



NETWORK HEALTH DIGEST

## MEDIA INFORMATION 2023

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

**NHD** is the UK's most respected nutrition and dietetic magazine. All 8 issues are available online and can be downloaded onto your tablet or smartphone.



### NH Publishing Ltd

Since 2005, NH Publishing Ltd has become the UK's leading information provider on dietetics. 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 **6600 + 3442 digital-only readers = 10,042 readers per issue** (8 issues per year), providing essential news and articles covering all aspects of nutrition and dietetics. Our readership includes healthcare professionals working at over 1500 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 **8000 registered email addresses**. **NH-eNews** averages more than 600 click-throughs per week to external links of interest, including sponsors' links.

### NHDmag.co.uk

The online hub for **NHD** has an annual total of **84,034 page views** (Jan-Dec 2021). Visitors frequent the **NHD** digital issue archive, dieteticJOBS, Events & Courses, Subscriber zone and Student zone, as well as the useful links.

### NHD Paediatric Hub

Due to the demand for paediatric-related information/resources, we have created a separate area on our website just for this, launched in May 2022. Including all the key paediatric topics, plus the **NHD Paediatric** article archive, **CPD eArticles** and guidelines/resources. One of the top performing pages on our website.

### NHD CPD eArticles

Once a month, **NHD** distributes a **CPD eArticle** to over **7500** nutrition and dietetic professionals to read, fill in the short questionnaire, print and file in their CPD folders. Over **150 eArticles** have been published since 2012.

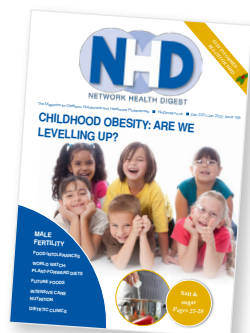
### NHD Bespoke eNews Message (e-shot)

Customised ad messages sent to our **NH-eNews** database of nutrition & dietetic professionals, on a date selected by the advertiser + Tweet to our **4500 + 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, 2023



Advertisement setting cost is £90 per hour with a one hour minimum. Special position charge 10%.

Display ad size		Special positions	
DPS	£2,265	Back Cover	£1,915
Full Page	£1,700	Inside Front Cover	£1,830
Half Page	£1,055	Inside Back Cover	£1,725

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 £800.

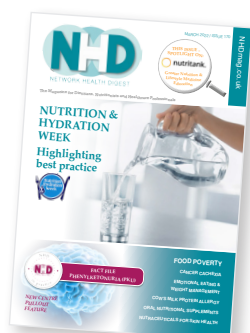
**NH-Newsbreak:** Text, logo/image and weblink in print and **NH-eNews Bulletin** for £600.

**“NHD fully captures my attention. You are making a difference to practice.”**

Jo, Healthcare Lead

**For NHD recruitment ad rates please contact Richard on 01342 824073 or [Richard@networkhealthgroup.co.uk](mailto:Richard@networkhealthgroup.co.uk).**

## Advertising Deadlines



Issue	Month/media platform	Copy deadlines
178	March	Tue 14th February
179	April	Tue 14th March
180	May	Tue 25th April
181	June/July	Tue 23rd May
182	August/September	Tue 25th July
183	October	Tue 19th September
184	November	Tue 17th October
185	December/January	Tue 21st November

ISSUE	PAEDIATRIC	CLINICAL/ONS	CONDITIONS & DISORDERS	CONDITIONS & DISORDERS	WEIGHT/ NUTRITION MANAGEMENT	COMMUNITY	PUBLIC HEALTH/ DIET & LIFESTYLE	SKILLS & LEARNING
Mar	CMA	INSULIN RESISTANCE	HEART DISEASE, STROKE AND TIAs	RENAL DISEASE AND NUTRITION	KETO DIET THERAPY	MALNUTRITION: NUTRITION AND HYDRATION WEEK	MILK ALTERNATIVES	HOW TO SUPPORT BEHAVIOUR CHANGE
Apr	PAEDIATRIC NASOGASTRIC TUBE FEEDING	ADULT ONCOLOGY	DIABETES MANAGEMENT	DYSPHAGIA MEAL REPLACEMENTS	THE GUT MICROBIOME	ELDERLY CARE HOME NUTRITION	NUTRIGENOMICS: IS IT STILL RELEVANT?	WEIGHT STIGMA
May	FALTERING GROWTH	BARIATRIC SURGERY	COELIAC DISEASE	HIV AND DIET	LOW-FODMAPS	NUTRITION AND MENSTRUATION	PLANT-BASED DIETS	FREELANCE PRACTICE
Jun/ Jul	CMPA	ONS & ENTERAL NUTRITION	CYSTIC FIBROSIS	MEN'S HEALTH: OBESITY INITIATIVES	INTERMITTENT FASTING	DIET AND AGEING	SALT AND FAST FOOD	DIVERSITY IN DIETETICS
Aug/ Sep	PREMATURE INFANT FEEDING	HYPERTENSION AND DIET	PKU	NON-ALCOHOLIC FATTY LIVER DISEASE	PROBIOTICS	MALNUTRITION AND CARE OF THE VULNERABLE AT HOME	NUTS	TECHNOLOGY ENHANCING PATIENT CARE
Oct	CHILDHOOD OBESITY MANAGEMENT	DYSPHAGIA IN ACUTE SETTINGS	IBS/IBD	CHOLESTEROL MANAGEMENT	CHRONO-NUTRITION: TIME-RESTRICTED EATING AND HEALTH	MATERNAL NUTRITION	FUNCTIONAL FOODS	MINDFULNESS IN DIETETICS
Nov	PAEDIATRIC FOOD ALLERGY	UNDERNUTRITION AND ONS	EATING DISORDERS	AUTISM AND LEARNING DIFFICULTIES	IMD LOW-PROTEIN FOODS	OBESITY AND ETHNICITY	OMEGA-3 SUPPLEMENTS	THE IMPORTANCE OF EVIDENCE-BASED PRACTICE OR MDT WORKING
Dec/ Jan	NUTRITION FOR BREASTFEEDING	NUTRITION ON THE WARD	PCOS: NUTRITION AND LIFESTYLE	PANCREATIC CANCER	INTUITIVE EATING	FOOD INSECURITY: FEEDING THE FAMILY HEALTHIER	THE RISE AND RISE OF VEGANISM	PRIMARY CARE DIETETICS

Phone 01342 824073 - [info@networkhealthgroup.co.uk](mailto:info@networkhealthgroup.co.uk) - [www.NHDMag.com](http://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



### Advertisement Submission - Finished artwork must be sent by email to [richard@networkhealthgroup.co.uk](mailto: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](mailto:info@networkhealthgroup.co.uk)

#### Colour Space

All file types must be converted to CMYK.

#### 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.

#### Font Inclusion

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

# Digital Advertisement Data

Advert type	Size (pixels, width x height)
Header banner	685 x 139
Standard banner	942 x 100
Leaderboard	728 x 90
Skyscraper	260 x 400
MPU advertisement	300 x 250
Box advertisement	145 x 55
NHD Eclipse* (Pop-up ad platform on 3 web pages)	482 x 198



## Advertisement submission

Finished artwork must be sent by email to:  
[richard@networkhealthgroup.co.uk](mailto:richard@networkhealthgroup.co.uk)

### File name

Submitted files must be named according to company of origin.

### File type

Accepted file types are: JPEG, PNG or GIF, saved at no less than 72dpi.

We recommend a maximum file size of 1MB. Alternatively you can supply ad tags.

### Colour space

All file types must be converted to RGB.

For **NHD Eclipse** advert, please supply a static or animated image. Accepted file types are: JPEG or GIF.



**HEADER BANNER**  
Displays next to logo on all website pages  
685 pixels x 139 pixels

Home NHD magazine » NHD News Hub » NHD resources » Subscriber zone » Subscribe Media Contact us

**LEADERBOARD ADVERTISEMENT**  
728 pixels x 90 pixels

The Magazine for Dietitians, Nutritionists and Healthcare Professionals



**STANDARD BANNER**  
942 pixels x 100 pixels


Our most popular features...





**MPU ADVERTISEMENT**  
300 pixels x 250 pixels

**SKYSCRAPER ADVERTISEMENT**  
260 pixels x 400 pixels

Advertisements not shown to scale



YOUR WEEKLY NH-eNews Bulletin



**WIN 1KG HIGH QUALITY AMERICAN PISTACHIOS**  
delivered directly to your door

**Polycystic ovarian syndrome: a multi-system endocrine disorder**

Polycystic ovarian syndrome (PCOS) is one of the most common multifaceted endocrine disorders in women, but, despite this, diagnostic challenges, delayed diagnosis and less than optimal treatment regimens plague the condition. This article looks at the clinical features of PCOS and examines the dietary and lifestyle interventions for symptom relief ...

**READ OUR FEATURED ARTICLE**

**Read our latest issue**


The June/July issue of *NHD* is OUT NOW! You should have received the access password for the digital issue via email but if you have misplaced it, please email us here ...

All archived copies of *NHD* are available without a password on our website here ...

Register to receive your future copies of *NHD* in the post. That way you won't miss a single issue! Subscribe for FREE here ...

**ACCESS OUR LATEST ISSUE HERE**

**In the news this week ...**



- Potassium-rich foods boost women's heart health
- Alcohol deaths from pandemic drinking are predicted to rise
- Evidence suggests depression not caused by low serotonin
- Microdoses of psychedelic mushrooms may improve mood and mental health
- Natural food more mouth-watering to children than processed fare ... and more

**READ ALL ABOUT IT!**

**ENTER TO**

## NH-eNews bulletin

### Headline banner advertisement

(static or animated images accepted) 1128 px (w) x 282 px (h)


### Skyscraper advertisement

(static or animated images accepted) 260 px (w) x 400 px (h)

### Standard banner advertisement

(static or animated images accepted) 1128 px (w) x 282 px (h)

View this email in your browser




NETWORK HEALTH DIGEST  
NHDmag.com @NHDmagazine dieteticJOBS.co.uk

**eNews ALERT \* eNews ALERT \* eNews ALERT**

Sponsored product and industry updates. 5th October 2020


**INTRODUCING ABBOTT'S NEW AND IMPROVED DIRECT TO PATIENT SAMPLE SERVICE**



Try for yourself **ORDER NOW**

**YOU SAID, AND WE LISTENED:**

- A SIMPLIFIED LOG-IN AND ORDERING PROCESS
- EMAIL CONFIRMATION AND REVIEW ORDER HISTORY
- ESSENTIAL PRODUCT INFORMATION TO HELP YOU CHOOSE THE RIGHT PRODUCT FOR THE RIGHT PATIENT



UK-20000556 September 2020

To advertise in *NH-eNews Bulletin* please contact Richard on 01342 825349.  
Copyright © 2020 NH Publishing Ltd. All rights reserved.  
update your preferences or unsubscribe from this list

## Bespoke eNews message (e-shot)

610 pixels (w) x 1500 pixels max (h)  
Please supply the copy as a jpeg file. Please also supply a subject line heading for the email and a URL for embedding into the creative.

## NHD CPD eArticle sponsorship

### 2 x eighth page horizontal strip advertisements

140 mm (w) x 20 mm (h)

### Full page advertisement :

Type area - 140 mm (w) x 200 mm (h)

Bleed - 166 mm (w) x 229 mm (h)

Trim - 160 mm (w) x 223 (h)

**Company logo** (for masthead) to include 'Sponsored by . . .' in the title.



**NHD CPD eArticle**  
Volume 10.11  
22nd October 2020

**SPONSORSHIP LOGO**

**MALNUTRITION: THE BIG PICTURE**

Global commitment to fight malnutrition in all its forms continues. However, when one focuses on daily, weekly, or monthly efforts, it is easy for the big picture to become blurry and the interactions between disease drivers elusive. This article focuses on refreshing the connections between underlying causes of the prevalence of global malnutrition.



**Boris Nemov MD**  
Specialist Dietitian  
London, UK

Malnutrition is an umbrella term for undernutrition, micronutrient imbalance and obesity. Subtypes of undernutrition are wasting (low weight-for-height), stunting (low height-for-age) and being underweight. On the other end of the spectrum, there is overweight and obesity often resulting in non-communicable diseases (NCDs), including diabetes, certain cancers, stroke and heart attack. An imbalance of vitamins or minerals preventing the body's proper growth is yet another threat for healthy development of populations worldwide. The various forms of malnutrition are intertwined throughout the life cycle and are by far the biggest cause of health loss globally. The global population is approximately 7.6 billion people. In 2018, the Global Nutrition Report established that 815 million people were chronically undernourished, 185 million children were stunted, 52 million children were wasted and two billion people were suffering from a micronutrient deficiency. Overweight and obesity are on the rise. In 2016, 340 million children and adolescents were overweight or obese, 19 billion adults were overweight and, of these, 400 million were obese. Non-communicable diseases kill 41 million people each year, equivalent to 73% of all deaths globally. Economic losses attributable to undernutrition, micronutrient deficiencies and overweight are approximately \$3.5 trillion annually. In recent years, several reports published by world renowned organisations including the World Health Organisation (WHO), Food and Agriculture Organisation (FAO) and United Nations System Standing Committee on Nutrition (UNSSCN), 2018, the Global Nutrition Report developed initiatives to end all forms of malnutrition by 2030. Despite this high-level rhetoric, the implementation of actions so far has been slow and

**EIGHTH PAGE HORIZONTAL STRIP AD**

**NHD CPD eArticle**  
Volume 10.11  
22nd October 2020

**are trying to help people understand that both obesity and undernutrition are a consequence of poor quality and low variety diet rather than a result of too many or too few calories. The aim is to change people's perception of these diseases, enabling them to start acting against them." For instance, perception of obesity differs depending on where one lives. In some countries with a high HIV/AIDS prevalence and in LMICs, where nutrient undernutrition is common, being overweight or obese might be desired and considered as an indicator of better health, wealth or status among adults. Conversely, in high income countries, obesity is rather considered a personal failure. People are held responsible for their disease and personal lifestyle. Despite this, there are biological, psychological, social and economic vulnerabilities that industry in these countries exploits, strengthening obesogenic environments.**

**ECONOMIC TRANSITION**  
Economic country development causes rapid urbanisation, higher livestock production and change to industrialised transportation, in turn leading to higher greenhouse gas emissions. Moreover, the change in dietary patterns, despite happening over decades, can be observed. Populations that climb economic ladders have an indication for Western-style diets and the market efficiently meets the demand, supplying the products consumers want, need and are able to pay for. Populations consume more energy-dense, nutrient-poor food and beverages, move less and consequently increase prevalence of obesity and related NCDs, thus posing the high-income countries.

**URBAN DESIGN**  
Change of urban and rural environments is dynamic. There is a shortage of cities and the amount of space people want to live in increases. This results in demographic changes, gentrification and marginalisation of the poor.

**PERCEPTION OF WEIGHT**  
The recognition of undernutrition and obesity is not uncommon within the same country, town, family and even in an individual. Widespread research shows that fatal and infant undernutrition is a predictor for obesity in later life. This is often the case in low and middle income countries (LMICs). Health organisations

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**EIGHTH PAGE HORIZONTAL STRIP AD**

**FULL PAGE AD**



**NHD CPD eArticle**  
Volume 10.11  
22nd October 2020

**Questions relating to: Malnutrition: the big picture**  
(Use your personal notes, downloaded or saved or print for your records, or print and complete by hand)

Q1 Explain what encompasses the umbrella term malnutrition.

A

Q2 Outline the reasons why food insecurity is on the rise globally.

A

Q3 Why can undernutrition and obesity co-occur in a population or within a family?

A

Q4 How can the economy of a country affect obesity levels?

A

Q5 Explain the impact of urban design on obesity rates.

A

Q6 How does the food industry contribute to climate change?

A

Q7 What effect can climate change have on the prevalence of malnutrition?

A

Please type additional notes here.

# 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