Welcome to the UK’s leading health management and policy resource

2009/10 Print and Online Display Advertising
INFLUENTIAL READERSHIP

HSJ has been read by influential decision makers at all levels and across all sectors of the health service since 1890. Advertising your product or service in HSJ is the only way to effectively target and reach health service management budget holders.

PRINT AUDIENCE
- HSJ has a weekly circulation of 17,861.
- Each copy of HSJ is seen by another 3 people on average, making our weekly pass-on readership 53,583.
- 92% of all health service managers read HSJ at least once a month.
- 75% read HSJ each week.
- 65% of our readers are chief executives, directors or heads of department.

ONLINE AUDIENCE
- Over 64,000 users have registered on hsj.co.uk since June 2006.
- Hsj.co.uk has over 100,000 visits from over 50,000 unique users each month.
- Visitors spend an average of 6 minutes on the site for each visit.
- The average subscriber visits hsj.co.uk 1.4 times a week.

HSJ SUBSCRIBERS ARE EXTREMELY LOYAL
- The average subscriber has read HSJ for 6.5 years.
- 34% have read HSJ for more than 10 years.
- 69% don't read any other magazine related to healthcare or management.

HSJ IS VALUED
- 99% of HSJ's circulation is paid-for.
- 88% think HSJ is good value for money.
- 79% of managers find HSJ the most useful magazine for their role.

“HSJ is an invaluable publication for all those who work in the service and in health policy.”

Nigel Edwards, NHS Confederation

1 ABC July 2007 – June 2008
2 Explomarket subscriber survey January 2008
3 ICM independent research June 2005
4 hsj.co.uk January 2008
5 WebTrends January 2008
EDITORIAL QUALITY

HSJ’s editorial strategy is all about setting the news agenda, leveraging our close contact with the influential decision-makers to maximum effect.

It is felt across the team – on the news desk, features and production – and demonstrated in the magazine and online.

ADVERTISING OPPORTUNITIES

DISPLAY ADVERTISING
Advertising in HSJ enhances the perception of your brand, as your product or service is associated with HSJ’s trusted reputation.

Utilising a range of sizes, we can help plan your advertising around key events, our editorial schedule, or special reports and supplements, allowing you to target your message effectively.

Every advert run in HSJ is guaranteed to be placed opposite an editorial page – ensuring you get the maximum amount of exposure.

<table>
<thead>
<tr>
<th>Rates</th>
<th>Colour</th>
<th>Advertorial</th>
<th>Online Upgrade (50% discount)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPS</td>
<td>£8605</td>
<td>£10325</td>
<td>£450 1 week Daily News e-mail</td>
</tr>
<tr>
<td>Full page</td>
<td>£5150</td>
<td>£5440</td>
<td>£9000 Home &amp; News SkyScraper x 1 month</td>
</tr>
<tr>
<td>Half page</td>
<td>£3250</td>
<td>£3985</td>
<td>£13,000 Home &amp; News Leaderboard x 1 month</td>
</tr>
<tr>
<td>Quarter page</td>
<td>£2155</td>
<td>£2240</td>
<td>£13,350 Home &amp; News MPU x 1 month</td>
</tr>
</tbody>
</table>

Special Positions

IFC/IRC/OBC
Guaranteed position
15% surcharge
10% surcharge

Series Discounts

3 insertions 5%
12 insertions 20%
6 insertions 15%
26 insertions 25%

INSERTS & REPRINTS

Inserts in HSJ are an excellent opportunity to give your advertisement more impact or deliver a targeted message.

HSJ offers a range of creative opportunities, such as bound outserts, bound inserts, folded posters or regional inserts.

Reprints of HSJ articles are ideal as a sales tool or as promotional material for your conferences and events. Rates are dependent on the quantity ordered and can include your company’s branding next to the editorial.

HSJ SHOWCASE

Advertising in the HSJ Showcase is a cost-effective method of reaching decision makers. This premium position is highly visible with a tried and tested formula for achieving success.

With a maximum of 15 adverts on a page guaranteed to run opposite editorial, the HSJ Showcase is a valuable resource for readers seeking solution providers.

AGENDA SETTING

Whether it is big one-off stories or the ability to lead on an issue over time, HSJ has established itself as the best in the business.

The big stories of the year - the workforce and MRSA leaks in January, the poll of chief executives in March, the revelation the government report had admitted that the battle to defeat MRSA controversy junior doctors recruitment process mentioned in parliamentary debates nearly 40 times.

Whether it is David Cameron setting out his vision for the health service under a Conservative government (28 June), the departmental lead on the controversial junior doctors recruitment process announcing his resignation (27 September), or NHS chief executive David Nicholson setting out his priorities (13 September), we get to the people disappointed. Their quality is proven by exclusives week in, week out and are not disappointed. Their quality is proven by the extent to which they are taken up by HSJ delivers - our readers look to us for influence

PRACTICAL

HSJ is not just about news. Readers also demand content that is practical to their jobs – either it helps them work differently or think differently. HSJ now runs two-page Good Management and Working Lives sections every week focusing on best practice and careers/HR.

INFLUENCE

Whether it is David Cameron setting out his vision for the health service under a Conservative government (28 June), the departmental lead on the controversial junior doctors recruitment process announcing his resignation (27 September), or NHS chief executive David Nicholson setting out his priorities (13 September), we get to the people with the stories first. Over the last year, HSJ was mentioned in parliamentary debates nearly 60 times.

PRESS COVERAGE

Genuine exclusivity is a vital part of what HSJ delivers - our readers look to us for exclusives week in, week out and are not disappointed. Their quality is proven by the extent to which they are taken up by the national press.

In 2007 we had more than 60 stories in the national press covering HSJ plus coverage on Newsnight, Today, ITN, Five Live, Sky, Channel 4 and in regional media.

AWARD WINNERS

Features editor Emma Dent won business feature of the year in the Norwich Union Medical Journalism Awards 2007. Emma was also shortlisted for specialists writer of the year in the Guild of Health Writers Awards 2007. Her news desk colleague, Charlotte Santry, was shortlisted as news reporter of the year at the Press Gazette Magazine Journalism Awards 2007.
In 2006 HSJ relaunched its website with the clear vision of creating a dynamic product attuned to researched user need and integrated with the magazine. The result has been a website with a high degree of user interaction and support, demonstrated by our rapidly growing registered user database of 64,000. HSJ.co.uk is now the key source of information on policy and breaking news stories for senior NHS management, helping them to deliver on government targets and improving services.

Online Advertising

HSJ Channels

Our editorially lead channels focus on key aspects of healthcare and cater to our audiences interests. They include editorial features, breaking news stories, data briefings and reader response. The channels also provide a forum for NHS management to share instances of best practice within the NHS and provide mutual support for each other. Channels available include Primary Care, Acute Care, Mental Health, Board Talk, Clinical Leaders and Intelligence.

Interactive with the readers
Integrated with the magazine
64,000 registered users

HSJ Channels

MPU
Run of site £45 cpm Home and News £54 cpm Targeted Sections £58.50 cpm

LEADERBOARD
Run of site £60 cpm Home and News £68 cpm Targeted Sections £62.50 cpm

SKYSCRAPER
Run of site £30 cpm Home and News £36 cpm Targeted Sections £39 cpm

Exclusive Channel Sponsorship
All channels on www.hsj.co.uk can be sponsored for a minimum of one month. The standard package would include:
- Web inventory – Skyscraper, Leaderboard and MPU on the channel.
- Sponsor gateway – company logo and short intro which will link through to a dedicated sponsor page where up to 2 case studies/whitepapers/opinion pieces can be uploaded every week.
- Sponsor recognition – company logo on the homepage and “in association with....” at the top of the channel page.
- Email sponsorship – Banner and skyscraper on the weekly channel email, to go out to all registered users who sign up for the email alert.

Monthly rate: £3,490
6 Month rate (15% discount): £20,940 = £17,799
12 Month rate (25% discount): £41,880 = £31,410

Profile Page
These dedicated sections of the site allow you to upload case studies, opinion pieces, white papers or even a blog alongside your company logo and profile.

£3,000 per month which includes 10,000 banner impressions to drive traffic

Sponsored & Solus Emails
Sponsorship (banner and button) of one of our weekly emails, such as “Start of the Week” is available. Alternatively, a solus email containing your own content can be sent out to over 40,000 of our readers.

Sponsored email £1,550
Solus email £400 per 1000 recipients (min spend of £800)

Market Reactions
This service delivered via the Brighttalk platform allows you to respond to news stories as and when they happen. Your response would be delivered as an audio file, while a series of slides are displayed throughout the presentation.

£2,000 per market reaction

Emap Ltd. Registered office: Greater London House, Hampstead Road, London, NW1 7EJ.
Registered in England and Wales, no. 635820.

Advertising Contacts

Jason Winthrop, HSJ Advertising Manager
020 7728 3735
jason.winthrop@emap.com

Patrick Kearns, Digital Sales Executive
020 7728 3733
patrick.kearns@emap.com

Nick Timmins, Financial Times

HSJ not only gets the stories, it gets behind the stories.
Sponsoring a HSJ supplement gives you access to our editorial teams and associates your company or organisation with the HSJ brand itself. We will work with you to produce a high quality supplement, which sparks debate or provides guidance to our readership, ensuring you are seen as an innovative organisation and in touch with NHS management.

A range of supplements sizes are available which can be tailored to precisely fit your objectives. The editorially independent nature of the supplements ensures that the content is well received and referenced back to throughout the year.

12 page supplement With the option of 2 Page Branding Advert and Editorial Introduction OR 2 Pages of Branding Adverts £22,000 (Net rate)

16 page supplement With the option of 5 Page Branding Advert and Editorial Introduction OR 2 Pages of Branding Adverts £38,000 (Net rate)

20 page supplement With the option of 5 Page Branding Advert and Editorial Introduction OR 2 Pages of Branding Adverts £52,000 (Net rate)

28 page supplement With the option of 5 Page Branding Advert and Editorial Introduction OR 2 Pages of Branding Adverts £64,000 (Net rate)

N.B All options include 500 run-ons for promotional use and an editorial link on www.hsj.co.uk to an interactive CEROS digital version of the supplement. Additional run-ons can be purchased at a rate of £450 per 1000.

SPONSORED SUPPLEMENTS

Past Supplements

Pfizer Pain Management This HSJ supplement looked at how trusts commissioners have redsigned services to make improvements in running effective pain management services – preventing pain becoming chronic. Examining the benefits service redesign could bring to the NHS and the country in reducing the need for long term care.

Intelligence Our quarterly supplements on the current state of the NHS CDM programme and the role of the private sector provide an invaluable resource for healthcare managers who need to be kept updated on developments in this sector. As these are editorially driven supplements there are opportunities to place advertorials and branding advertising alongside highly targeted editorial.

Editorial Supplements

Our editorial supplements provide indepth coverage of topics of interest to our readers. Advertising can be placed in each supplement, alongside this highly targeted editorial.

HSJ is required reading for anybody who needs to keep up with what’s happening in the NHS and management community.

Andy McAleen, MD, Audit Commission

Editorial & Sponsored Supplement Calendar 2009

12th JULY 2009

NHS Cleaner Hospitals

This DH sponsored supplement addressed the challenge facing NHS Trusts in reducing instances of hospital acquired infection including MRSA and C.Difficile. As well as the clinical and financial impact that such infection has on length of stay.

Pfizer Pain Management

This HSJ supplement looked at how trusts commissioners have redsigned services to make improvements in running effective pain management services – preventing pain becoming chronic. Examining the benefits service redesign could bring to the NHS and the country in reducing the need for long term care.

Intelligence

Our quarterly supplements on the current state of the NHS CDM programme and the role of the private sector provide an invaluable resource for healthcare managers who need to be kept updated on developments in this sector. As these are editorially driven supplements there are opportunities to place advertorials and branding advertising alongside highly targeted editorial.

DH Cleaner Hospitals

This DH sponsored supplement addressed the challenge facing NHS Trusts in reducing instances of hospital acquired infection including MRSA and C.Difficile. As well as the clinical and financial impact that such infection has on length of stay.

NICE Guidelines

The role of NICE in deciding on whether it is appropriate for a drug to be added to the national formulary is currently raised by the news. HSJ’s supplement on NICE Guidance covered implementation of clinical guidelines and examples of best practice. Helping commissioning, clinical directors and CEDs understand how adopting NICE guidance can help them achieve improved service delivery.
MARKET FOCUSED

Our Sponsorship opportunities provide the chance to initiate top level discussion within the NHS and Private Healthcare. Whilst highlighting your products as solutions to cross departmental problems. Options available include: Round tables, Webinars and readership surveys, with bespoke packages available on request.

Taking part in the HSJ Corporate Manslaughter webinar was an invaluable profile raising exercise for Capsticks. We were very pleased with our performance on this worthwhile event. David Firth, Partner, Capsticks

ADVERTISING CONTACTS
Jason Whinbrey, HSJ Advertising Manager 020 7728 3735 jason.whinbrey@emap.com
Patrick Kearns, Digital Sales Executive 020 7728 3733 patrick.kearns@emap.com

Emap Ltd. Registered office: Greater London House, Hampstead Road, London, NW1 7JG. Registered in England and Wales, no. 3503800.

We can also accept files uploaded via ftp. The details are as follows: ftp://ftp.emap.com
Username: gift
Password: production
As ftp is not a managed/tracked service, please ensure you confirm your file delivery by email. If supplying files on disc, please use industry standard CD. Media must be write-protected and contain only the file required for each advertisement.

Reflecting the increasing importance of social media communication, HSJ will be launching a series of new online advertising opportunities in the coming months.

Specifications

Deadline
10 days prior to Thursday publication date.

Digital Specification

All adverts must be supplied as high-resolution PDFs that conform to the PPA Press Specifications, which can be viewed at www.pasprespub.com.

The file must NOT contain any transparent elements and should be a composite CMYK file. Text and images within the file should also be CMYK and at their final resolution. If the file is supplied as RGB we will automatically convert it without notification.

We recommend the use of PostScript type 1 fonts, but not TrueType or Multiple Master fonts. The use of system fonts, such as versions of Helvetica, Times etc which ship as part of a computer’s operating system is not acceptable. All fonts must be embedded, and all embedded fonts must be subsetted. All images contained within the file should be no less than 300dpi and 1200dpi for line work.

Where needed, a bleed area of 3mm must be added and all PDFs must contain trim marks. The file creator should supply all trapping information. No trapping information will be applied by the printer.

Dot percentages should be limited to 2% minimum (except for catchlights) and 95% maximum (except for intentionally solid areas). Total link coverage should be limited to 100% and appropriate levels of under colour removal or similar should be used to ensure that this value is not exceeded.

Advertisements may be flighted their ads before sending.

Emap may not be responsible for adverts that have been incorrectly supplied – the file content and construction is the responsibility of the sender.

Digital colour proofs MUST be supplied to ensure that colour can be matched on press. Proofs must be run on the Dupont Cromalin Eurostandard. The proof must contain all the relevant colour bar information and be generated from the PDF supplied. We cannot accept responsibility for the quality of ad reproduction/integrity of files should a proof not be supplied. Digital PDF screen proofs are not acceptable.

Online sizes

Leaderboard banner 728(w) x 90(h) pixels (under 1046)
Sky scraper 1600(w) x 600(h) pixels (under 1046)
Email banner 468(h) x 600(w) pixels (under 1046)
Multi Platform Unit 280(w) x 336(h) pixels (under 1046)

Flash creative preferred for all ad formats except for Email Banner, which requires a GIF file.

Print sizes

Double Page Spread
Trim 297(h) x 420(w) mm
Bleed 303(h) x 420(w) mm
Type 275(h) x 300(w) mm
All DPS adverts must be supplied as two single pages plus bleed.

Full Page
Trim 297(h) x 210(w) mm
Bleed 303(h) x 216(w) mm
Type 275(h) x 190(w) mm
Half page horizontal
Type 134(h) x 190(w) mm
Half page vertical
Type 275(h) x 93(w) mm
Quarter page
Type 134(h) x 93(w) mm (portrait)

File delivery

All file names must follow this naming convention: magazine_issue_date_client_c e.g. hsj18-1-05_adverts4's name
If supplying files on disc, please use industry standard CD. Media must be write-protected and contain only the file required for each advertisement.

We can also accept files uploaded via ftp. The details are as follows: ftp://ftp.emap.com
Username: gift
Password: production
As ftp is not a managed/tracked service, please ensure you confirm your file has been uploaded by sending an email to Jo Lambert below.
Jo Lambert, HSJ Production
Tel. 020 7728 6130 Fax 020 7728 6100
email j.lambert@emap.com

Our 60th Anniversary Readership Survey. Sponsored by BT, Tribal, Lloyds Pharmacy, Airwave and Humana.