

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 THE 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 is a weekly science magazine covering the latest discoveries, technology, environment, health, and space—making complex ideas accessible, engaging, and thought-provoking for curious mind.

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 'inquisitive'.

Best of Health Innovation & Technology

Your body generates and it gives to you. Here are a variety of ideas to be - and stay - healthy

AI-ready customer data

AI-ready customer data is the key to unlocking the potential of your business. It allows you to understand your customers better, predict their needs, and deliver personalised experiences. This is the future of customer service.

VCs supporting British businesses while targeting growth

VCs are supporting British businesses to grow and expand. They are looking for innovative ideas and strong leadership. This is the best time to start a business.

Are you being investigated by HMRC for R&D fraud?

HMRC is investigating R&D fraud. This is a serious issue for businesses. You need to be aware of the risks and take steps to protect yourself.

Defend what's yours with expert IP litigation

IP litigation is a complex and costly process. You need an expert to help you defend your intellectual property. This is the best way to protect your business.

Your one-stop-shop for overseas hiring and HR

Overseas hiring and HR is a complex process. You need a one-stop-shop to help you manage it. This is the best way to expand your business.

Want to increase your chances of winning public sector work?

Public sector work is a competitive market. You need to be prepared to win. This is the best way to grow your business.

Win more public sector tenders

Public sector tenders are a key source of revenue for many businesses. You need to be able to win them. This is the best way to increase your income.

Sustainable and secure IT asset disposal

IT asset disposal is a complex and costly process. You need a sustainable and secure solution. This is the best way to protect your data and the environment.

The benefit of AI in business

AI is transforming business. It is making processes more efficient and delivering better results. This is the future of business.

Scale up smarter with strategic financial leadership

Strategic financial leadership is the key to scaling up your business. You need to be able to manage your finances effectively. This is the best way to grow your business.

360k
Average print readership
of *New Scientist*

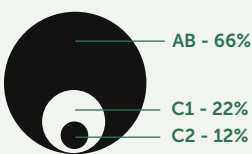
5.2m
people engage with *New Scientist*
every week online and in print

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

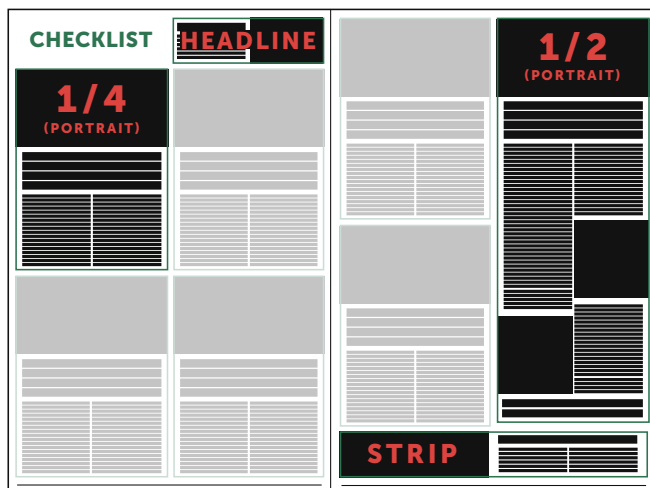
RATE CARD

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

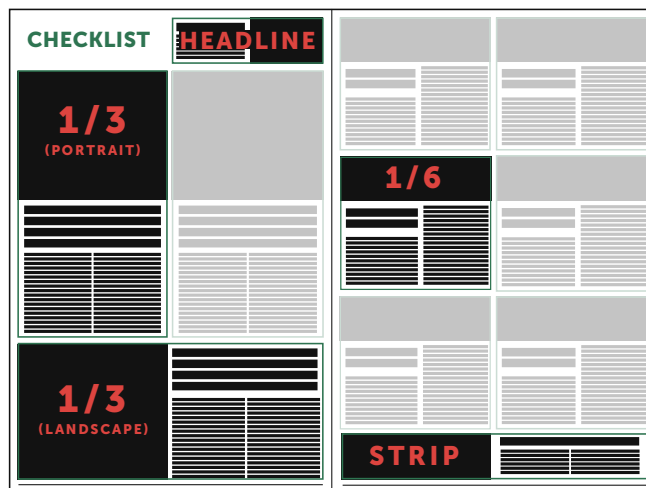
Total word count	130-150 words (includes call to action)	Total word count	250-300 words (includes call to action)
Call to action	i.e. Visit website, call, redeem discount code or follow on social, etc	Call to action	i.e. Visit website, call, redeem discount code or follow on social, etc
Images	1-2 images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

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MEDIA SALES

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

PRODUCTION DEPARTMENT

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



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