



Journal of Holistic Healthcare media pack



The Journal of Holistic Healthcare is a UK based journal focusing on evidence based practice and the practical implications of research in holistic health and social care.

The Journal typically includes detailed case examples of successful holistic practice and services, research findings and methodologies, evidence of effective practice, and commentaries on policy and service developments in the field. Our aim is to establish a high-quality source of information and good practice examples for anyone interested in holistic health, including policy-makers, practitioners and lay people. Our intention is to link theory to practice.

The journal's themes include the theory and practice of mind-body medicine; every aspect of whole person care - but especially examples of it in the NHS; patients' participation in their own healing; inter-professional care and education; integration of CAM and other promising new approaches into mainstream medicine; health worker wellbeing; creating and sustaining good health - at every level from the genome to the ozone layer; environment health and the health politics of the environment; diversity and creativity in healthcare delivery, as well as holistic development in organisations and their management: a necessarily broad remit!

Circulation

The *Journal of Holistic Healthcare's* total circulation of 1000 is made up of controlled free copies and subscriptions. With a readership level of 2000.

Advertising opportunities

Size	Cost	Dimensions
Full Page	£330	247mm (l) x 174mm (w)
Half Page	£185	118mm (l) x 174mm (w)
Quarter Page	£110	118mm (l) x 82mm(w)

Series Discount

Book a series of adverts and receive the following discounts:

2 insertions	5%
4 insertions	10%

Inserts

Loose leaf insert (A5 or A4 Folded) can be inserted in the journal at a cost of £120.

Frequency

The journal is published three times a year. The booking deadline for adverts is six weeks prior to publication and the copy deadline is three weeks prior to publication. Inserts must be received three weeks prior to publication.

Submission Requirements

Adverts: All adverts should be submitted in mono, as a hi-res pdf, Tiff or jpeg. Adverts submitted by MS Word file will incur a design formatting charge. Adverts to be sent to marketing@bhma.org no later than the deadline specified.

Issue	Advert Deadline
24 May 10	3 April 10
1 July 10	6 May 10
24 Nov 10	3 Oct 10

Inserts: Three sample copies of the insert should be supplied with your request. Full instructions of delivery and deadline will be provided upon acceptance of the booking.

Note: All bookings are subject to space availability and editorial approval.

Cancellation deadlines

Adverts - Two weeks notification prior to publication

Inserts - 3 weeks notification prior to publication.

To book an advert or for further information please contact Diana Brown on 01278 722000 or email admin@bhma.org

British Holistic Medical Association

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