

# BAHT

## British Association Of Hand Therapists

*Advertising  
Opportunities  
2022-2023*



# 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 800+ 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 members 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



	Full Page	Half Page	Additional advert on BAHT website
Recruitment, products, course and conference advertising	£ 754 (B & W) £1275 (colour)	£450 (B&W) £754 (colour)	+ £50
**Premium position of inside front & back cover available at an additional rate			

Closing dates for print advertising:

Issue	Space Reservation	Copy Deadline	Mail date
March	11 Jan 2022	18 January 2022	01 March 2022
June	07 April 2022	14 April 2022	01 June 2022
September	07 July 2022	14 July 2022	01 September 2022
December	06 October 2022	13 October 2022	01 December 2022



# Corporate Adverts in Hand Therapy Journal



- 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, bellyband, supplements and reprints. For details please contact SAGE directly.
- Enquiries can be directed to:
  - Manuela Brun
  - Commercial Sales Executive
  - SAGE Publications Ltd.
  - Tel: +44 (0)20 7324 8523
  - Email: [manuela.brun@sagepub.co.uk](mailto:manuela.brun@sagepub.co.uk)
  - Website: [www.sagepub.com](http://www.sagepub.com)
  - Current rates: [https://journals.sagepub.com/page/hth/rate\\_card#ad-rates](https://journals.sagepub.com/page/hth/rate_card#ad-rates)

# BAHT Website



- Our website offers a range of opportunities. 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/>
- We now also offer banner advertising. Banners appear on each website page allowing maximum visibility.
- 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 monthly e-bulletin is sent electronically to all its members. It provides members with up dates 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 where you can directly advertise and provide a direct link to your website or to your advert on the BAHT website. E-Bulletins are sent out monthly. There are also additional special editions for the BAHT Annual Conference.
- It also has premium advertising space which includes a colour picture for corporate advertisements, recruitment advertisements or for you to promote your course and conference. Special e-bulletins are also available on request. BAHT reserve the right to review and negotiate content.



# BAHT Website & E-bulletin Advertising



	BAHT website	BAHT E-bulletin
Research	Please contact the Clinical Evidence Committee: baht.cec@gmail.com	
Job Advert	£50 (1 month) £125 (3 months) ** Free to advertise NHS jobs for 1 month**	£50 (inclusion in monthly e-bulletin, sent on the 10 <sup>th</sup> each month) £100 (special e bulletin)
Course, product or corporate advertising	£50 (1 month) £125 (3 months)	£50 (inclusion in monthly e-bulletin, sent on the 10 <sup>th</sup> each month) £100 (special e bulletin)
Website banners Requirements: Image should be 'letter box' size of 1150 wide and 180 pixels high	£100 (1 month) £250 (3 months)	n/a
<b>Social media bolt on</b> Add coverage on Twitter and Facebook to any of the above options.	£50	

# Contact Details



- Eve Dunn, Clerical & Admin Assistant,
- **Website:** [www.hand-therapy.co.uk](http://www.hand-therapy.co.uk)
- Tel: (0044) 01473 788554
- Email address: [bahthandtherapy@gmail.com](mailto:bahthandtherapy@gmail.com)