

NHS Healthcare 2005

Format:

A4 full colour perfect bound laminated covers

On line format:

Adobe Acrobat

Frequency:

Annual

Style:

Professional medical journal

Pagination:

Circa 200 pages plus covers

Advertising ratio:

Maximum 33%

Target Availability:

Free of charge to Chief Executives and Board Members of all Primary Care Trusts, Acute Trusts, Foundation Trusts, Ambulance Trusts, Mental Health Trusts, Strategic Health Authorities, Pharmaceutical Officers and Advisers, Purchasing Officers, Practice Nurses, Practice Managers, Nurse Prescribers, Team Leader: Midwives, Health Visitors, District Nurses, Senior Midwives, Heads of Midwifery, Directors of Infection Control, Infection Control Nurses, Laundry Managers, Catering Managers, Transport Managers, Senior Partners of the biggest 1,000 practices.

Estimated readership figure:

65,000 +

Content:

Learned clinical editorials and articles, case studies, and product reviews (by invitation only). Sourced from leading clinicians, consultants and major suppliers of products and services to the NHS.

Advertiser Profile:

Pharmaceutical companies, suppliers of products, goods and services to the National Health Service for both NHS GP surgeries and NHS hospitals.

Advertisement Rates:

Advertisement Size	Full Colour	Mono
Double Page Spread	£ 5995	£ 4995
Full Page Full Colour (A4)	£ 3995	£ 2995
Half Page Full Colour	£ 2995	£ 1995
Back Cover	£ 6950	
Inside Front Cover	£ 5950	
Inside Back Cover	£ 4950	
Special Positions	+10%	
Prepayment Discount	-5%	
Agency Commission	10%	
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(All rates are plus VAT, based on settlement within 21 days of confirmation).

**Trusts Association**

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NHS Healthcare 2005 will be available in hard copy and online to all NHS Primary Care Trusts, Hospital Trusts, Practice Nurses, GP Surgeries and all NHS healthcare professionals.

Driven by an editorial policy of strongly based topical and informative articles and case studies, its mission is a simple one, to be a new "road map" to healthcare excellence within primary and secondary care i.e. doctors' surgeries and hospitals.

The transition to budget holding Trust status for the new PCTs signifies momentous changes within the NHS. Our members are now directly responsible for nearly £60 billion of NHS budgets and are no longer bound to purchase from independently "approved" suppliers.

NHS Healthcare 2005 will play a major role in opening up the NHS as a market to companies who are prepared to enter into direct negotiations with PCTs

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