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Basic information about AusPharm, March 2008

[AusPharm](#) is a suite of websites that provides content for pharmacists and others in the pharmacy industry in Australia. [AusPharm\(e\)news](#) is a daily (html formatted) ezine that pulls together new content published on each of the websites.

[AusPharmList](#) is a discussion group for pharmacists in Australia. It has been operational for 12 years. [AusPharmacist.net.au](#) is essentially a link page, or portal, that links to sites likely to be of interest to pharmacists in Australia. It was originally designed to be set as a community pharmacy's homepage and this is fact what many pharmacists have done and new users do. Content is managed by an editorial group of approximately 10 pharmacists with a range of professional and life experience. [AusPharm.net.au](#) is the page on which most new content appears, including the weekly polls, the feature articles, the Continuing Education activities and the "News" pieces. [AusPharm\(e\)news](#) is a (html formatted) daily ezine that pulls together content published on each of these sites. It is emailed to subscribers each weekday morning at about 7.00AM (eastern Australian time). Currently, approximately 2,900 AusPharm members receive this in their inbox each day.

Between them, the AusPharm sites receive between 20,000 and 25,000 discreet visits a week. As of March 2008, there are 5,800 registered users. This number is growing at the rate of about 100 a month. Registrations commenced in July 2004.

The members are predominantly Australian pharmacists. The websites are currently paid for by sponsorship/advertising revenue and by the subscription fees paid by ['premium' members](#). If your organisation seeks to target the pharmacy industry in Australia, there is no better way to do this than by advertising on our websites and in the (e)news.

Further information: Mark Dunn
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