



Northamptonshire
Health Charity

Media pack and advertising rates

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

The official hospital charity 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 visit our hospitals and healthcare settings.

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, 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

What does it cost to reach our readers?

Ad size	Rate (per issue)
Full page (IFC)	£1,500
Full page (IBC)	£1,250
Back cover full page	£1,500
Full page	£1,000
1/2 page	£500
1/4 page	£250
1/8 page	£130

More than advertising

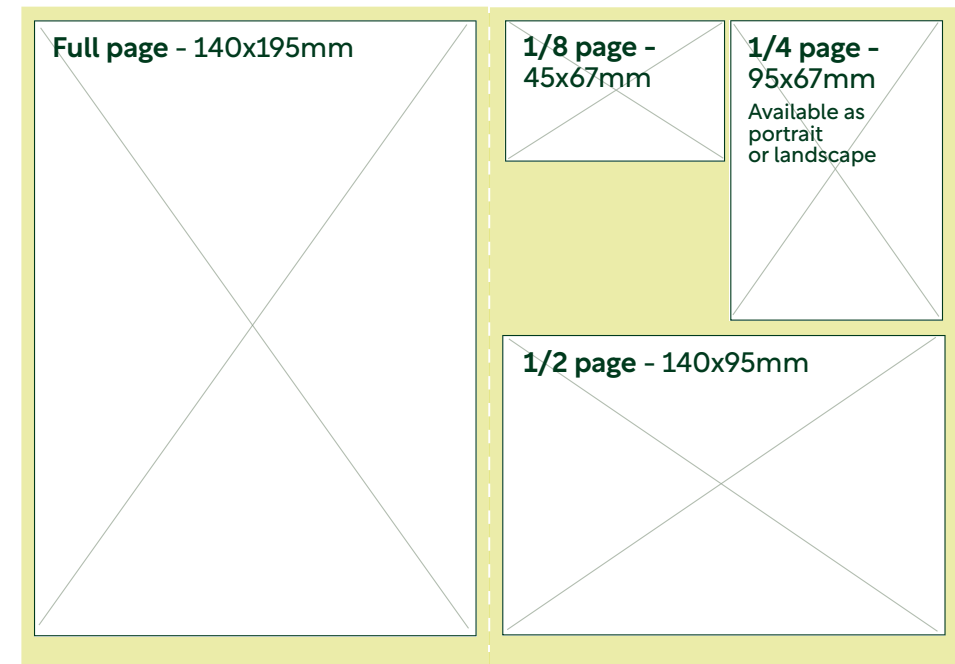
Advertising in The Heart demonstrates your support for local healthcare and helps fund projects that enhance patient care, staff wellbeing and hospital environments across Northamptonshire.



**No designer?
No problem**
We can create your advert for you for just £100 with up to two rounds of amendments. Contact us to find out more.*

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.

*Additional amends may incur additional costs.

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
Booking deadline	28 Aug 2026	27 Feb 2027
Artwork deadline	16 October 2026	16 Apr 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.

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.

We will then send you a proof to 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 send 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.