:



Continuing Australia's Digital Health Tradition – HIC2025 Ignites the Future of Health in Melbourne



Consultmed integrates with Telstra Health's Smartbar for eReferrals



Why it may be time to recentre our health systems

About Us

Health Services Daily was born from The Medical Republic and Wild Health in May 2023 to provide dedicated daily intelligence to the broad spectrum of health service providers across Australia.

With a mailing list of over 16,000 professionals across hospitals, primary care, allied health, specialist services, community care, government, and agencies, HSD is uniquely positioned to inform, connect, and engage stakeholders across the entire healthcare ecosystem.

Contact us

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Michelle O'Brien

Head of Content and Strategy

Testimonials

A great couple of days spent in Canberra this week at the Towards One Healthcare System Summit, learning about different parts of the health system and their challenges. Lots to consider particularly in terms of digital integration, the role of AI, scope of practice and funding reform - and how we can be smarter in our advocacy when faced with such change.

- Caitlyn O'Dowd, General Manager, Policy and Public Affairs at Australasian College for Emergency Medicine

The Towards One Healthcare Summit continues to showcase the incredible potential of collaboration within the Australian healthcare system... It is inspiring to see leaders, practitioners, and policymakers united by a shared commitment to advancing healthcare for all Australians. At the summit today, we have the unique opportunity to turn visionary ideas into actionable strategies that can transform the sector, setting a global benchmark for progress and creativity.

- Mark Booth, Principal at Nous Group

Our team had a fantastic time this week at the Towards One Healthcare System Summit in Canberra.

It was a great opportunity to connect with thought leaders passionate about building a more integrated, sustainable health system.

- Amplar Health

It was worth braving 1 degree Canberra morning to hear Dr John F. Lambert Max Mollenkopf Peter O'Halloran and Jayne Thompson tell us what they really think about data sharing and cloud. Thanks MediRecords and Health Services Daily for the entertainment and hot tea.

- Bettina McMahon, CEO at Healthdirect Australia

Full Post: HERE

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