

LifeStories

THE SHOWCASE MAGAZINE FOR WELSH LIFE SCIENCE 2020

**Share your message with industry,
the NHS and academia**



LifeStories

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What is LifeStories?

LifeStories magazine is the annual publication dedicated to promoting success stories from health technology sectors to a worldwide audience.

Bringing together news from industry, the NHS and academia.

New innovations in the Welsh life science and health technology landscape

NHS Wales clinical collaboration successes



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Who reads LifeStories?

LifeStories magazine is intended to interest and inform a national and global 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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Get your message out there!

The publication will be visible at UK and international events such as MEDICA, Arab Health, BIO Europe and the BIO International Conventions as well as at key UK conferences including UK HealthTech, BioWales and Genesis.

New Discovery

Award Winning Products

Ground Breaking Health Research

Innovative Medical Advances

Demonstrating game changing technology

Improving Medical Devices

Digital Health

Pioneering Medical Research

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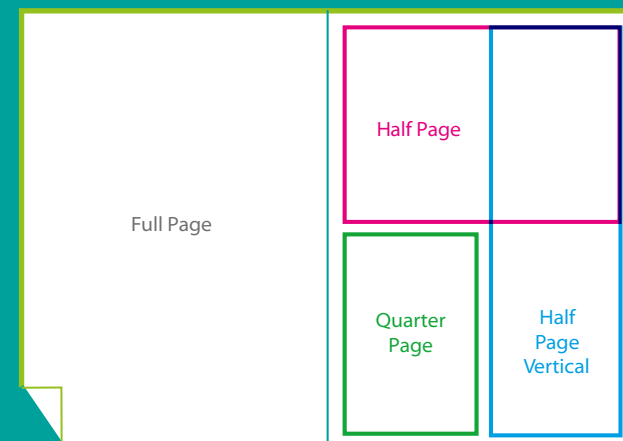
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LifeStories Advertising Rates

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

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 partners on a not-for-profit basis.

Advertising deadline **31st May 2020**

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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

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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Make yourself visible to the key decision makers in Welsh life science!

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