



# LifeStories

THE SHOWCASE MAGAZINE FOR WELSH LIFE SCIENCE

Issue 2 **Innovation in NHS Wales**

BRAND

AUDIENCE

DISTRIBUTION

RATES

TECHNICAL

# What is LifeStories?

LifeStories magazine is an annual publication dedicated to promoting the successes of the Welsh Life science and health technology sectors to a worldwide audience.

**Bringing together news from the academic, clinical and professional service communities including:**

- *New innovations in healthcare, the Welsh life science and health technology landscape*
- *NHS Wales clinical collaboration successes*

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# Who is LifeStories aimed at?

LifeStories magazine is intended to interest and inform a worldwide audience about the Welsh life science and health technology sector.

The target audience comprises healthcare professionals, technology companies and research academics with an interest in health technology innovation, R&D and collaboration.



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# Who reads LifeStories?

LifeStories will be distributed to over 2000 named contacts in the Welsh life science and health technology sector comprising businesses, healthcare professionals, academics, professional services and Welsh Government.

The publication will be visible at international trade shows such as **MEDICA, Arab Health, BIO Europe** and the **BIO International Conventions** as well as at key UK conferences including **UK HealthTech, BioWales, the Med-Tech Innovation Expo** and **Genesis**.

Digital distribution to around 3000 named recipients as well as through partners across the UK and Europe.

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# LifeStories Advertising Rates

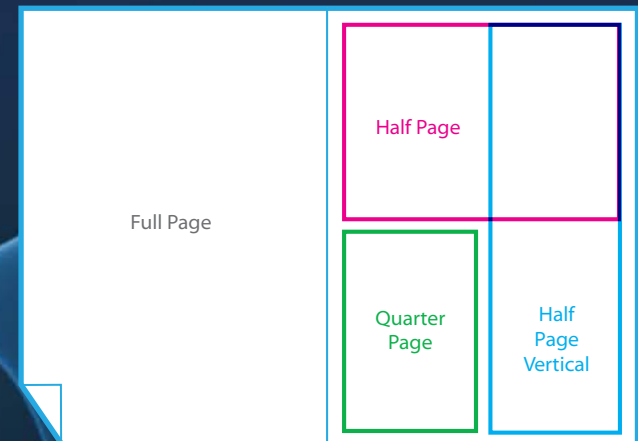
NHS Wales and MediWales members receive preferential rates for advertising in LifeStories.

**Special partner package: Two pages of editorial plus a presence on contents page: £800+VAT**

Please contact us for more details.

## Advertising rates

Advert Size	NHS Wales/MediWales Member Price	Non-Member Price
Full page	£400	£500
Half Page	£250	£375
Quarter Page	£175	£200
Double Page Spread (centre spread)	£750	£900
Inside Front Cover	£600	£800
Inside Back Cover	£600	£800
Insertions	£650	£800



LifeStories magazine is financed through a collaboration between MediWales, Welsh Government and NHS Wales partners on a not-for-profit basis.

**Editorial deadline 30th September 2016 Advertising deadline 28th October 2016**

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Package deals for partnership and participation in Connects-NHS Collaboration Conference 2017 are available.  
[Please contact MediWales for more details](#)

# Technical specs

## Material required

- We require the advert to be saved as a Press-Quality PDF
- Ensure all pictures/logos are high resolution and CMYK format
- All fonts must be embedded
- The PDF can be sent via email to [lee@teamworkdesign.com](mailto:lee@teamworkdesign.com)

It is important to leave at least a 10mm text/image clearance on both left and right hand edges of an advert in order to ensure that those edges are not lost into the spine or cropped during binding. LifeStories cannot accept responsibility if adverts are not supplied with the correct clearance.

## In-house design

- LifeStories has a highly experienced graphics department which offers an advertising design service.
- Competitive rates are available for advert design, commensurate with the level of creativity required to meet your advertising expectations.
- You will need to provide images, a logo, and text.

## Technical Details

### Double Page Spread

All DPS adverts must be supplied as 2 single PDF files, left and right hand pages. Please allow 10mm gutter bleed allowance on right and left hand edges of advert.

### Full Page

Bleed	303mm x 216mm
Trim	297mm x 210mm
Type	260mm x 186mm

### Half Page (horizontal)

Bleed Size	151mm x 216mm
Trim size	145mm x 210mm
Type	131mm x 186mm
Without bleed	136mm x 190mm

### Half Page Vertical

Bleed	303mm x 106mm
Trim	297mm x 103mm
Type	260mm x 90mm
Without bleed	280mm x 90mm

### Quarter Page

Portrait	136mm x 90mm
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# Contact

## Contact info

For editorial and advertising enquiries please contact:

**Gwyn Tudor**

Editor

[lifestories@mediwales.com](mailto:lifestories@mediwales.com)

[www.mediwales.com](http://www.mediwales.com)

**029 2047 3456**

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