

H₂O
Publishing

h2fma
HEALTH ESTATES & FACILITIES MANAGEMENT ASSOCIATION

pulse)))

2024 MEDIA PACK

h2opublishing.co.uk
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HEFMA PULSE



Throughout the pages of Pulse, HEFMA celebrates the best practices and good initiatives of Estates and Facilities professionals across the NHS in England, as well as keeping members up-to-date with the latest guidance from NHS England, new legislation, regulations and government plans for the future of the health service.

The agenda facing E&F staff in the NHS has rarely been more challenging. Whether it's the ambitious net zero targets, workforce and skills shortages, aspirations for estates transformation, data and digitalisation, moving to a system-wide approach, backlog maintenance and of course compliance, the pages of Pulse are packed with essential information, from news, features and case studies to expert comment and big interviews with industry leaders.

Amanda Roberts, HEFMA Pulse Editor



**CLICK TO
READ THE
MAGAZINE**



**CLICK TO
VIEW THE
WEBSITE**

KEY HIGHLIGHTS



Largest
print circulation
in the sector



15,365
Readers bi-monthly



83%
of readers said the
magazine was a valuable
tool to source new products

Official Magazine of
HefmA



1,453
social following



E-Newsletter sent to
2,217
Recipients

CIRCULATION & AUDIENCE

LARGEST PRINT CIRCULATION IN THE SECTOR

TOTAL CIRCULATION

15,365

PRINT CIRCULATION

5,136

Mailed

8,012

Passed on print copies

DIGITAL CIRCULATION

2,217

AUDIENCE

A total of 15,365 copies of HefmA Pulse are distributed to all members within NHS Hospital Trusts. The publication specifically targets directors and senior managers responsible for multi-million pound budgets.



READER RESEARCH

WHAT DOES THE READER WANT?

At HEFMA Pulse, we've always been passionate about print being the backbone of our media platforms, but we wanted to test if our readers felt the same way. We conducted research with readers, asking how they interact with our magazines and what they want from their go-to publications. The results have been very interesting.

WHERE THEY MAINLY READ THE MAGAZINE

64% at work
8% commuting
28% at home

HOW THEY READ THE MAGAZINE

11% flick through the magazine
14% read cover to cover
75% start with a specific feature

"I don't have time to look at it online – I prefer the printed copy and pass onto all of my team"

64%

said they valued a printed copy higher than a digital version

90%

said HEFMA Pulse was the sector's leading title

52%

pass on their copy to an average of 4.2 additional readers

83%

said the magazine was a valuable tool to source new products

THE PRINT MAGAZINE

The UK's leading monthly on-trade publication for hospital estates and facilities managers

6 ISSUES PER YEAR

13,148
Total

5,136
Mailed

8,012
Passed on copies

LARGEST
PRINT
CIRCULATION
IN THE
SECTOR



HIGH IMPACT CREATIVES

ADVERTORIALS

BELLY BAND

TIP ON

CONSECUTIVE STRIPS

DISRUPTIVE ADVERTISING

FALSE FRONT COVER

FOUR PAGE COVER WRAP

ISSUE TAKE OVER

TEASER STRIPS

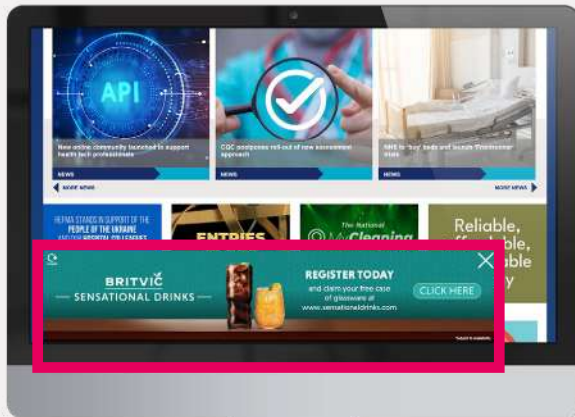


DIGITAL HEFMA.CO.UK

Web enhanced options for big visitor impact

WITH ROI
REPORTING

ASK FOR
MORE
DETAILS



ADHESION



WINDOW SHADE



4,969

Average page views per month

3,072

Average visits per month

2,217

Digital circulation

DIGITAL HEFMA.CO.UK

Digital Averages



4,969

Average page views

3,072

Average visits

1.3%

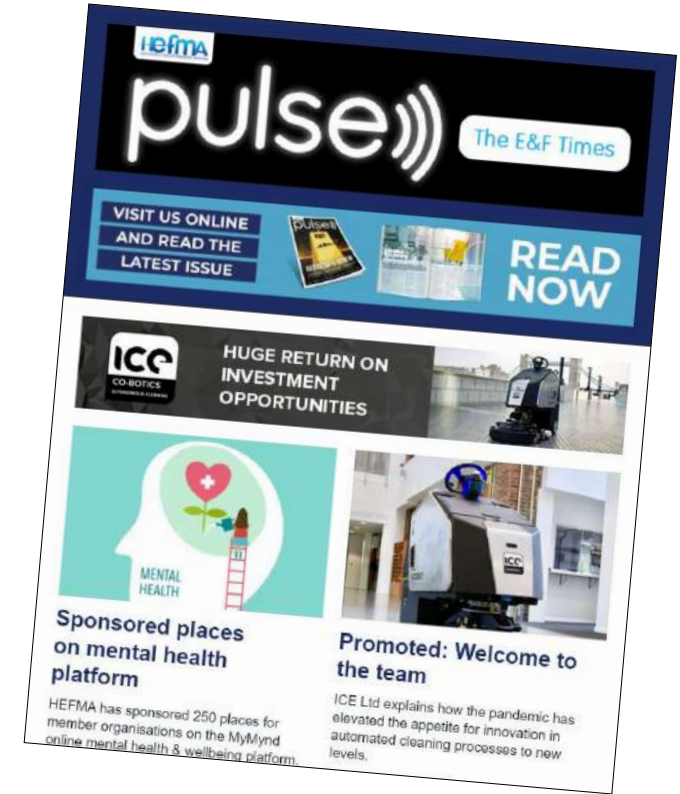
Average Window Shade CTR

0.9%

Average Banner CTR

0.7%

Average MPU CTR



2,217

E-newsletter circulation

17.9%

Average Open rate

1.4%

Average Click rate

LET'S TALK SOCIAL

ASK HOW OUR SOCIALS CAN WORK FOR YOU



@HEFMAUK

Current followers

1,450+



E-NEWSLETTERS GROW YOUR BUSINESS

Directly connect with your customers effectively and increase sales with the power of email.

£825

solus sponsorship
for one supplier

**WITH ROI
REPORTING**

**BANNER
AT THE TOP**

**SPONSORED
STORY AND LINK**

**DIGITAL
CIRCULATION**

2,217

hefma pulse The E&F Times

VISIT US ONLINE AND READ THE LATEST ISSUE

READ NOW

ICE CO-BOTICS
HUGE RETURN ON INVESTMENT OPPORTUNITIES

MENTAL HEALTH

Sponsored places on mental health platform

HEFMA has sponsored 250 places for member organisations on the MyMynd online mental health & wellbeing platform.

Read more

Promoted: Welcome to the team

ICE Ltd explains how the pandemic has elevated the appetite for innovation in automated cleaning processes to new levels.

Read more

NHS Chef 2021

ELHT team wins NHS Chef 2021

A team of two chefs from East Lancashire Hospitals NHS Trust (ELHT) has won NHS Chef 2021.

Read more

Caring for our planet is caring for our patients

The Greener NHS team has launched the 'Healthier Planet, Healthier People' staff engagement campaign.

Read more

hefma ADVERTISING EDITORIAL

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DIRECT MARKETING

We have lots of innovative ways for you to reach readers individually with high impact and lead-generating activities.

Talk to us about...

DIRECT MAILING

Postal mailings have declined hugely over the last 10 years with email marketing taking over. But how do you feel when you receive an unexpected postal item? Especially if it looks interesting!

We have many ways to make your mailer stand out.

From coloured envelopes, unusual sizes, foil & metallic pouches – all very cost effective.

Coupled with your targeted selection of prospects from our database you can also choose to add a telemarketing follow up to your mailer to drive even more response.



POSTCARD MAILINGS

Our postcard mailing service has brought massive volume and coverage within budget.

Visually appealing to the recipient, the double-sided A5 card has a vibrant, bold design and clear call to action.

Reach 10,000 operators for an all-inclusive cost of £7,930. Just 79p each.

Cost includes design, print, data & postage.

This mechanic is great for awareness, product launch, reformulation announcement, promoting an offer and much more.



BUYER'S BOX

OUR BUYERS' BOXES ARE AMAZING!

We have been sending buyers boxes to key buyers across the foodservice & hospitality sector for the last 5 years with consistent lead generating results.

Clients regularly come back for more, with one major food manufacturer trying it once and booking 3 more as soon as they had the results from the first campaign.

THE PACKAGE INCLUDES:

- **3 whole pages** in any of our titles
- Sending your products to your selection of **100 group buyers**
- A choice of **follow-up methods** to generate your leads

Choose by: availability, product weight, follow-up type and cost

	QUANTITY	MAX WEIGHT	FOLLOW-UP TYPE	AVAILABILITY	AVERAGE ROI	COST
Buyers Box	100	8kg	Call centre bespoke calling	Usually 6 months+	16%	£7,200
<i>Buyers Box - Maxi</i>	100	12kg		Usually 6 months+	16%	£7,800
Sample Sender	100	8kg	Bespoke email, chase email & bespoke landing page	2-4 weeks	9%	£5,800
<i>Sample Sender - Maxi</i>	100	12kg		2-4 weeks	9%	£6,600

Ask your account manager for availability & more information.



THE ROAD TEST

We have created a winning concept that utilises the operator knowledge and key skills of our industry chefs to give a practical road test of a sponsor's product, putting them through their paces and giving insider tips on their use.

This Road Test is then featured in print, digitally and across our social media platforms to give an uniquely wide reach for your selected sectors to see just how your product performs.

THE ROAD TEST PACKAGE INCLUDES:

- Filming of your Road Test
- A double-page spread write up of the Road Test results
- A whole page advert in the same issue
- Your Road Test write up featured as a web news story
- A 3-month web MPU advert
- Sponsorship of an e-newsletter promoting your Road Test product & write up
- 2 social media posts to drive awareness of your Road Test write up
- Your video presentation of the Road Test featured throughout, including an interactive upgrade in the digital issue of your chosen title(s) that when the page is turned your video will automatically play and bring the Road Test feature to life

COST £4,675



SEE A ROAD TEST IN ACTION...



CLICK TO SEE THE COVERAGE



CLICK TO SEE THE VIDEO

INDUSTRY EVENTS

ASK US FOR
MORE DETAILS
ON HOW YOU
CAN BE PART OF
OUR AMAZING
EVENTS

ANNUAL LEADERSHIP FORUM & EXHIBITION

ALL CHANGE
ON A TRACK
TO RECOVERY
9TH-10TH MAY 2024
TELFORD

8 - 10 May 2024

Telford International

- Valuable networking opportunities
- Leading suppliers exhibit their products & services
- Delegates have a thirst for new exhibitors, products & solutions
- Key speakers address topical issues
- Learning opportunities for delegates
- HefmA Awards ceremony takes place at the event's Gala Dinner and honours those making an outstanding contribution to the industry
- There are a range of sponsorship opportunities for suppliers

ROUNDTABLE EVENTS

Along with the National Leadership and Development forum, we also organise more intimate roundtable events, giving sponsors the opportunity to debate the subject most relevant to them with a small group of HEFMA members.



HEFMA PULSE FEATURES LIST 2024

Hefma Pulse features may be subject to change.
Please contact **Amanda Roberts** should you wish to reconfirm.
Email: amanda@h2opublishing.co.uk
Tel: 07808 181893

JANUARY / FEBRUARY

- Medical Gases
- HVAC
- Net Zero - Biodiversity
- Compliance with National Standards
- Critical Power

MARCH / APRIL

- **HEFMA Preview**
- Nurse Call Systems
- CAFM & BMS
- Net Zero - Decarbonisation
- HCA Preview

MAY / JUNE

- Mental Health
- Modern Methods of Construction
- Net Zero - Green Travel
- AI
- Key Occasions: National Healthcare Estates & Facilities Day – 19th June

JULY / AUGUST

- **HEFMA Review/Awards**
- Fire Safety
- Cleaning & Maintenance
- Net Zero - Managing Waste

SEPTEMBER / OCTOBER

- Car Parking
- Infection Prevention & Control
- Net Zero - Energy Efficiency
- IHEEM Preview
- Acoustics

NOVEMBER / DECEMBER

- Operating Theatres
- Training & Recruitment
- Net Zero - Scope 3 Emissions
- Furniture & Furnishings



RATE CARD PRINT 2024

FALSE FRONT COVER

£7,150

DOUBLE PAGE SPREAD

£2,695

FULL PAGE

£1,590

HALF PAGE

£1,210

THIRD PAGE

£970

QUARTER PAGE

£545

BELLYBAND INTO DPS

£8.8k

4 PAGE WRAP

£11k

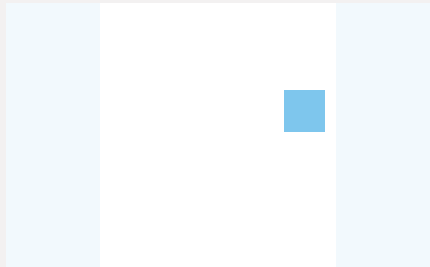
DIE CUT FALSE FRONT

£9.9k

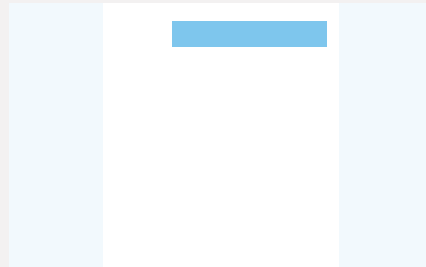
RATE CARD DIGITAL 2024

Let's get digital - there's a whole range of opportunities available!

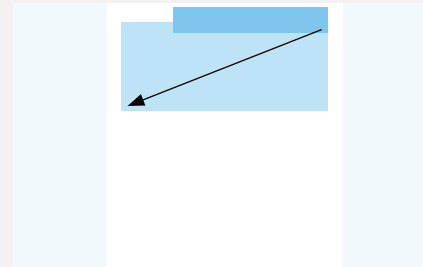
MPU



**LEADERBOARD
BANNER**



**EXPANDABLE
BANNER**



Rates:

2 weeks

1 month

MPU

-

£825

LEADER BOARD BANNER

£1,600

-

EXPANDABLE BANNER

£2,100

-

**NEED
SOMETHING
DIFFERENT?**

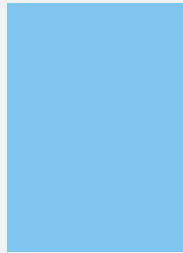
JUST ASK, WE
CAN OFFER MANY
BESPOKE
OPTIONS

TECHNICAL SPECIFICATIONS

ALL OUR MAGAZINES ARE SET TO A4 - 210mm x 297mm

All page information, including images, EPS and text should be:

- Supplied only in CMYK mode, not RGB.
- No Pantone colours or 5th colour specials to be used.
- No colour profiles saved within image – i.e. colour management or ICC profiles.



WHOLE PAGE

Bleed: H = 303 mm x W = 216mm

Trim: H = 297 mm x W = 210 mm

Type: H = 268 mm x W = 196 mm



DPS PAGE

Bleed: H = 303 mm x W = 426 mm

Trim: H = 297 mm x W = 420 mm

Type: H = 268 mm x W = 396 mm



1/2 PAGE

VERTICAL

Bleed: H = 303 mm x W = 111 mm

Trim: H = 297 mm x W = 105 mm

Type: H = 268 mm x W = 91 mm



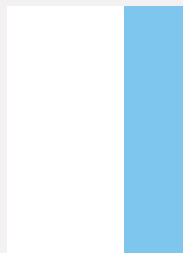
1/2 PAGE

HORIZONTAL

Bleed: H = 154.5 mm x W = 216 mm

Trim: H = 148.5 mm x W = 210 mm

Type: H = 134 mm x W = 186 mm



1/3 PAGE

VERTICAL

Bleed: H = 303 mm x W = 76 mm

Trim: H = 297 mm x W = 70 mm

Type: H = 287 mm x W = 60 mm



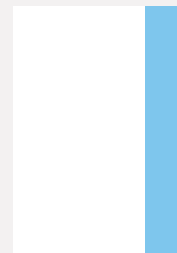
1/3 PAGE

HORIZONTAL

Bleed: H = 101 mm x W = 216 mm

Trim: H = 95 mm x W = 210 mm

Type: H = 79 mm x W = 190 mm



1/4 PAGE

VERTICAL

Bleed: H = 303 mm x W = 49 mm

Trim: H = 297 mm x W = 43 mm

Type: H = 268 mm x W = 37 mm



1/4 PAGE

HORIZONTAL

Bleed: H = 80 mm x W = 216 mm

Trim: H = 74 mm x W = 210 mm

Type: H = 67 mm x W = 186 mm

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HEFMA



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@HEFMAUK

HEFMA MAGAZINE IS ONE OF THIRTEEN INDUSTRY LEADING FOODSERVICE TITLES PRODUCED BY H2O PUBLISHING.



We provide engaging and trusted editorial across a range of key verticals including; education, hospitals, restaurants, contract catering and many more.

As well as publishing and direct marketing, H2O Publishing's expertise also lies in creating, promoting and managing a number of significant industry events throughout the year, including; awards ceremonies, forums, exhibitions and conferences.

H2O Publishing is an established authority within the sectors it serves and strives to stay ahead of the curve with the services it provides.

