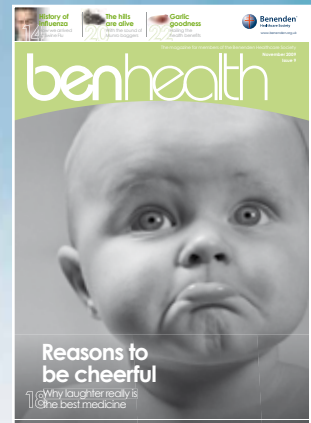


benhealth

benhealth is the award winning magazine for members of the Benenden Healthcare Society

2010 Media Information



TARGET OVER 434,000 MEMBERS

benhealth

benhealth MAGAZINE CONTAINS lively health related editorial and features, covering medical developments, treatments and inspiring articles designed to improve the health, fitness and the general well-being of its readers.

Members view the magazine positively as it helps them to keep in touch with Benenden, its services, benefits and new developments.

benhealth won three industry awards in 2008 and continues to receive great feedback from readers which is most welcome.



about the Benenden Healthcare Society

BENENDEN IS A MUTUAL 'NOT FOR PROFIT' FRIENDLY SOCIETY RUN BY MEMBERS, FOR MEMBERS THE SOCIETY WAS formed in 1905 to help Post Office workers. At that time tuberculosis (TB) was rife especially among sorting clerks. Only the very wealthy could afford medical help or a trip to a Swiss Sanatorium to recuperate in the fresh air. So, one man had a radical idea to overcome the problem. Charles Garland had the idea to create a mutual self-help organisation. Everyone would contribute a small weekly amount to a fund. It would be used to help

their colleagues or themselves if they were unlucky enough to suffer from TB. He called it The Post Office Sanatorium Society.

In 1923, Civil Servants joined the organisation and it became The Post Office and Civil

Service Sanatorium Society. Since then the organisation has grown and developed into The Benenden Healthcare Society. It is still a mutually owned and operated healthcare organisation providing low cost back-up healthcare to members.

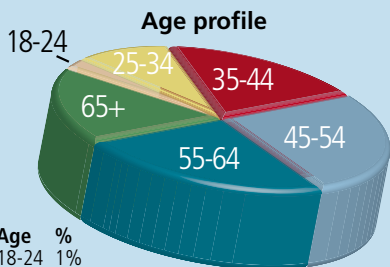


distribution

- 434,000 copies
- 390,000 are home mailed to members plus an additional
- 44,000 distributed within Benenden Hospitals, centres and to new members.

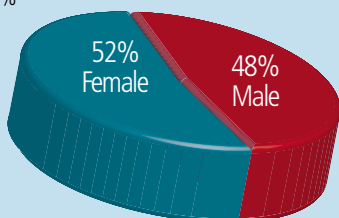
reader profile

- Average age 52 years
- 42% aged above 55 years
- Semi-affluent grey market
- ABC1 profile
- 48% male / 52% female



Age	%
18-24	1%
25-34	11%
35-44	19%
45-54	27%
55-64	24%
65+	18%

Gender split



Members of Benenden Healthcare are from the public sector and must be or have been employed by:

- The Civil Service
- The Post Office
- BT
- The state education sector
- The NHS
- The emergency services
- The armed forces
- A registered charity
- A local authority
- Other approved public bodies

advertising rates

Full Page	£5,950
Half Page	£3,200
Quarter page	£1,900

Loose insert opportunities also available

production details

Format A4

Type areas (Height x width)

DPS	268mm x 400mm
FP	268mm x 190mm
HPV	268mm x 92mm
HPH	132mm x 190mm
QPV	132mm x 92mm

Full bleed trim sizes

Full Page	297mm x 210mm
DPS	297mm x 420mm

(Please allow 3mm bleed all round)

publication dates

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Copy deadline:	10th December
Loose Insert delivery:	23rd January

Published:	27th April
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Loose Insert delivery:	24th April

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Loose Insert delivery:	24th July

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