



Trusts Association

THE NHS GUIDE TO HEALTHY LIVING

*(Published in Consultation with the Department of Health
in support of the National Service Frameworks on
Coronary Heart Disease and Diabetes by the NHS Trusts Association)*

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This new road map to a healthier life style will feature articles, advice and information for healthcare consumers who want to be well informed, achieve the best of health, avoid illness and manage their healthcare effectively in partnership with their doctors and the NHS.

This new healthcare resource represents a breakthrough in combining information and advice written by leading doctors, cardiologists, nutritionists and consultants in Diabetes with advice on ways to stay healthy and avoid illness developing.

Its unique two-tier distribution is designed to generate an unusually large well-targeted readership.

The NHS Trusts Association (NHSTA):

The NHSTA represents the new primary care trusts who are responsible for nearly £60 billion of NHS budgets per year. It works closely with the Department of Health and undertakes many healthcare awareness initiatives. The NHS Guide to Healthy Living is one such initiative.

Sections include:

Exercise, healthy eating (including organic foods), weight control, smoking cessation, relaxation and reducing stress, complementary and alternative therapies, herbal medicines, diet, aids to well-being and disease management.

Editorial Content:

Articles written by leading experts and doctors on exercise, healthy eating, weight control, diet, exercise, avoiding illness, aging heart disorders and diabetes.

Notes for PR Companies, Marketing Departments, Press and Publicity Departments.

Please forward all press releases for products and services for the attention of the Editor, The NHS Guide to Healthy Living, P O Box 45734, London SW16 5WJ.

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Format:
A4 Full Colour Perfect Bound Gloss Laminated Covers.

On-line Format: Adobe Acrobat.

Style:
Upmarket consumer title.

Pagination:
Circa 175 pages

Advertising Ratio:
Maximum 33%

Complementary Distribution:
All NHS G.P. surgery waiting rooms, Special Edition
11,000 copies badged "Waiting Room Copy – Do not Remove"

Readership:
Estimated 500,000 plus

Content:
Articles written by leading experts and doctors, product reviews (by invitation only) on exercise, healthy eating, weight control, diet, nutrition, organic foods, complementary and alternative therapies and products, herbal remedies, smoking cessation, avoiding illness, aging heart disorders and diabetes.

Advertisers Profile:
Food manufacturers
Over the counter (OTC) medicines
Organic and nutritional products and foods
Vitamins and dietary supplements
Herbal remedies
Natural health and beauty products
Fitness and exercise products and accessories
Health clubs and therapy centres
All products connected with the testing, prevention, treatment and management of coronary heart disease and diabetes.

Advertising Rates

(all rates are plus Vat, for full colour, Mono rates on application).

Double page spread	£ 9,995
Full page	£ 5,995
Half page	£ 2,595

Covers

Outside back cover	£ 12,995
Inside front cover	£ 14,995
Inside back cover	£ 12,995
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