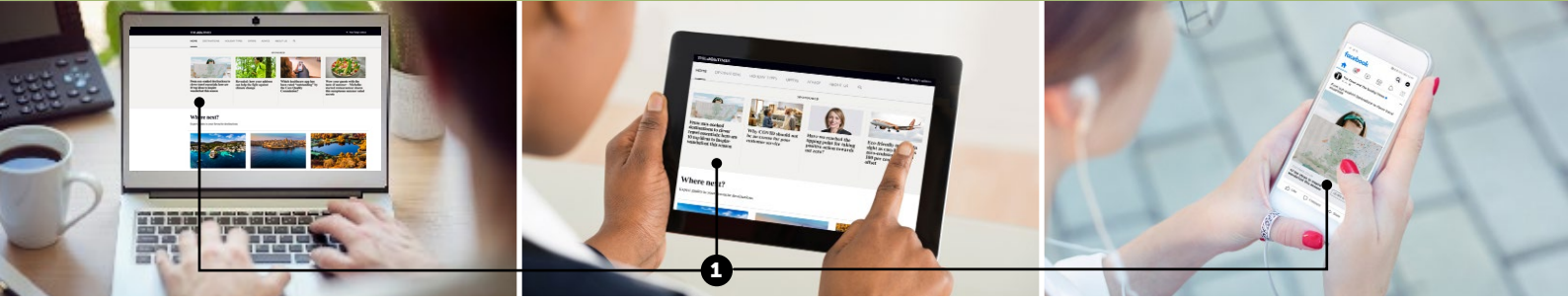


Health Innovation and Technology TOP 10 *checklist*

10 TOP WAYS TO EMBRACE THE FUTURE

(Eventual title will be chosen by the NewScientist on basis of SEO score to drive highest traffic, engagement and searchability)



PUBLISHED WITH NewScientist ONLINE

The **Health Innovation & Technology Top 10 Checklist** is a native feature of ten sponsored articles published on *New Scientist Online*. It appears in content relevant areas of the website and is promoted by way of circa 1 million ad-site traffic drivers **1** and to the 92,000 subscribers to *New Scientist* newsletters. The advertorial content is hosted perpetually on *New Scientist Online* and includes individual links for the benefit of all ten advertising partners.

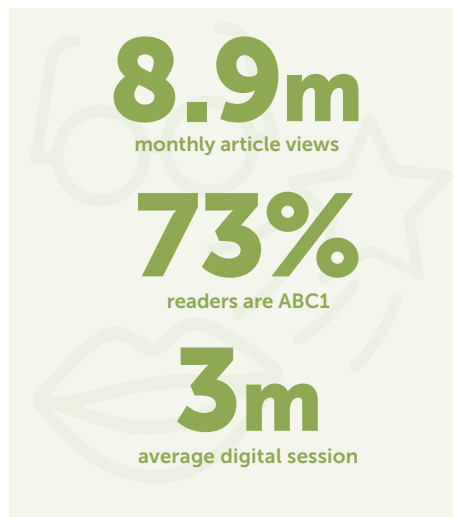
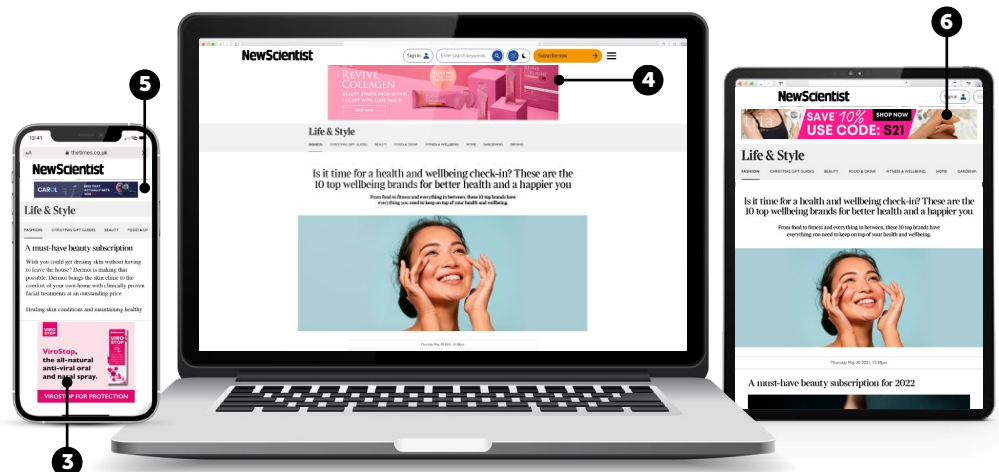
New Scientist is considered the gold standard in reporting scientific breakthroughs and boasts a highly educated readership, with 68% holding a degree and 73% classified as ABC1 professionals. A recent STEM market survey of readers indicated that a significant portion of respondents were engaged in STEM careers, including roles in pharmaceuticals, biotech, and clinical environments.

The **Top 10** will showcase a high-quality selection of health technologies across categories such as ophthalmics, regenerative medicine, assistive tech and hospital hardware. It will show how health innovation is reshaping the future of medicine at an unprecedented pace as researchers harness emerging technologies to personalize treatment, predict disease, and improve access to care.

The **Health Innovation & Technology Top 10 Checklist** is the perfect showcase for brands and organizations to demonstrate their latest offerings and their benefits to a readership that understands that we stand at the threshold of a new era—one where the boundaries between technology and biology continue to blur – and want to make sure they are appropriately equipped to face it.

PARTICULARLY CONSIDERING

- 68% of *New Scientist* readers are educated to degree level or higher.
- *New Scientist* readers have an average income of £71,000



SPONSORED ARTICLE EXAMPLE



Echelon Health

Located at the heart of Harley Street, London's premier medical district, Echelon Health is one of the world's leading providers of preventative health assessments.

Its team utilises only the most advanced and cutting-edge imaging technology. This, combined with the talent of their renowned radiologists and doctors, enables them to detect tumours as small as 1-2mm. They're also able to catch up to 92 and 95 per cent of the diseases that lead to premature death in men and women respectively.

Echelon Health uses a combination of advanced MRI, CT and ultrasound technology, alongside comprehensive blood tests such as tumour markers, to give its clients optimum accuracy in their results. The clinic also benefits from having its own in-house medical advisory committee - a large network of best-in-class consultants and practitioners - to advise on best practice and the most up to date medical science.

Echelon Health prides itself on excellent, attentive customer care, client safety, wellbeing and comfort throughout each visitor's journey.

Please visit www.echelonhealth.co.uk for more information.

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Sponsored article and banner package **£12,000**

Promoted by way of circa 1m ad-site traffic drivers:
1 sponsored article **2**, 1 MPU **3**, 1 billboard **4**,
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Video upgrade **£1,000**

Competition Upgrade **£1,000**

DISTRIBUTION

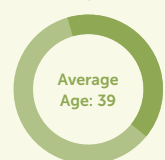
- Published in content relevant areas and hosted on *newscientist.com* perpetually
- Promoted by way of circa 1m ad-site traffic drivers
- Promoted to 92,000 subscribers via *New Scientist* Newsletters
- Available nationwide

DEMOGRAPHICS

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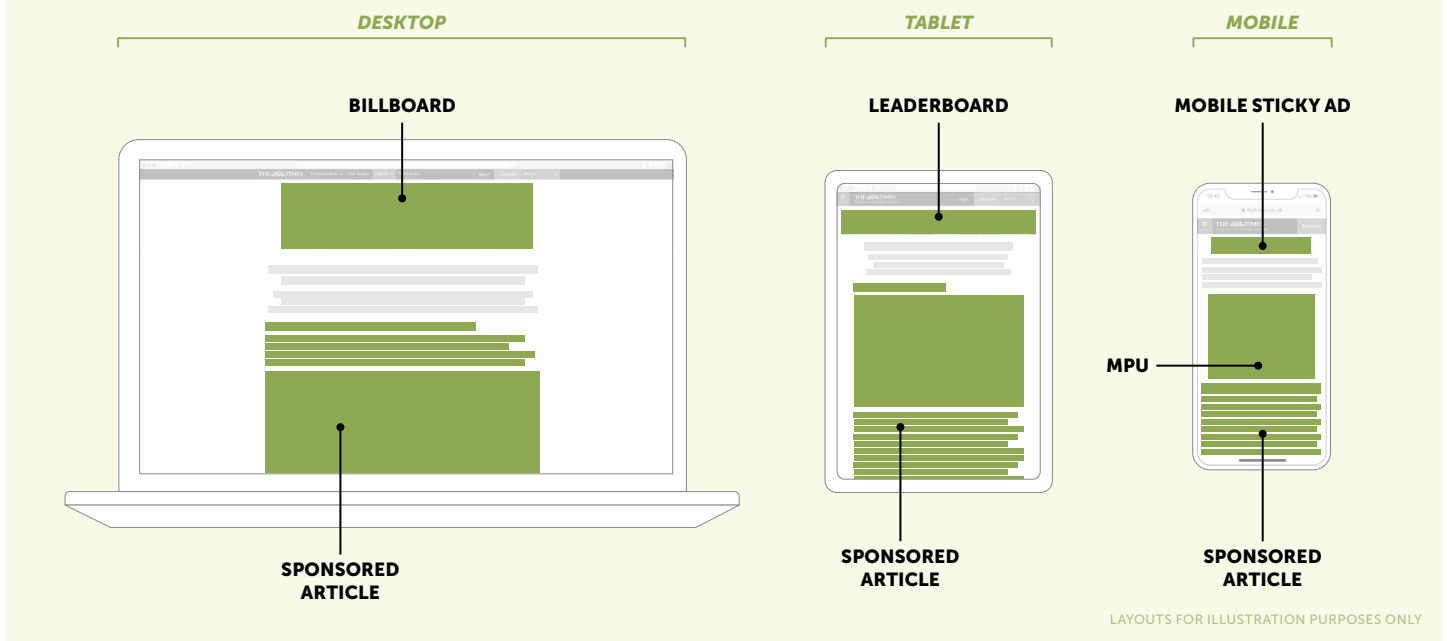
AGE



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All ad-site drivers are dictated by New Scientist algorithms

ADVERTISING POSITIONS



SPONSORED ARTICLE SPECS

COPY SPECIFICATION

- **Word count:** 150 words
- **Headline:** Written by *New Scientist Online*
- **Contact information:** Your website

IMAGE SPECIFICATION

- **Image size:** 1000px (w) x 667px (h)
- **Format:** RGB JPEG or PNG
- **Resolution:** 72 dpi

Images should be high quality lifestyle photographs promoting your product or service. In case of a video upgrade, that should be supplied as a Vimeo link or MP4 file.

DISPLAY AD SPECS

BILLBOARD

- Displays on desktop only
- **Size:** 970px (w) x 250px (h)

LEADERBOARD

- Displays on tablet only
- **Size:** 728px (w) x 90px (h)

MOBILE STICKY AD

- Displays on mobile only
- **Size:** 320px (w) x 50px (h)

MPU (MID PAGE UNIT)

- Displays on mobile only
- **Size:** 300px (w) x 250px (h)

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PLEASE NOTE: The full content specification and artwork deadline will be given after booking.
Your content can be emailed to production@hurstmediacompany.co.uk

CREATION, PROOFING & APPROVAL

CREATION PROCESS

- After receiving your content, Hurst Media Company will review and forward to *New Scientist Online*.
- Copy for advertorial features will be subedited by *New Scientist Online*'s editorial team to meet their house style.

PROOFING & APPROVAL PROCESS

- Hurst Media Company will supply a proof to you.
- After sending a proof, we require either your approval to publish the article or any factual copy corrections.
- If you have any copy changes, you have the option of two rounds of corrections before final approval is required.
- Please ensure any amendments are clear and concise.
- Approval is required within 48 hours unless advised otherwise.

TERMS & CONDITIONS

- Health Innovation & Technology Top 10 Checklist is advertorial content compiled by Checklist who takes sole responsibility for the content, but is published on *New Scientist Online*.
- All bookings are made subject to our Terms & Conditions of advertising, which are available [here](#).
- We reserve the right to convert images to meet the technical specification if they are not supplied as such.
- Image use and copy are subject to *New Scientist Online*'s editorial discretion.
- Ads must adhere to the Advertising Standards Authority's (ASA) UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code), which can be read [here](#).

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