

HOSPITAL BULLETIN

For Estate and Facilities Managers

More news

More for the reader

More opportunities for you

Hospital Bulletin is the enquiry generating, editorial-packed, bi-monthly journal for the hospital estate and facilities management team – offering the reader a broad spread of pertinent product and project news and development information.

It delivers increased marketing opportunities for you by reaching the key, named specifiers and decision makers at all levels of the NHS and private health sector, together with leading architectural practices and contractors specialising in healthcare.

A massive 25-30% of the NHS's £100 billion budget is controlled by *Hospital Bulletin's* influential readership.

Busy healthcare estates and facilities managers voted *Hospital Bulletin* their “favourite read” in independent surveys, while delegates to Healthcare Estates describe it as “extremely relevant”.



DAVID Publishing Limited

HOSPITAL BULLETIN
Friary Chambers, Whitefriargate, Hull HU1 2HA
Tel: 01482 585735 Fax: 01482 229593
e-mail: info@hospital-bulletin.co.uk
www.hospital-bulletin.co.uk

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Circulation

Hospital Bulletin's fully researched and validated circulation is continually updated to ensure that advertisers and editorial contributors reach the key decision makers and specifiers in their target market by name.

Breakdown by Job Title

Estates and Facilities Management

Account manager, catering, depot/distribution centre manager, energy management, engineering, estates, facilities management, head of customer services, hotel services, laundry, lead director for procurement, maintenance, other managers, portering, capital projects manager, security, supplies and purchasing, transport fleet management, waste management, works manager **3238***

NHS Management

Capital projects manager, infection control, health and safety, information technology, risk management, sterile services **2912***

Independent Hospitals and Nursing Home Groups **838***

In-house mailing

Architects, contractors and subscriptions **203**

7191

*ABC certified figure



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Features
For
2012

HOSPITAL BULLETIN

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FEBRUARY / MARCH

Deadline February 11th

News
Bathrooms and Plumbing
Bedhead Services
Decontamination
Doors and Windows
Energy Efficiency
Fast Track Buildings
Fire Protection
Flooring
Furniture and Furnishings
Infection Prevention
Kitchens and Catering
Lighting
Operating Theatres and ICU
Patient Handling
Security
Water Management

JUNE / JULY

Deadline June 10th

News
Air Conditioning
Asset Management
Childrens Areas
Electric Vehicles
Energy Efficiency
Fast Track Buildings
Flooring
Hefma A Review
Infection Prevention
Laboratories
Lifts and Escalators
Nurse Call Systems
Roofing
Security
Thermostatic Mixing Valves

APRIL / MAY

Deadline April 8th

News
Clean Rooms
Cleaning and Hygiene
Clinical Waste and Waste Management
Energy Efficiency
Fast track Buildings
Flooring
Health and Safety
HefmA Preview
Infection Prevention
Estates and FM Software
Linen and Laundry
Legionella Control
Security
Signs and Identification
Washroom Facilities

AUGUST / SEPTEMBER

Deadline August 12th

News
Car Parking and Traffic Management
Communications
Designed for Disability
Energy Efficiency
Facilities Management
Fast Track Buildings
Fire Protection
Flooring
Healthcare Estates Preview
Heating and Ventilation
HFC Preview
Infection Prevention
Interior Design and Decoration
Security
Lighting
Waste Management



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**Features
For
2011**

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OCTOBER / NOVEMBER

Deadline October 14th

News
Ductwork Cleaning
Energy Efficiency
Fast Track Buildings
Flooring
Furniture and Furnishings
Hygienic Wall Coverings
Infection Prevention
Estates and FM Software
Legionella Control
Mortuaries
Operating Theatres and ICU
Security
Washroom Facilities
Wayfinding

DECEMBER / JANUARY

Deadline December 9th

News
Communications
Energy Efficiency
Fast Track Buildings
Facilities Management
Handling and Storage
Infection Prevention
Medical Gases
Pneumatic Tube Systems
ProCure21
Security
Sterile Services
Training
Waste Management

Features are subject to change

Synopsis

**The latest product and project news and information or a detailed case study.
We'll be happy to consider a company profile that includes details on healthcare applications.**



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Advertisement Rates*

Size and Colour

Full colour	1x	6x
Double page spread	£2600	£2400
Full Page	£1650	£1550
Junior Page	£1200	£1100
Half Page	£900	£800
Quarter Page	£475	£375

Cover Positions

Front Cover Sponsorship	£1900
Inside Front Cover	£1800
Inside Back Cover	£1750
Outside Back Cover	£1800

News Desk/Feature

Editorial with image	£125
Case study (whole page)	£450

Inserts by arrangement

Internet Facility

Editorial with image/s	£175 twelve months
Advertising banner	£250 twelve months

Agency Commission	10%
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Rates effective 1st January 2008

*For Mechanical Data see last page.



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Online Advertising Rates

Our online magazine is promoted on every page of Hospital Bulletin to the health sector's estates and facilities management teams.

News Desk/Feature

	12 Months	6 Months
Small editorial approx. 200-250 plus image	£100	£75
Medium editorial approx. 425 words with two images	£200	£150
Large editorial approx. 850-950 words and four images	£400	£300

Banner Advertising

Large (600 x 260)	£450	£350
Medium (300 x 200)	£350	£250
Small (200 x 150)	£250	£150
Large (160 x 600)	£450	£350
Medium (160 x 500)	£350	£250
Small (160 x 400)	£250	£150

Large banners will include editorial – this will include your company logo, full contact details and a hyperlink to your website.

For further information on advertising online, call Darren Watson on 01482 585735.



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Mechanical Data

Space	Type Area Height x Width	Trim Area Height x Width	Bleed Area Height x Width
Whole Page	274 x 190mm	297 x 210mm	303 x 216mm
Junior Page	210 x 135mm		
Half Page (vertical)	274 x 86mm		
Half Page (horizontal)	124 x 190mm		
Quarter Page	124 x 86mm		

Copy Requirements

Film Specification Full colour:	Separated positive film, right reading, emulsion side down, screen 175. Laser proofs supplied as artwork are submitted at client's own risk.
Digital Specification	David Publishing operates a digital workflow system and prefers to receive artwork via e-mail, ISDN (01926 332842) or disk (Zip or CD) – Mac or PC formatted. All files must be accompanied by an exact colour proof. File formats: QuarkXpress, Photoshop, and Freehand files are Welcome. All files must be saved as CYMK and Accompanied by any fonts and high resolution images at 300dpi. PDF files are acceptable providing all fonts have been embedded and pictures are saved as CYMK.
Charges	Films made from artwork supplied, origination work, artwork or any amendments to existing copy will be charged.
Editorial/Images	Press releases as hard copy or e-mail as Word .doc or .txt All pictures: 300dpi as tif, jpg or eps.
Copy Deadline	3 weeks prior to publication
Cancellation Deadline	4 weeks prior to publication
Frequency	6 issues per year Feb/Mar, Apr/May, June/July, Aug/Sep, Oct/Nov, Dec/Jan Published on the 20 th of the first month

