



Healthcare Finance Media Pack

“Healthcare Finance readers control an annual expenditure of over £100bn.”

the **voice** of healthcare finance...



About Healthcare Finance

Healthcare Finance is the leading publication and only one dedicated to healthcare finance in the UK. Subscribed to by nearly 5,000 members of the Healthcare Financial Management Association (HFMA), reading Healthcare Finance every month is essential for today's healthcare finance professional.

Considered by the healthcare finance profession to be the leading authority in delivering news, views, features and comment, no other publication reaches this audience better.

More than just a magazine

Healthcare Finance is published monthly by the Healthcare Financial Management Association (HFMA), the membership body for healthcare finance staff across the four health economies in the UK. Established in 1950, HFMA supports and influences the development of healthcare policy, it delivers professional development and career support to all those involved in healthcare finance and governance, and delivers expert technical support, opinion and information to this highly influential group.

For more information visit www.hfma.org.uk

Readership

Healthcare Finance is recognised by an ever increasing number of senior staff members as an invaluable information resource for their staff. The magazine is readily circulated across finance departments, ensuring an overall readership of more than three times the monthly circulation figure. This results in a total readership of Healthcare Finance in excess of 15,000 readers every issue.

In addition to this targeted subscription readership base, the magazine receives further significant exposure through distribution at all HFMA conferences. These include a vast number of national and regional events held regularly across the UK throughout the year.

This collective route to market ensures any given marketing campaign in Healthcare Finance delivers wide scale exposure across the entire NHS finance function.

Testimonials

"Advertising in Healthcare Finance is an invaluable profile raising exercise for NHS Shared Business Services. We consider it to be a very effective way to target and reach financial decision makers across the NHS. As a regular advertiser in the journal we experience a positive return on investment and find HFMA a good organisation to work with - professional, supportive and collaborative"

Monica Owen, Marketing Director, NHS Shared Business Services

"With the rapid changes in NHS finance it is important to be able to access a publication which is able to discuss with insight and authority the issues of the day. The journal is uniquely placed to be able to fulfill this role with a combination of expert opinions and contributions from practicing members from across the NHS and articles penned by respected health journalists."

Eric Morton, Chief Executive, Chesterfield Royal Hospital NHS Foundation Trust

"The HFMA journal is an ideal publication for raising awareness of our services with Finance Directors. In addition, the HFMA offers many opportunities to network and form contacts with those in the NHS financial community."

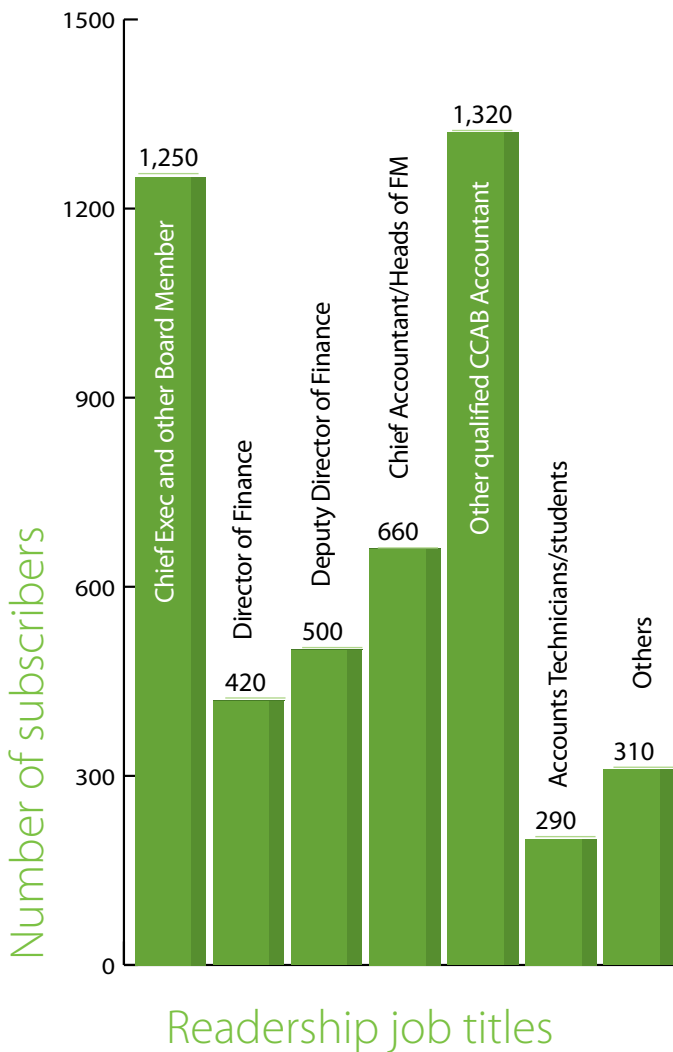
Robyn Pease, Market Manager, Roche

"Over the past year, Healthcare Finance has been crucial in lifting our profile amongst our target audience. We look forward to maintaining our relationship with this important industry magazine."

Simon Jarman, Director, Healthcost Limited



Circulation



Opportunities

Rates (all full colour)

Half page	£800
Full page	£1,400
Double page spread	£2,500

Special positions

Inside front cover	£1,500
Inside back cover	£1,500
Outside back cover	£1,600

Inserts £220 per '000

Full specification on application – only full runs of inserts accepted.

Prices on application for cover mounts, bound inserts, sponsored poly-wrap and other commercial opportunities.

Sponsorship

A number of different sections within Healthcare Finance are available for sponsorship including a succinct Careers and Professional Development Section. Prices are available on request.

All rates quoted are excluding VAT and subject to HFMA terms and conditions.

“*Healthcare Finance is the leading healthcare finance title – providing specialist news and comment to paying members of HFMA*”



Healthcare Finance
Management
Association

File Specifications and Delivery

- For copy deadlines, please contact publisher contact below.
- Preferred file specification is print resolution PDF although the following files are also acceptable: Quark Xpress, Adobe Photoshop, Adobe Illustrator, InDesign, Aldus Freehand (if any other used please inform printers as early as possible).
- Allow 3 mm for any bleeds off page.
- All spot colours convert to CMYK if in full colour. Use greyscale tint if black & white.
- All photo images need to have a min 300dpi when scanned (Note: downloaded images from Internet are 72dpi and cannot be improved upon) - max enlargement on page - 140%. Images to be saved, CMYK, Greyscale or Bitmap in tiff or EPS/Jpeg format.
- All illustrations (vectorised) min 800dpi. Include ALL fonts (including fonts embedded in illustrations) screen and printer fonts if applicable.
- Logos/line drawings/tiffs - min 800 dpi when scanned - max enlargement on page 140% and saved in tiff/bitmap format.
- Please inform us if there are colored-up tiffs or specific trapping instructions such as overprint/knockout.

Page sizes

Double page spread (bleed)	303 x 426mm
Double page spread (trimmed)	297 x 420mm
Page (type area)	274 x 185mm
Page (trimmed)	297 x 210mm
Page (with bleed)	303 x 215mm
Half page (vertical)	274 x 88mm
Half page (horizontal)	135 x 185mm



Media Opportunities Contact:

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Please forward all advertising to Jenny Eagle at j.eagle@espcolour.co.uk with the appropriate reference