

# AusPharm.net.au

incorporating AusPharmacist.net.au  
and AusPharmList.net.au

[www.auspharm.net.au](http://www.auspharm.net.au) is a suite of websites that provides content for pharmacists and others in the pharmacy industry in Australia. AusPharm is, in effect, 3 discreet websites: [www.auspharm.net.au](http://www.auspharm.net.au), [www.auspharmacist.net.au](http://www.auspharmacist.net.au) and [www.auspharmlist.net.au](http://www.auspharmlist.net.au), although to those using the site(s) they appear to be one site. AusPharm(e)news is a daily (html formatted) ezine that pulls together content published on each of these sites.

The three websites are:

**AusPharmList**, the discussion group, gets between 2,000 and 3,000 visitors to its website each week. These visitors look at between 3,000 and 5,000 pages while they are there.

**AusPharmacist.net.au** was originally launched as "Pharmacist Relevant Sites". This site is designed to be set as a community pharmacy's homepage and this is fact what many pharmacists have done and new users do. We estimate that about 1100 users have this page set as their home page. The page is essentially a link page, or portal, that links to sites likely to be of interest to pharmacists in Australia. Content is managed by an editorial group of approximately 10 pharmacists with a range of professional and life experience. AusPharmacist.net.au gets between 6,000 and 7,000 visitors a week and these visitors look at between 10,000 and 12,000 pages while they are there.

**AusPharm.net.au** is the "new" page in the group and is the page on which most new content appears, specifically the weekly polls, the weekly clinical tips, the feature articles and the "News" pieces. We expect that this page will develop in years to come to feature a range of new content, including a "Classifieds" section that will feature employment and other merchandise likely to be of interest to pharmacists. AusPharm.net.au gets approximately 1,500 visitors a week resulting in between 3,000 and 4,000 weekly page views.

**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, 1800 AusPharm members receive this in their inbox each day.

So, between them, the AusPharm sites currently receive between **10,000 and 15,000 visitors a week**, resulting in between **15,000 and 20,000 page views a week**. The number of visitors is growing steadily as the new site establishes a higher profile in the industry. As of December 2005, there are 3300 registered users (1800 of whom receive the daily AusPharm(e)news). This number is growing at the rate of about 150 a month. Registrations commenced in July 2004.

Further information:

Mark Dunn

[mark@auspharm.net.au](mailto:mark@auspharm.net.au)

03 6239 6100 or 0427 981517



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