



NETWORK HEALTH DIGEST

MEDIA INFORMATION 2024

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

NHD is the UK's most respected nutrition and dietetic magazine. All 10 issues will be available online and can be viewed on your smartphone or tablet.



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.

NHD Magazine - (Digest Size)

Our flagship publication boasts a circulation of **9,000+ readers per issue** (6 print issues + 4 digital-only 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 **8,000 registered email addresses**. **NH-eNews Bulletin** averages more than 700 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 **75,671 page views** (Jan-Dec 2022). Visitors frequent the **NHD** digital issue archive, Latest News, CPD eArticles, Blog and Student Zone, as well as the useful links.

NHD Paediatric Hub

Due to the demand for paediatric related information/resources, last year we created a separate area on our website just for this. Including all the key paediatric topics, plus the **NHD Paediatric** article archive, **CPD eArticles** and guidelines/resources. 1100 page views and 884 unique pageviews.

NHD Social

Target 10,500+ **NHD** followers on Facebook, Instagram and X (formerly Twitter).

NHD CPD eArticles

Once 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 folders. Over 180 **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 + X post (formerly Tweet).

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, 2024



Display ad size		Special positions	
DPS	£2,350	Back Cover	£1,995
Full Page	£1,785	Inside Front Cover	£1,900
Half Page	£1,100	Inside Back Cover	£1,825

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 £850.

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

For NHD recruitment ad rates please contact Richard on 01342 824073 or Richard@networkhealthgroup.co.uk.

Advertising Deadlines



Issue	Month/media platform	Copy deadlines
186	February (Digital Only)	Mon 29th January
187	March	Fri 9th February
188	April	Mon 18th March
189	May (Digital Only)	Mon 29th April
190	June	Mon 20th May
191	July (Digital Only)	Wed 26th June
192	August/September	Wed 24th July
193	October (Digital Only)	Mon 30th September
194	November	Wed 16th October
195	December/January	Tue 19th November

ISSUE	PAEDIATRIC	CLINICAL	CONDITIONS & DISORDERS	NUTRITION MANAGEMENT	COMMUNITY	DIET & LIFESTYLE	SKILLS & LEARNING
Feb 186 <i>Digital Only</i>	Paediatric infant formula (PIF)	ONS appropriate prescribing	High cholesterol management	IMD dietetics	Patient interventions at home	Functional foods	The BDA 10-year plan for dietetics
Mar 187	Nutritional risks in paediatric patients	Nasogastric feeds	IBD/IBS	Nutrition for rehabilitation	Malnutrition in the community	Sweeteners	Nutrition and hydration week awareness
Apr 188	CMPA: advice for parents and carers	Acute dysphagia management	Obesity and comorbidities	Ketogenic diet therapy and epilepsy	Transitioning a patient from hospital to home	Omega-3 supplements	The use of AI in health communications
May 189 <i>Digital Only</i>	Breastfeeding	Enteral nutrition	Coeliac disease	Food first and ONS	Mental health: neuro service	Ultra-processed foods: sugar and salt	Professional practice: dietitians on social media
Jun 190	Paediatric food allergy (PFA)	CKD - Stage 5 (dialysis dependent)	PKU	The gut microbiome	Elderly care home nutrition	Nut nutrition	Technology in diabetes
Jul 191 <i>Digital Only</i>	Infant weaning	Malabsorption	Liver disease	Weight management	Healthy ageing	Fruit and veg consumption – where are we now?	Primary care dietetics
Aug/ Sep 192	Faltering growth: how it can impact the older child	Cancer malnutrition	Dementia and nutrition	Low-FODMAPs	Disordered eating	Milk alternatives	Food services and food provision
Oct 193 <i>Digital Only</i>	Childhood obesity and school meals	Dysphagia	Cystic fibrosis	Palliative care nutrition	Pre-natal and pregnancy nutrition	Plant-based diets	Motivating dietary behaviour change in chronically ill patients
Nov 194	CMA	Pancreatitis	Dental disease and the impact on nutrition	Probiotics	Diet and ageing	Gluten-free on prescription. Is it still needed?	Sustainable diets
Dec/ Jan 195	Blended diet for paediatric HEF	ERAS	Adult food allergy	Focus on undernutrition	Sports nutrition	Food for bone health	Dietitian roles

Phone 01342 824073 - info@networkhealthgroup.co.uk - www.NHDmag.co.uk

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

File name

Submitted files must be named according to company of origin. Linage ads will be accepted by email to 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

NHDMag.co.uk

Advert type	Size (pixels, width x height)
Header banner	685 x 139
Banner	685 x 139
Leaderboard	728 x 90
Skyscraper	260 x 400
MPU advertisement	300 x 250
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

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



BANNER
685 pixels x 139 pixels

Our most popular features...




MPU ADVERTISEMENT
300 pixels x 250 pixels

SKYSCRAPER ADVERTISEMENT
260 pixels x 400 pixels

Advertisements not shown to scale



The Magazine for Dietitians, Nutritionists and Healthcare Professionals

Subscribe the old fashioned way - by post



THEY'LL LOVE THE CHOICE YOU'LL LOVE HOW WELL IT WORKS FOR THEM.

Your weekly NH-eNews Bulletin



Featured article

Probiotics: Should all infants and children be taking a probiotic supplement

Dr. Fathi T. Elchi MSc, PhD, MRCP



Industry News

Diving deep into UK's health: Healthiest and unhealthiest UK areas revealed 2023.



ORDER SAMPLES* FOR YOUR PATIENTS TODAY

Order Now

NUTRICIA Fortis Plantas 1.5 kcal



NHD Blog

Eating too fast: Does it impact BMI and glycaemic control?

By Hazel Windsor-Aubrey, RD



NHD CPD eArticle

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 elude. This article focuses on refreshing the connections between underlying causes of the prevalence of global malnutrition.

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 form 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 7.8 billion people. In 2018, the Global Nutrition Report established that 815 million people were chronically undernourished, 135 million children were stunted, 52 million children were wasted and two



Dr. Fathi T. Elchi MSc, PhD, MRCP

EIGHTH PAGE HORIZONTAL STRIP AD

NHD CPD eArticle

Volume 10.11 - 22nd October 2020

FOOD INSECURITY AND ECONOMY

Growth of populations, along with economic downturns, natural disasters, conflicts and increasing costs of food production and transportation, are the main reasons why food insecurity is on the rise. FAO estimates that today, a little over 670 million people suffer from hunger. 33 million people in Africa, 27 million people in Western Asia, 11 million people in Latin America and 1.1 million people in Eastern Europe. Another 27 million people suffer hunger due to climate shocks and natural disasters. For 83.2 million people, mainly in Thailand, India and Zimbabwe, economic shocks led to unexpected event that is external to the specific economy and can either harm or boost it, i.e. a global financial crisis) were the primary cause of hunger. The relation between economy, food security and improving nutritional status are not straightforward. Countries can achieve economic growth and yet not achieve poverty reduction. Even if they do, the poverty reduction does not necessarily need to translate into food security and improved food security may not be sufficient to ensure better nutritional status.

PERCEPTION OF WEIGHT

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

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 stunted 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 large weight loss is seen as a biological, psychological, social and economic vulnerability that industry in these countries exploits, strengthening obnoxious 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 foods 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 joining the high-income countries.

URBAN DESIGN

Urban design and rural environments is dynamic. There is a shortage of cities and the amount of people who want to live in them increases. This results in demographic changes, gentrification and marginalisation of the poor.

FULL PAGE AD

EIGHTH PAGE HORIZONTAL STRIP AD

FULL PAGE AD

NHD CPD eArticle

Volume 10.11 - 22nd October 2020

NHD

QUESTIONS RELATING TO MALNUTRITION - THE BIG PICTURE

Use your answers below, download and save it as pdf for your records, or print and complete by hand.

Q.1 Explain what encompasses the umbrella term malnutrition.

A

Q.2 Outline the reasons why food insecurity is on the rise globally.

A

Q.3 Why can undernutrition and obesity co-occur in a population or within a family?

A

Q.4 How can the economy of a country affect obesity levels?

A

Q.5 Explain the impact of urban design on obesity rates.

A

Q.6 How does the food industry contribute to climate change?

A

Q.7 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