BRAND OVERVIEW

HSJ is the UK’s leading health service management and policy title. It provides the only comprehensive news coverage of the most important issues facing the health service, while its Resource Centre is the primary source for best practice information. HSJ’s coverage is profoundly influential on the development and implementation of policy. It uses its unequalled access to the most senior decision makers at national and local level to determine and deliver the key messages first.

With a weekly ABC-audited paid circulation of 17,680 and over 75,000 unique users a month visiting hsj.co.uk, the magazine and website are fantastic tools to engage with key decision makers in UK healthcare.

PPA Business Media Brand of the Year

HSJ is the holder of the most prestigious award in the magazine publishing sector, the PPA Media Brand of the Year. The judges said: “Health Service Journal has proven it has influence and reach with both the press and the government.” They praised HSJ’s ability to respond to rapidly changing market conditions and the “very clever and innovative” solutions developed to service both subscribers and advertisers.

“Health Service Journal has proven it has influence and reach with both the press and with government. It has responded well to 2009’s changing landscape and has been very clever and innovative with its databank, Healthcare 100.” Judges, PPA Awards 2010

HSJ AUDIENCE

HSJ: A trusted voice for healthcare professionals

79% of subscribers think HSJ is essential reading for healthcare managers

94% of subscribers agree that HSJ is good at keeping them up to date with healthcare news

83% of subscribers think HSJ is useful in helping them do their job

75% of subscribers would recommend HSJ to a colleague

HSJ has been credited in over 240 stories in national, regional and web media and mentioned 12 times in Parliament.

“Overall HSJ is considered a trusted voice for healthcare professionals and a valued tool in their careers”

Ipsos Mori November 2008

HSJ AUDIENCE PROFILE

Read by over 17,000¹ industry professionals
HSJ has the power to reach and influence the
health service.

• HSJ subscribers are represented at senior
levels in key healthcare roles
(see charts 1 and 2 opposite)

• HSJ reaches all types of organisation
within the healthcare market
(see chart 3 opposite)

• HSJ subscribers are key decision makers
in their organisations
(see chart 4 below)

1. ABC (Jan’09–Dec’09)
Source for all chart data: Ipsos Mori Survey 2008
PRINT ADVERTISING OPPORTUNITIES

Display advertising – double page spread, full, half and quarter page
Full page £6,180; half page £3,984; quarter page £2,586

<table>
<thead>
<tr>
<th>Series booking rates</th>
<th>Number of insertions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad size</td>
<td>1</td>
</tr>
<tr>
<td>Double page spread</td>
<td>£10,326</td>
</tr>
<tr>
<td>Full page</td>
<td>£6,180</td>
</tr>
<tr>
<td>Half page</td>
<td>£3,984</td>
</tr>
<tr>
<td>Quarter page</td>
<td>£2,586</td>
</tr>
</tbody>
</table>

HSJ Showcase – a premium position to advertise with high visibility in the magazine; a cost-effective method of reaching decision makers
Please contact Angus Hutchinson on 020 7728 3801 or angus.hutchinson@emap.com for more information

Inserts – both stitched and loose available
Bespoke options – belly bands, barn doors, cover wraps and gatefolds
Roundtable – exclusive sponsorship of a roundtable session focusing on a special subject
Sponsored surveys – exclusive sponsorship of a survey covering a specific theme
Sponsored supplements – solus sponsor of an HSJ bound-in supplement
Sponsored columns – editorial inclusion in HSJ by providing an objective article that recognises the author and sponsoring company

Please contact Jason Winthrop on 020 7728 3735 or jason.winthrop@emap.com for more information.
HSJ.CO.UK SITE AND EMAIL ADVERTISING

HSJ.co.uk delivers speed, analysis and depth, covering breaking stories in real time – meaning users are first to learn about key events and policy developments. Our archive of best practice articles, analytical tools and new HSJ Local service (providing the only comprehensive analysis of trust level performance) combine to deliver a first class site.

Unique Users: 75,000
Registered Users: 90,000
Page Impressions: 450,000
UK Traffic: 90%

| Standard advertisement formats | | |
|---|---|---|---|
| Targeting | Creative | CPM | Suggested campaign size 50,000 Impressions |
| Run of site | MPU | £55 | £2,750 |
| | Leaderboard | £50 | £2,500 |
| | Skyscraper | £40 | £2,000 |
| Home & news | MPU | £65 | £3,250 |
| | Leaderboard | £60 | £3,000 |
| | Skyscraper | £50 | £2,500 |

| Email advertising | | |
|---|---|---|---|
| Email type | No. of recipients | Frequency | Rates |
| Daily news | 40,000 | Daily | £2,000/week |
| Channel newsletter | 25,000 (average) | Weekly | £3,800 per month |
| Solus email | Up to 14,000 | 3 per week max | £2,000 first 1,000 + £450 per additional 1,000 |

Additional targeting options:
Channel specific and geo-targeting are available on request.

Non-standard advert formats:
Overlays, page peels, video creative and expandables are available on request.

Sources: 1. Webtrends (Jun-Nov’10) 2. Webtrends (Nov’10)
HSJ.CO.UK WEBCASTING, VIDEO PRODUCTION AND LEAD GENERATION

HSJ TV
Live webcasting for healthcare management.
Live audio webcast with slides £3,000
On-demand video interview £5,000
On-demand video case study £8,000
Live video studio webinar £15,000
On-location live video webinar £25,000
Client video (not produced by HSJ) can be hosted on HSJTV – £POA

Case study-led lead generation:
Hosting and promotion of client case studies, whitepapers and research to generate business leads on a CPL basis.
50 leads at £75 CPL £3,750
100 leads at £70 CPL £7,000
150 leads at £65 CPL £9,750
200 leads at £60 CPL £12,000

Paid-for content and sponsorship:
HSJ.co.uk can provide a range of advertorial and other content-based opportunities to maximise your brand exposure.
Event listing £800 per month
Advertorial £1,500 per week
Blog £1,700 per week
Conference coverage £2,000 per day
Email special report £4,000 per mailing
Microsite £20,000 per month

Please contact Patrick Kearns on 020 7728 3733 or patrick.kearns@emap.com for more information.
HSJ MORE THAN A MAGAZINE

HSJ Awards
Now in their 28th year, the HSJ Awards recognise the innovative and essential work which is being done behind the scenes by many NHS managers: work which offers benefits to patients and is crucial to the effective modernisation, growth and future development of the NHS.

The HSJ Awards recognise brilliant examples of all that is best in the health service. Reflecting the modernisation agenda, they are lighting the way to the future and giving the health service the public recognition it deserves.

HSJ Conferences
HSJ Events and Conferences tackle the most pertinent issues in healthcare management today. Delivering practical guidance, strategic direction and topical discussion, these lively and informative forums are essential learning opportunities.

As an independent voice, HSJ provides must-attend events for managers and clinicians across all healthcare and NHS interfaces.
**SPECIFICATIONS**

**Print specifications**

**Display page areas**

**Full page**
- Type area: 275 x 190mm
- Trim: 297 x 210mm
- Bleed: 303 x 216mm

**Half page**
- Landscape: 134 x 190mm
- Portrait: 275 x 93mm

**Quarter page**
- 134 x 93mm

**DPS**
- Type area: 275 x 400mm
- Trim: 297 x 420mm
- Bleed: 303 x 426mm

**Display special positions**

- Facing matter: 10% premium
- Outside back cover: 10% premium
- Advertorial: 25% premium
- Loose inserts: £4 up to 15g; £1.690
- Maximum size: please request a quote for inserts above 15g

**Production specifications**

**Colour & delivery**
- CMYK only. No spot colours.
- Digital files as high res PDF to pass 4press standards on email or FTP.
- Image resolution 300 dpi. All high res images must be embedded within the file. Do not use OPI settings.

**Booking deadlines**
- For weekly issue: 7 days prior to publication.
- For supplements: 2 weeks prior to publication.

**Web specifications**

**Site advertising**

<table>
<thead>
<tr>
<th>Ad position</th>
<th>Width in pixels</th>
<th>Height in pixels</th>
<th>File size*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top leaderboard</td>
<td>728</td>
<td>90</td>
<td>40KB</td>
</tr>
<tr>
<td>Top MPU</td>
<td>336</td>
<td>280</td>
<td>40KB</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160</td>
<td>600</td>
<td>40KB</td>
</tr>
</tbody>
</table>

Banners running on newsletters can only be GIF/JPEG format

<table>
<thead>
<tr>
<th>Ad position</th>
<th>Width in pixels</th>
<th>Height in pixels</th>
<th>File size*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top banner</td>
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<td>60</td>
<td>40KB</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160</td>
<td>600</td>
<td>40KB</td>
</tr>
<tr>
<td>Bottom banner</td>
<td>468</td>
<td>60</td>
<td>40KB</td>
</tr>
</tbody>
</table>

* Initial downloads only

**Guidelines**

- Files must be no larger than 40KB (larger files will be slow to download to viewers)
- All files should have a target URL supplied for the advert to link to
- Where a white background is used a border must be present
- Sound must be user initiated (on click)
- Video must be user initiated (on click)
- Emap reserves the right to refuse ads due to design/editorial content
- Emap requires 24/78 hours notice to set files on site
- All files should be emailed to adops@emap.com

**Accepted file types**

- Static GIF / JPEG: .GIF, .JPEG
- Animated GIF: .GIF
- Flash (see below): .SWF
- Source video files: .WMV, .AVI, .MOV

**Flash banner specifications**

So our adserver can count clicks on the ad the following needs to be added to the Flash file.

1. Build to Flash Version 8
2. Create a transparent button covering the clickable area
3. Apply the below action script to the button:
   ```javascript
   on (release)
   {
   getURL(_root.clickTAG, "_blank");
   }
   ``
4. Provide a .GIF version of the banner for users that can’t view Flash files
5. Send us the final .SWF and .GIF files with the corresponding click-through URL

**Contact**

<table>
<thead>
<tr>
<th>Display Advertising Sales</th>
<th>Sales Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jason Winthrop</td>
<td>Joanna Narain</td>
</tr>
<tr>
<td>T: 020 7728 3735</td>
<td>T: 020 7728 4115</td>
</tr>
<tr>
<td>E: <a href="mailto:jason.winthrop@emap.com">jason.winthrop@emap.com</a></td>
<td>E: <a href="mailto:joanna.narain@emap.com">joanna.narain@emap.com</a></td>
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Business Media Brand of the Year
PPA Awards 2010

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London NW1 7EJ
United Kingdom

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Fax: 020 7728 3784
Email: jason.winthrop@emap.com
Website: hsj.co.uk