

# BAHT

## British Association Of Hand Therapists

*Advertising Opportunities*

*2017-2018*



# About BAHT



*The British Association of Hand Therapy (BAHT) is a registered charity whose aim is to advance and promote the study and general knowledge of the treatment of the hand. We encourage high standards of care, education and research in the field of hand rehabilitation. The membership of the organisation is from both occupational and physiotherapists who have a particular interest in hand rehabilitation.*

*BAHT offer a number of awards and bursary schemes for members to encourage travel and research in the field of hand management and rehabilitation.*

# Our Membership



*We have 650+ members in the UK, working both in the NHS and the private sector.*

*Our members are both Physiotherapists and Occupational Therapists, with a specialist interest in Hand Therapy.*

*We also have many therapists who are part or full time educators and researchers.*

*We have Overseas Membership as well as associate membership for students, OT/PT assistants and technicians.*

# Hand Therapy Journal

An International, peer-reviewed journal

Official journal of the **British Association of Hand Therapists Ltd.**

Official journal of the **European Federation of Societies for Hand Therapy.**

Formerly known as British Journal of Hand Therapy.  
Aimed specifically at hand therapists working in both the public and private sectors in the UK & Europe.

Individually addressed to all BAHT members.

Includes both academic articles and membership information.



# Advertising In Hand Therapy Journal



	<i>Full page</i>	<i>Half Page</i>	<i>Additional advert on BAHT website</i>
Course & Conference	£ 250	£ 150	+ £ 50
Recruitment	£ 700 ( B&W) £ 850 (colour)	£ 400 ( B&W) £ 500 (colour)	+ £ 50

*\*Premium position of inside front & back cover available at an additional rate*

## ***Closing dates for print advertising:***

<i>Issue</i>	<i>Space reservation</i>	<i>Copy deadline</i>	<i>Mail date</i>
March	08 January 2018	15 January 2018	01 March 2018
June	02 April 2018	09 April 2018	01 June 2018
September	02 July 2019	09 July 2018	01 September 2018
December	08 October 2018	15 October 2018	01 December 2018



# Corporate Adverts in Hand Therapy



Corporate Advertisements are managed by SAGE, our publishers for the journal. There are various opportunities available including full and half page adverts, online advertising, E-TOC sponsorship, inserts, product samples, brochures, belly band, supplements and reprints. For details please contact SAGE directly.

Enquiries can be directed to:

Manuela Brun

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Website: [www.sagepub.com](http://www.sagepub.com)





# BAHT Website

Our website adverts are accessible to anyone viewing the website and are not exclusively for members.

We have specific pages for job vacancies, courses and research which all have clear links from our homepage: <http://www.hand-therapy.co.uk/>

When you place an advert of the BAHT website it will also have a link in the latest news section of home page which makes your advert more accessible to all website viewers.

We also offer an annual corporate advertising subscription on the website which includes space for your logo, text & link to your website.



# BAHT E-bulletin

The BAHT e-bulletin is sent electronically to all its members across U.K. It is a quarterly publication providing members with updates on BAHT activities and important national and international events in the field of hand therapy, including conferences and courses.

It is an excellent way to access members. It has a noticeboard section where you can advertise and provide a direct link to your website or to your advert on the BAHT website. It also has a premium advertising space which includes a colour picture for corporate advertisements, recruitment advertisements or for you to promote your course and conference.

E-Bulletins are sent out in March, June, September and December. There is also an additional special edition for the BAHT Annual Conference.

Special e-bulletins are also available on request. BAHT reserve the right to review and negotiate content.



# BAHT Website & E-bulletin Advertising



	<b>BAHT Website</b>	<b>BAHT E-Bulletin</b>	<b>Website/E-Bulletin Packages</b>
Research	Please contact the Clinical Evidence Committee: <a href="mailto:baht.cec@gmail.com">baht.cec@gmail.com</a>		
Course / Workshop / Conference	£100 (1 month) £225 (3 months)	£100 (noticeboard) £175 (premium) £250 (special e-bulletin)	£150 (1 month & noticeboard) £300 (1 month and special e-bulletin) £300 (3 months & noticeboard)
Job Recruitment Advertisement	£200 (1month) £400 (3months)	£200 (noticeboard) £250 (premium) £300 (special e-bulletin)	£300 (1 month & noticeboard) £400 (1 month and special e-bulletin) £500 (3 months & noticeboard)
Corporate Advertisement	£250 (1 month) £550 (3 months) £1500 (1 year)	£500 (premium advert space)	£650 (1 month & premium) £775 (3 months & premium)

- **Noticeboard** adverts on E- Bulletin: 100 characters word limit, including link to BAHT or client website
- **Premium** Advertising Space on E-Bulletin: Jpeg Format, maximum 40K image without animation
- **Special** E-bulletin: One off e-bulletin specifically for your advert can include colour, image and text
- Other combinations are possible – please contact us for prices



# BAHT Conference

- BAHT conference held annually
- Joint conference with the British Society for Surgery of the Hand (BSSH), held every 3 years

## *2018 Conference*

*Birmingham, The Studio*

*9<sup>th</sup> and 10<sup>th</sup> November*

*For advertising and exhibition enquiries please contact:  
baht.advertising@gmail.com*



# Contact Details

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