

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



Searching for answers  
The benefits of medical research  
page 12

Winter health  
Tips to keep the bugs at bay  
page 23



Benenden<sup>®</sup>  
Healthcare Society

The magazine for members of The Benenden Healthcare Society  
Autumn 2008  
Issue 5

# benhealth

Kitchen  
keep fit

The benefits of exercise  
around the home  
page 20

benhealth scoops national Communicators in Business award ..... Page 3

benhealth – the magazine for Benenden members

# 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.

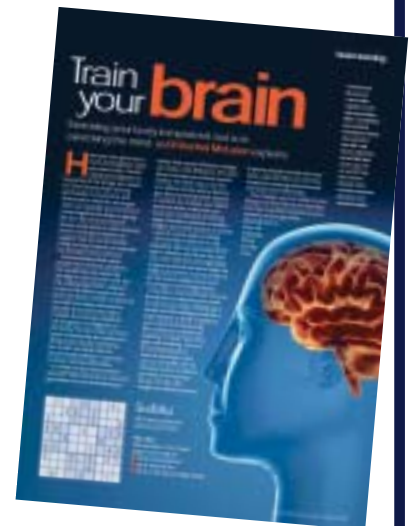
In 1923, Civil Servants joined the organisation and it became The Post Office and Civil Service Sanatorium Society. Since then the organisation has grown and developed into The Benenden Healthcare Society. It is still a mutually owned and operated healthcare organisation providing low cost back-up healthcare to members.

## 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.



**benhealth** – the magazine for Benenden 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

- 64% are aged 50+
- 27% are aged 55 - 64 years
- 20% are aged 65 - 74
- 17% are aged 75+
- A semi-affluent grey market
- ABC1 profile
- 48% male / 52% female

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	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)



“THE VAST MAJORITY OF MEMBERS ARE AGED 50+ AND ARE IN THE SEMI-AFFLUENT GREY MARKET”



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