



Northamptonshire
Health Charity

Media pack and advertising rates

Advertise to thousands of patients and staff across the NHS in Northamptonshire.

The official hospitals magazine distributed across our local NHS

Your hospital charity, fundraising for...



Northamptonshire Healthcare
NHS Foundation Trust



University Hospitals
of Northamptonshire
NHS Group



Why advertise with us?

Our supporter magazine, The Heart, is the official hospitals magazine for University Hospitals of Northamptonshire (Kettering General Hospital and Northamptonshire General Hospital) and Northamptonshire NHS Foundation Trust.

The benefits of advertising

Reach a large local audience across Northamptonshire's NHS Trusts:

- More than **15,000 NHS staff**
- Approximately **400,000 patients, plus their families and friends**, each year across the county
- Around 56,000 to 84,000 NHS interactions every week

Your advert will be seen by people from across Northamptonshire and surrounding areas who regularly visit our hospitals and healthcare settings.

With an estimated 8,000–12,000 NHS Trust interactions across the county each day, and each copy typically read by 4–7 people during its six-month distribution period, a single issue generates an estimated 40,000–70,000+ reader impressions.

High availability across NHS sites

There are two editions a year, each with a print run over over **10,000 copies**. They are distributed across multiple waiting areas and public-facing areas, including:

- Northampton General Hospital
- Kettering General Hospital
- Nene Park Outpatients
- Corby Community Hospital
- Berrywood Hospital
- Spinneyfields
- Hazlewood
- St Mary's Hospital



Reach thousands of local people through Northamptonshire's NHS community



Extended visibility

Unlike many publications that are read once and discarded, The Heart remains available across NHS sites for up to six months. Each copy is typically read by 4 to 7 people, helping your advert achieve repeated exposure to patients, visitors and NHS staff from across Northamptonshire. Your advert benefits from repeated exposure to patients, visitors and staff throughout the magazine's lifespan.

Distributed in high foot-fall areas

Our magazine is made available for staff and patients alike in more than **100 locations**, across areas such as:

- Waiting rooms
- Receptions
- Hospital corridors
- Staff rooms
- Community healthcare settings

If stock runs low in each six month period, we will print additional copies, thereby reaching even more people.

The Heart by the numbers

Advertising rates are one number. What matters to your business is the other one: how many people does your advert actually reach, and what does each reader cost you?

What does it cost to reach our readers?

With an estimated 8,000–12,000 NHS Trust interactions across the county each day, and each copy typically read by 4–7 people during its six-month distribution period, a single issue generates an estimated 40,000–70,000+ reader impressions. Cost per thousand (CPM) is the standard measure used across print, digital and broadcast media. It tells you the cost of reaching 1,000 readers. Our rates compare favourably with other regional media.

Ad size	Rate (per issue)
Full page (IFC)	£1,500
Full page (IBC)	£1,250
Full page	£1,000
1/2 page	£600
1/4 page	£500
1/8 page	£300

Based on 10,000 printed copies distributed. Print run may exceed this figure if reprints are needed.

More than advertising

Advertising in The Heart demonstrates your support for local healthcare and helps fund projects that enhance patient care, staff wellbeing and hospital environments across Northamptonshire.

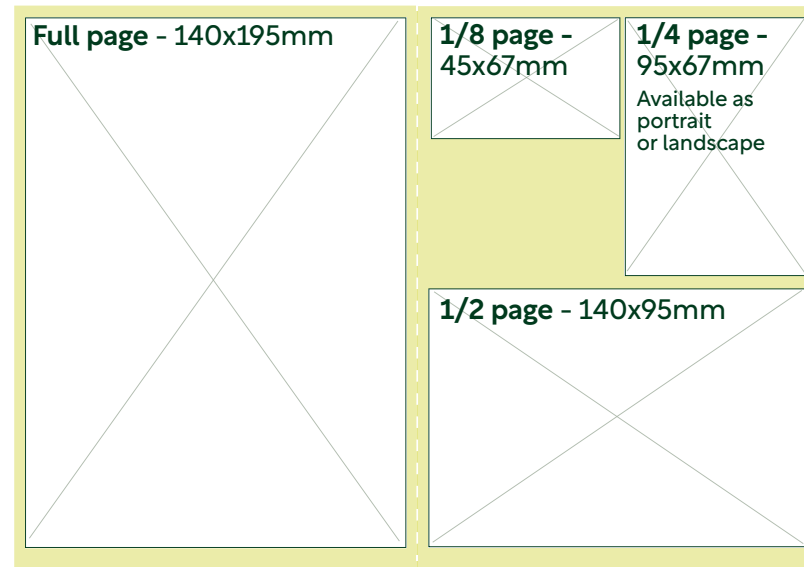
How we compare

Publication type	Typical CPM	Audience targeting
The Heart (full page)	~£14	NHS patients, staff and families across Northamptonshire
Local newspaper (display)	£25–£45	General county readership
County lifestyle magazine	£30–£50	Broad ABC1 county readership
Local community magazine	15–£25	Door-drop, untargeted
Google Display (local geo)	£2–£10	Broad, low engagement

The difference with The Heart is targeting. Unlike a door-drop or display ad reaching an anonymous general audience, your message reaches people who are actively engaged with health and wellbeing – in an environment where they have time to read, with an average dwell time of 20 to 90 minutes in hospital waiting areas.

Advert sizes

The Heart is printed in full colour on A5 (148x210mm trimmed). Adverts sizes that we offer are below.



Full details and technical specifications are provided on booking.

Understanding the process

Issue schedule and copy deadlines

The Heart magazine publishes twice a year. To ensure your advert is included, please supply confirmed bookings and artwork by the deadlines below.

	Autumn/Winter edition	Spring/Summer edition
Artwork deadline	28 Aug 2026	27 Feb 2027
Distribution begins	9 Nov 2026	10 May 2027
Distribution period	9 Nov 2026 - 10 May 2027	11 May 2027 - 1 Nov 2027

*Deadline dates subject to change.

Payment

We accept payment by BACS bank transfer (preferred), cheque, or credit/debit card. Invoice terms are 14 days from confirmation. VAT is not charged by Northamptonshire Health Charity (registered charity number 1165702).

Late artwork and cancellations

We cannot guarantee inclusion of artwork received after the deadline. If you are concerned about meeting a deadline, please contact us as early as possible and we will do our best to accommodate you. Bookings may be cancelled without charge up to four weeks before the artwork deadline. Cancellations received after this date may still be will be charged.

For full terms and conditions, get in touch or visit www.nhcharity.co.uk/advertise.

Discounts available

Book both Spring/Summer and Autumn/Winter issues together and receive 10% off both bookings. Returning advertisers who rebook within 30 days of the previous issue closing receive 5% off.

**No designer?
No problem**
We can create your advert for you at no extra charge for first-time advertisers. Contact us to find out more.

How to book

Booking is straightforward.:

- 1. Get in touch:** Call us on 01604 626927, email theheart@nhcharity.co.uk, or visit nhcharity.co.uk/advertise.
- 2. We confirm your space:** We will send you a booking confirmation by email, including your artwork specification.
- 3. Submit your artwork and secure your booking:** Supply your press-ready artwork or work with us to create your artwork.
- 4. We send you a proof and final checks:** We ensure you are happy with your artwork once it is in position. Then we send it to print.

Once we have received the printed copies, we will deliver copies to you so that you can tell others you are supporting your local NHS.



Ready to book?

Contact Sophie to secure your place:

T: 01604 626927

W: nhcharity.co.uk/advertise

E: theheart@nhcharity.co.uk

Terms and conditions: All adverts are subject to approval by NHC and the NHS Trusts we support. We reserve the right to decline advertising that conflicts with NHS values or NHC's charitable objectives. Full terms and conditions are available at nhcharity.co.uk/advertise.