



NETWORK HEALTH DIGEST

MEDIA INFORMATION 2021

Network Health Digest (NHD) - setting the standards that others follow

NHD is the UK's most respected nutrition and dietetic magazine. All 9 issues are available online and can be downloaded onto your tablet or smartphone.



NH Publishing Ltd

Since 2005, NH Publishing Ltd has led the UK dietetic market. We currently produce six dietetic resources, in print and digital format. All of our media platforms are exactly designed to maximise the reader experience and to enhance and promote the products or services that are advertised within.

Driving response is what we do best.

Network Health Digest - (digest size)

Our flagship product boasts a print circulation of **6,600 + 2,225 digital only readers = 8,825 readers per issue** (7 print + 2 digital-only issues per year), providing essential news and articles covering all aspects of nutrition and dietetics within the UK. Our readership includes healthcare professionals working at over 1,500 NHS Trusts, private hospitals, GP clinics, PCTs, and NHS hospitals, as well as independent consultant dietitians, student dietitians, nutritionists, scientists, food industry professionals and a growing number of international dietitians.

NH-eNews Bulletin

The UK's most widely read nutrition professional e-news, published weekly and delivered to over **8,000 registered**

email addresses. *NH-eNews* averages more than 600 click-throughs per week to external links of interest, including sponsors' links.

NHDmag.com

The online hub for *NHD* has an annual total of **82,200 page views** (Aug 2019-Jul 2020). Visitors frequent the *NHD* digital issue archive, dieteticJOBS, Events & courses, Subscriber zone, Student zone as well as the useful links.

NHD CPD eArticles

Twice a month, *NHD* distributes a **CPD eArticle** to over **7,500** nutrition and dietetic professionals to read, fill in the short questionnaire, print and file in their CPD folder. Over 150 eArticles have been published since 2012.

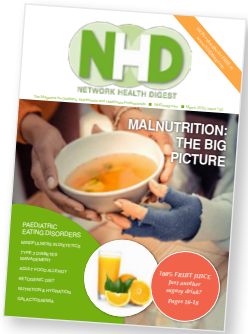
NHD Bespoke eNews Message (e-shot)

These are sent to our database of circa **7,300 nutrition & dietetic professionals**, on a date selected by the advertiser + Tweet to our **3,600 followers**.

NHD is the market leading information provider in nutrition and dietetics. Advertisers have access to the best multimedia platforms to promote their products and services.

Advertisement Rates

Prices excluding VAT - effective from 1st January, 2021



Advertisement setting cost is £80 per hour with a one hour minimum. Special position charge 10%.

Display ad size		Special positions	
DPS	£1,995	Back Cover	£1,725
Full Page	£1,495	Inside Front Cover	£1,650
Half Page	£950	Inside Back Cover	£1,550
Quarter Page	£600		
Eighth Page	£475		

Prices on application for loose or bound inserts, outserts, gatefolds, tip-ons, wraps, bellybands, web banners, **NH-eNews Bulletin** advertisements and banners, product news (with images), supplement sponsorship, column sponsorship and more.

Bespoke eNews Message: Email message sent to the **NHD** database £775.

NH-Newsbreak: Text, logo/image and weblink in print and **NH-eNews Bulletin** for £450.

For digital-only issue ad rates and the NHD recruitment ad rates please call 01342 824073.

Advertising Deadlines

Issue	Month/media platform	Copy deadlines
160	February - Digital-only	Wed 27th January
161	March	Tue 16th February
162	April	Mon 15th March
163	May - Digital-only	Tue 27th April
164	June/July	Tue 25th May
165	August/September	Tue 20th July
166	October	Mon 20th September
167	November	Tue 19th October
168	December/January	Mon 22nd November



ISSUE	PAEDIATRIC	CLINICAL	CONDITIONS AND DISORDERS	CONDITIONS AND DISORDERS	NUTRITION MANAGEMENT	COMMUNITY	PUBLIC HEALTH	SKILLS AND DEVELOPMENT
Feb Digital Only	FEEDING THE SPECIAL NEEDS INFANT (SNIF)	ACUTE ADULT EATING DISORDERS	TIREDDNESS AND FATIGUE	OBESITY MANAGEMENT	IMD: LOW PROTEIN PRESCRIBABLE FOOD	CARBS AND CALORIES	SOCIAL MEDIA: BUSTING THE MYTHS	MINDFULNESS IN DIETETICS
Mar	PAEDIATRIC FOOD ALLERGY AND WEANING	TUBE/NASOGASTRIC FEEDS	MALNUTRITION UNDERNUTRITION	DIABETES: TYPES 1 AND 2	LOW FODMAPS	HIGH CHOLESTEROL MANAGEMENT: SELF-HELP ADVICE	NUTRITION AND HYDRATION WEEK	RESOURCES AND ADVICE FOR STUDENTS
Apr	FOLLOW-ON FORMULAS AND THEIR APPROPRIATE USE	PARENTERAL EXPLAINED	GASTRIC DISORDERS (INC IBS/IBD)	RENAL	FOOD FIRST AND BEYOND (ONS)	ADULT FOOD ALLERGIES	PH STRATEGIES: ARE THEY WORKING?	HOW TO MAKE A CAREER IN DIETETICS
May Digital Only	PREMATURE INFANT FEEDING	ERAS	THE TYPES OF DYSPHAGIA EXPLAINED	THE IMMUNE SYSTEM AND NUTRITION	KETOGENIC DIET THERAPY	COMMUNITY DIETETICS: WHAT'S INVOLVED?	MENTAL HEALTH AND DEPRESSION	PALLIATIVE CARE PATHWAYS
Jun/ Jul	CMA AND BREASTFEEDING	CKD: STAGES TREATMENT AND MANAGEMENT	PKU	CYSTIC FIBROSIS	HAN/HEF FROM HOSPITAL TO HOME	ELDERLY CARE HOME NUTRITION	CEREALS, WHOLEGRAINS & NUTS	RESEARCH IN DIETETICS
Aug/ Sep	FALTERING GROWTH: THE FACTS	PRE- AND POST-OP NUTRITION	DEMENCIA	PANCREATITIS	ONS: APPROPRIATE PRESCRIBING	EATING DISORDER IN ADULTS	MILK ALTERNATIVES	FOOD SERVICES AND FOOD PROVISION
Oct	CMPA: GUIDELINES AND RECOMMENDATIONS	DYSPHAGIA MANAGEMENT SYSTEMS	CANCER	CROHN'S	CHILD AND ADOLESCENT MENTAL HEALTH	PREGNANCY AND PRE-ECLAMPSYIA	PLANT-BASED DIETS	CBT
Nov	ADHD: NUTRITION AND HYPERACTIVITY	BOLUS FEEDING AND ENTERAL PUMP FEEDING: PROS AND CONS	MALABSORPTION	BLOOD CONDITIONS (LYMPHOMA AND MYELOMA)	PROBIOTICS: UPDATE ON THE EVIDENCE	NUTRITION FOR THE VULNERABLE AT HOME	SUPERFOODS: ARE THEY AS GOOD AS THEY SOUND?	MDT WORK
Dec/Jan	CHILDHOOD OBESITY: ARE PH MESSAGES WORKING?	MALNUTRITION IN CRITICAL CARE	INTOLERANCES	CAN NUTRITION HELP WITH MALE FERTILITY PROBLEMS?	DIETETIC CLINICS	SUSTAINABLE DIETS	SUGAR AND SALT	SPOTLIGHT ON NEUROSCIENCES

Phone 01342 824073 - richard@networkhealthgroup.co.uk - www.NHDMag.com

Mechanical Data (Digest Size)

Size (mm)	Type area	Bleed	Trim
DPS	196 h x 300 w	229 h x 326 w	223 h x 320 w
Full page	200 h x 140 w	229 h x 166 w	223 h x 160 w
Half page horizontal	—	—	96 h x 140 w
Half page vertical	—	—	196 h x 68 w
Quarter page vertical	—	—	96 h x 68 w
Quarter page horizontal	—	—	44 h x 140 w
Eighth page strip	—	—	20 h x 140 w



Advertisement Submission

Finished artwork must be sent by email to richard@networkhealthgroup.co.uk

File name

Submitted files must be named according to company of origin. Lineage ads will be accepted by email to info@networkhealthgroup.co.uk

File Type

All display advertisements must be supplied as PDF, JPG, EPS or TIFF and must be no less than 300dpi.

Bespoke eNews messages: please supply artwork as JPG.

Colour Space

All file types must be converted to CMYK.

Font Inclusion

All fonts must be embedded. Where possible web and email addresses should be written as text, not image files.

Terms and Conditions

of acceptance of advertisements for NH Publishing Ltd

The following abbreviations will apply: The Title (NHD or Network Health Digest), The Publisher (NH Publishing Ltd)

All advertisements (including print display, inserts, online and linage) at the behest of any person or organisation (The Advertiser) are published and accepted by NH Publishing Ltd (The Publisher/s) subject to the following terms and conditions:

1.0 All advertisements must not contravene the provisions of any applicable law including without limitation the Trades Description Act, the Fair Trading Act, the Consumer Credit Act, the Race Relations Act, the Sex Discrimination Act or the Business Advertisements (Disclosure) Order and must comply with the British Code(s) of Advertising Practice as any of the same may be amended or re-enacted from time to time.

1.1 The Advertiser will free and relieve and indemnify The Publisher of and against any claim or awards whatsoever made against The Publisher in connection with the publication of any advertisement placed by The Advertiser including any costs or expenses (including legal and judicial expenses) incurred by or on behalf of The Publishers in connection with such claim or awards.

2.0 The Publisher will endeavour to publish advertisements on the date(s) specified by The Advertiser but reserve the right to omit or suspend or hold over publication of any advertisement, notice or order or any part thereof without notice and to publish any advertisements so omitted or held over in a subsequent issue of the Title. The Publishers will endeavour to give notice to The Advertiser where reasonably possible.

2.1 Every reasonable effort will be made to meet The Advertiser's requirements but The Publishers have and accept no liability whatsoever (beyond the price for any advertising) for any loss or expense or damage including loss of revenue or profit occasioned to or sustained by The Advertiser or any third party by the non-insertion of any advertisement or by any errors or omissions or inaccuracies or delays in the printing or publishing of any advertisement whether as a result of negligence on the part of The Publishers or otherwise.

2.2 The Publisher reserves the right to alter any advertisement if necessary without consulting The Advertiser in order that such advertisement might conform to The Publisher's standards of decency, taste and other relevant matters laid down in any relevant code of practice, The Publisher's current self imposed standards or any other mandatory rules are applicable.

2.3 Where The Publisher has (without making an additional charge to The Advertiser for doing so) prepared or arranged for the preparation of artwork, drawings, sketches, photographs and/or text The Advertiser hereby grants to The Publisher all intellectual property rights in such artwork, drawings, sketches, photographs and/or text and these shall at all times remain The Publisher's property. No licence is granted to The Advertiser or any other person in respect of these intellectual property rights. The Advertiser undertakes not to reproduce or authorise any other person to reproduce the said artwork, drawings, sketches, photographs and/or text without the written consent of The Publisher.

2.4 Where an Advertiser has supplied their own complete artwork, this may be subsequently changed, but an Advertiser's previous advertisement will be repeated if new copy is not received before the copy deadline. Where The Publisher undertakes a copy-setting service on behalf of The Advertiser, it is The Advertiser's responsibility to ensure that copy is examined for errors before submission. Corrections may be made once, free of charge. Further corrections will be charged at £80 per hour with a minimum charge of one hour. Copy must be submitted on or before the Copy Deadline listed in the relevant media pack.

2.5 The Advertiser is responsible for checking that the first insertion in a series of advertisements is published in accordance with The Advertiser's wishes. The Publisher shall not be liable for any inaccuracies published in any subsequent issues.

2.6 No liability will exist for final colour produced outside of standards where this has been caused by artwork supplied incorrectly or not in accordance with published parameters.

2.7 Where inserts supplied by an Advertiser do not comply with the original specification, The Publisher may reject the inserts or invoice The Advertiser for any additional costs incurred by The Publisher.

2.8 Advertiser's materials are held at The Advertiser's risk and should be insured by The Advertiser against theft, fire and other loss and damage. The Publisher shall not be held responsible for The Advertiser's materials which remain unclaimed after six months from the last date of publication of the advertisement.

3.0 The Publisher is not obliged to stop or cancel any advertisement unless they receive written notice to do so, the said written notice to be received by them not less than 14 days before copy deadline. Any cancellation prior to 14 days before copy deadline incurs 70% charges on unpaid booked fees. All other cancellations incur a 100% charge on booked fees.

3.1 Payment must be made in full by the due invoice date. Failure to pay in accordance with this clause shall entitle The Publisher, without prejudice, to terminate the contract immediately with respect to future supplies and to charge the full current rate where any discounted rate was given and interest at the rate of 15% per month on the amount outstanding together with compensation for debt recovery costs pursuant to the provisions of The Late of Commercial Debts (Interest) Act 1998 and as amended and supplemented by The Late Payment of Commercial Debts Regulations 2002.

3.2 In the event that an Advertiser who has received a discount from the published rate card (in consideration of having entered into a contract with The Publisher to place a series of advertisements in The Title) fails to honour the contracted number of advertisements in the series The Publisher reserves the right to invoice The Advertiser for the amount of any discounts from rate card previously received to be payable on demand.

3.3 Under no circumstances will any refund be given for bookings for which monies have been received, but at the discretion of The Publisher, advertisements may be held over until such time as The Advertiser chooses to run them, that time being not more than two issues after the original booking.

4.0 The Publisher operates a paperless office where possible and prefers to receive artwork via email as per the specifications listed in The Title's media pack. The Publisher cannot accept responsibility for digital files without proofs. All file elements must be present and in the correct format. Confirmation by email will be considered binding in relation to approval of artwork and all aspects of said booking, including official confirmation of the booking.

5.0 The Publisher reserves the right from time to time to alter these Conditions. The Publisher shall endeavour to give notice to any Advertisers likely to be affected thereby.

5.1 Should any court, competent tribunal or authority find any of these conditions unenforceable for any reason, the remaining provisions shall be enforceable. Should any other exclusion or limitation of the liability of The Publisher contained herein be found by any such court to be unenforceable, The Publisher's liability in respect of any breach hereof giving rise to damage (other than personal injury or death) shall be limited to the charges to be levied for the placing of the advertisement in question.

5.2 Each of the foregoing conditions shall be separate and severable.

5.3 These Terms and Conditions and any agreement to which they apply shall be subject to the Laws of England and the exclusive jurisdiction of the English Courts but The Publishers are entitled, at their sole discretion, to take action in any other competent jurisdiction.

6.0 The placing of any advertisement by The Advertiser constitutes acceptance of all of the above terms and conditions.

7.0 In the case of any advertisement placed by a third party acting on their behalf The Advertiser and the said agency shall be a party to the contract in respect of the insertion of such advertisement and shall be jointly and severally liable to The Publisher in respect of all matters arising under the contract. The said advertising agency shall be responsible for making The Advertisers aware of such liability and shall be deemed in all circumstances to be the agent of The Advertiser.

NH PUBLISHING LIMITED - Company No. 05432911