



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 16,565¹ and over 70,000² unique users a month visiting hsj.co.uk, the magazine, website, mobile site and e-newsletters are fantastic tools to engage with key decision makers in UK healthcare.

Medical Publication of the Year

HSJ is the holder of the 'Medical Publication of the Year Award' - the prestigious Medical Journalist's Association award.

HSJ won due to its "unequalled breadth and depth of analysis", its influence in shaping the direction of the health reform, and its new service, HSJ Local which analyses the performance of every single NHS organisation on a regular basis.

Stephen Dorrell's HSJ interview played a major part in the decision to appoint Sir David Nicholson as chief executive of the NHS commissioning board and began the process of sidelining Health Secretary Andrew Lansley.

HSJ AUDIENCE

HSJ: A trusted voice for healthcare professionals

79% of subscribers think HSJ is essential reading for healthcare managers³

94% of subscribers agree that HSJ is good at keeping them up to date with healthcare news³

83% of subscribers think HSJ is useful in helping them do their job³

75% of subscribers would recommend HSJ to a colleague³



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

1. ABC (Jan-Dec'11) 2. Webtrends (Jan-Jun'11) 3. Ipsos Mori Survey 2008

HSJ AUDIENCE PROFILE

With a circulation of 16,565¹ and a readership of over 70,000² 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 3 opposite)
- HSJ reaches all types of organisation within the healthcare market (see chart 2 opposite)
- HSJ subscribers are key decision makers in their organisations (see chart 4 below)

| Chart 4: Areas of purchasing responsibility | | | |
|---------------------------------------------|------------|---------------------------|------------|
| Training/education/learning | 71% | Medical/surgical products | 25% |
| Office equipment | 58% | Telecommunications | 24% |
| Consultancy services | 51% | Legal services | 22% |
| Information technology | 40% | Drugs/pharmaceuticals | 18% |
| Computer products and services | 39% | Hospital furnishings | 17% |
| Building/facilities management | 27% | Hotel services | 17% |

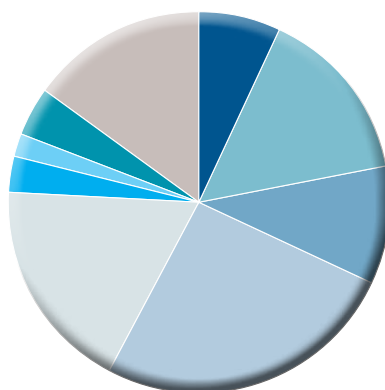


Chart 1 Seniority

- Chief executive/head of organisation 7%
- Director 15%
- Assistant/deputy director 10%
- Senior manager 26%
- Manager 18%
- Non-executive board member 3%
- Senior clinician (consultant) 2%
- Clinician 4%
- Other 15%

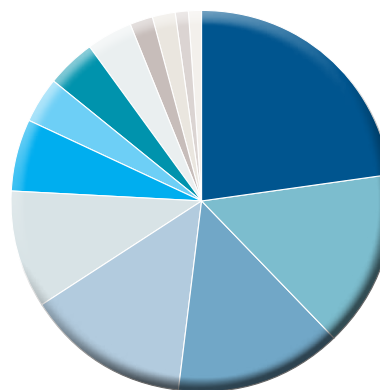


Chart 2 Organisation type

- Primary care trust 23%
- Consultant/other services 15%
- Acute trust 14%
- Private sector 14%
- Foundation trust 10%
- Voluntary sector/charity 6%
- Strategic health authority 4%
- Mental health trust 4%
- Education/academic body 4%
- Department of Health 2%
- Regulator/standards body 2%
- Ambulance trust 1%
- Social care 1%

Chart 3 Areas of involvement

| | |
|-------------------------------------|------------|
| Management best practice | 28% |
| Policy and politics | 26% |
| Commissioning | 24% |
| Primary care | 19% |
| Acute care | 17% |
| Governance | 14% |
| Clinical management | 11% |
| Mental health/learning disabilities | 11% |
| Patient safety | 10% |
| Public health | 10% |
| Finance | 9% |
| Information Technology | 9% |
| Nursing | 9% |
| Public/patient involvement | 9% |
| Data/statistics | 8% |
| Human resources/workforce | 8% |

1. ABC (Jan-Dec '11) 2. Publishers Statement
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

| Series booking rates | | | | | |
|----------------------|----------------------|--------|--------|--------|--------|
| Ad size | Number of insertions | | | | |
| | 1 | 3 | 6 | 12 | 24 |
| Double page spread | £10,326 | £9,810 | £9,293 | £8,777 | £8,261 |
| Full page | £6,180 | £5,871 | £5,562 | £5,253 | £4,944 |
| Half page | £3,984 | £3,785 | £3,586 | £3,386 | £3,187 |
| Quarter page | £2,586 | £2,457 | £2,327 | £2,198 | £2,069 |

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.



≈ Sponsored supplements



≈ Full page display advert

“We were so pleased with the Special Report we did with HSJ. The team there were great to work with and really understood the brief. We’ve had wonderful feedback and look forward to working with HSJ in future.”

Aisling Kearney, Head of PR & Public Affairs,
 Barchester Healthcare

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: 70,000¹ **Registered Users:** 98,632²

Page Impressions: 450,000¹ **UK Traffic:** 90%¹

| 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 1000 |

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 (Jan-Jun'11) 2. Webtrends (Dec'11)

▼ Site advertising



- 1 Top leaderboard
- 2 Top MPU
- 3 Skyscraper
- 4 Bottom MPU
- 5 Bottom leaderboard
- 6 Banner

▼ Daily news email



▼ Solus email



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 |

▼ HSJ TV



▼ Special report email



▼ Case study-led lead generation



with data capture



HSJ MORE THAN A MAGAZINE AND WEBSITE

HSJ Awards

Now in their 30th 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.



HSJ Efficiency Awards

The health service has to deliver £20bn of efficiency savings by 2015. Trusts are being tasked to deliver more for less through efficiency savings. The HSJ Efficiency Awards recognise strategies and initiatives that tangibly improve efficiency and reduce costs without affecting standards of patient care.

To discuss sponsorship opportunities please contact Jason Winthrop
 T: 020 7728 3735 E: jason.winthrop@emap.com



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.

For more information about HSJ Conferences please contact Ceyda Djemal
 T: 020 7728 3742 E: ceyda.djemal@emap.com



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** A4 up to 15g: £1,690

Maximum size please request a quote for inserts above 15g

Contact

Advertising enquiries

Phil Christofis T: 020 7728 3731 E: phil.christofis@emap.com

Angus Hutchinson T: 020 7728 3801 E: angus.hutchinson@emap.com

Jason Winthrop T: 020 7728 3735 E: jason.winthrop@emap.com

Sales Production

Joanna Narain T: 020 7728 4115 E: joanna.narain@emap.com

Production specifications

Colour & delivery

CMYK only. No spot colours.
Digital files as high res PDF to pass4press 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

| Ad position | Width in pixels | Height in pixels | File size* |
|-----------------|-----------------|------------------|------------|
| Top leaderboard | 728 | 90 | 40KB |
| Top MPU | 300 | 250 | 40KB |
| Skyscraper | 160 | 600 | 40KB |

Banners running on newsletters can only be GIF/JPEG format

Newsletter advertising

| Ad position | Width in pixels | Height in pixels | File size* |
|---------------|-----------------|------------------|------------|
| Top banner | 468 | 60 | 40KB |
| Skyscraper | 160 | 600 | 40KB |
| Bottom banner | 468 | 60 | 40KB |

* 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
Video spec sheet available
3rd party redirects

Animation length

Maximum time: 30sec
Maximum rotations: 5

Expanding banner

Close button on non expanding portion "Close X"

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: 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



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