

Best of Health Innovation & Technology



PUBLISHED WITH NewScientist

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE MAGAZINE AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

The **Best of Health Innovation & Technology** is a full-colour, A4-sized spread of advertorial content published in *New Scientist*. It covers everything from artificial intelligence and climate change, to innovations in health and mysteries of the human mind.

It reaches an educated audience interested in cutting-edge ideas that matter. With an average household income of £75,000, this wealthy readership believes it is worth paying extra for quality products and services. The **Best of Health Innovation & Technology** will therefore serve as an essential guide so that readers can lead a more ecologically aware lifestyle.

New Scientist showcases a high-quality selection of environmentally-friendly products and services ranging from fashion, food & drink, technology, and charities to energy, home improvement and travel.

The **Best of Health Innovation & Technology** is the perfect shop window for brands and organisations to benefit from an affluent, educated audience, who when presented with information in an intelligent digest, are highly suggestible to purchasing products and services that are sympathetic to the cause.

PARTICULARLY CONSIDERING

- New Scientist* boasts an affluent readership with 88% of readers being ABC1
- 75% are educated to a degree level
- New Scientist* readers describe themselves as 'seekers of quality', 'globally aware' and

Best of Health Innovation & Technology

Your body is precious and it pays to look after yourself. Here are a variety of ideas to live - and stay - healthy.

Glaucoma Awareness

GLAUKOS
TRANSFORMATIVE VISION

Glaucoma is a leading cause of blindness, but it's preventable. GLAUKOS is a revolutionary new eye drop that can help prevent glaucoma by reducing intraocular pressure. It's a game-changer for people with glaucoma, offering a natural, non-surgical solution. GLAUKOS is available in a variety of strengths to suit your needs. Visit www.glaukos.co.uk for more information.

Elevate your pelvic floor training with Empelvic

Empelvic is a revolutionary new pelvic floor training device that can help you improve your pelvic floor strength and tone. It's a game-changer for people with pelvic floor issues, offering a natural, non-surgical solution. Empelvic is available in a variety of strengths to suit your needs. Visit www.empelvic.co.uk for more information.

A vegan world in 80 years

The Vegan Society is a leading charity that promotes the benefits of a vegan diet and lifestyle. They offer a variety of resources, including recipes, cookbooks, and more. Visit www.vegansociety.org for more information.

What is the 'male menopause'?

alphageni

The 'male menopause' is a real thing, and it can be a challenging experience. alphageni is a revolutionary new supplement that can help you manage the symptoms of the 'male menopause'. It's a game-changer for people with 'male menopause' issues, offering a natural, non-surgical solution. alphageni is available in a variety of strengths to suit your needs. Visit www.alphageni.co.uk for more information.

Transform your passion for natural health into a rewarding career

CNM Health Coach

CMN Health Coach is a revolutionary new career opportunity for people who are passionate about natural health. You can earn a full-time salary while helping others improve their health. Visit www.cnmhealthcoach.co.uk for more information.

Save on a luxury lakeside spa break

Lake Country House

Lake Country House is a luxurious lakeside spa break destination. It offers a variety of amenities, including a spa, restaurant, and more. Visit www.lakecountryhouse.co.uk for more information.

Maximise your health with Tracy Tredoux

Tracy Tredoux is a leading health and wellness expert. She offers a variety of resources, including recipes, cookbooks, and more. Visit www.tracytredoux.co.uk for more information.

Jumpstart your wellbeing journey

slimmi

slimmi is a revolutionary new supplement that can help you jumpstart your wellbeing journey. It's a game-changer for people with wellbeing issues, offering a natural, non-surgical solution. slimmi is available in a variety of strengths to suit your needs. Visit www.slimmi.co.uk for more information.

Taking care of your bladder

ASHWIN SRIDHAR

ASHWIN SRIDHAR is a leading urology consultant. He offers a variety of resources, including recipes, cookbooks, and more. Visit www.ashwinsridhar.co.uk for more information.

360k

Average print readership of *New Scientist*

5.2m

people engage with *New Scientist* every week online and in print

69

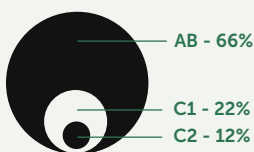
minutes is the average read time of *New Scientist*

40

The average age of a typical reader

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



GENDER



DISTRIBUTION

- 87,142 copies of *New Scientist* published weekly
- 360,000 average print readership
- Distributed UK wide

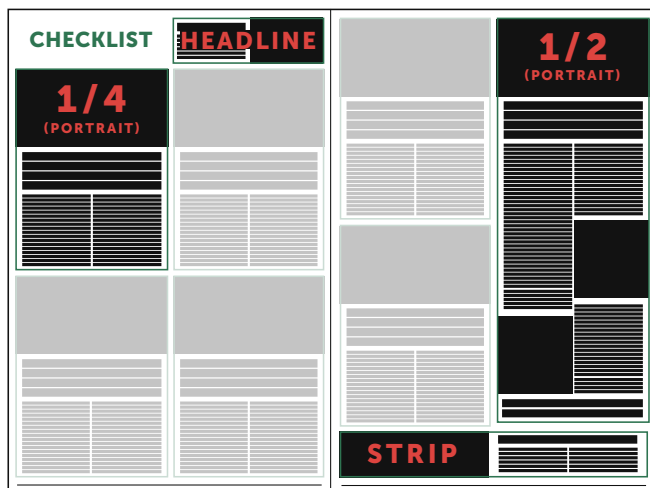
RATE CARD

Third page	£5,400
Quarter page	£4,050
Sixth page	£2,700
Competition upgrade	£1,000

[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

1/4 , 1/2 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



QUARTER PAGE

Portrait: 89.5 x 103.5 mm

HALF PAGE

Landscape: 89.5 x 211 mm

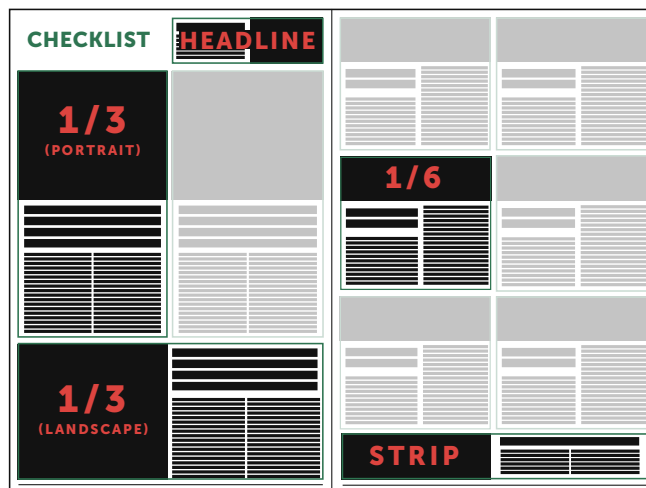
Total word count	130-150 words (includes call to action)	Total word count	250-300 words (includes call to action)
Call to action	i.e. Visit website, call, redeem discount code or follow on social, etc	Call to action	i.e. Visit website, call, redeem discount code or follow on social, etc
Images	1-2 images + logo	Images	2-3 image + logo

STRIP Landscape: 183 x 32 mm

Total word count	80-100 words (includes call to action)
Call to action	i.e. Visit website, call, redeem discount code or follow on social
Images	1 image + logo

1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY. EXACT LAYOUT SUBJECT TO CHANGE.



THIRD PAGE

Landscape: 183 x 67.5 mm
Portrait: 89.5 x 139 mm

SIXTH PAGE

Landscape: 89.5 x 67.5 mm

Total word count	160-200 words (includes call to action)	Total word count	80-100 words (includes call to action)
Call to action	i.e. Visit website, call, redeem discount code or follow on social, etc	Call to action	i.e. Visit website, call, redeem discount code or follow on social, etc
Images	2 images + logo	Images	1 image + logo

HEADLINE COMPETITION Landscape: 89.5 x 32 mm

Copy	What is the prize and its value.
Entry & URL	Hurst Media will create and include the competition link in the copy
Images	1 image

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG. TIFF or PSD can be accepted.
- All images are high resolution (at least 300dpi).
- Please supply images at their original size and aspect ratio. We will crop images to an appropriate size when laying out your advertorial.
- Please do not supply images with any copy i.e. slogans on top.
- We recommend supplying lifestyle images depicting your target audience, service or general message; or product shots.

COPY SPECIFICATIONS

- Total word count includes max. 10 words for headline and max. 20 words for a call to action. Word count is calculated based on the line length being filled, therefore, copy which includes short bullet points is likely to result in a lower word count capacity.
- Hurst Media reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

FILE TRANSFER WARNING: 7mb EMAIL ATTACHMENT LIMIT

Files can be emailed to production@hurstmediacompany.co.uk. Larger files can be sent via the free file sharing service [wetransfer.com](https://www.wetransfer.com). Please clarify in your message your company name, publication, theme and on sale date as per your booking.

DESIGN PROCESS

- Once all material is submitted according to specification, **Hurst Media will layout your advertorial** within the pre-approved house style of the publication.
- Supplied copy will be **subedited by Hurst Media's editorial team**. Spelling, grammar and punctuation will also be corrected to the house style.
- Layouts may vary depending on style of images and/or text supplied.

APPROVALS & AMENDMENTS

- Hurst Media will provide a PDF for client approval.
- The client will have the option of two rounds of amendments before final approval is required. Please ensure any amendments are clear and concise.
- Approval is required within 48 hours.
- Please note that the magazine must also approve all advertorials and they reserve the right to make changes or corrections to ensure copy passes their compliance standards.

* Image use subject to editorial discretion and may vary depending quality, size and layout. We cannot guarantee the quality of the final print for images supplied outside of these specifications.

Bespoke advertorials (in which Hurst Media supplies the copy ONLY, and all images/logos are provided by the client) will be charged at a further 10%, or a one-off fee of £150, whichever is greater.

Image sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25.

CONTACT DETAILS

Hurst Media Company, 1 Phipp Street, London, EC2A 4PS
Company number: 08375910 VAT number: 161866882

Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *New Scientist*
All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

MEDIA SALES

Tel: 0203 478 6017 Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPARTMENT

Tel: 0203 770 4024
production@hurstmediacompany.co.uk



HURST MEDIA
The UK's trusted media partner