

The **NHS DIRECTORY**

of Complementary and Alternative Practitioners

Chairman **Dr Prasad Rao** Chief Executive **Dr David Tod** OBE FRCGP Secretary **Mr. David Selwyn** MRSM

THE NHS DIRECTORY OF COMPLEMENTARY AND ALTERNATIVE PRACTITIONERS

MEDIA INFORMATION

Format:

A4 full colour perfect bound laminated covers

On line format:

Adobe Acrobat

Frequency:

Annual

Style:

Up-market consumer title/professional journal/membership listings*

Pagination:

Circa 100 pages plus covers

Advertising Ratio:

Maximum 33%

Complementary Distribution:

All NHS GP surgery waiting rooms, Special Edition
11,000 copies badged "*Waiting Room Copy – Do Not Remove*"

General Sold Distribution:

Via supermarkets, health food stores etc.

Readership:

Estimated 500,000 +

Content:

Detailed listings (searched by postcode) of circa 5,000 complementary and alternative practitioners, articles/editorials, product reviews (by invitation only). Information on accessing complementary therapies via the NHS. Background information on complementary and alternative therapies, nutrition, herbal remedies, smoking cessation, etc.

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PO Box 45734 London SW16 5WJ
Tel: 020 8679 2471 Fax: 020 8765 4818 E-mail: cam@nhsta.org.uk

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Advertisers Profile:

Food manufacturers
All health food and organic products
Vitamins and dietary supplements
Aromatherapy products
Natural health and beauty products
Herbal remedies
Over the counter medicines
Fitness and exercise products and accessories
Complementary and alternative therapy treatment centres
Health clubs
All products and services relevant to consumers with an interest in complementary therapies

Advertising Rates

(All rates are plus VAT, for full colour beed. Spot colour and Mono rates on application).

Double page spread	£ 9,995
Full page	£ 5,995
Half Page	£ 3,595
Quarter Page	£ 1,995

Facing matter positions +10%

Agency commission 15%

Cover positions (prices on application)

Website banner advertising: Rates on application

Corporate sponsorship: Details on application