

# Advertising opportunities



the brain injury association



## Why advertise with us?

Advertising provides an opportunity to reach thousands of Headway supporters and stakeholders across the UK; including those directly affected by brain injury, our *Friends of Headway*, Corporate Members and the Headway group and branch network.

By advertising with us we can help your messages to reach our unique audience. We offer very competitive rates for both online and traditional media.

Headway is the leading UK-wide charity supporting people affected by brain injury while increasing awareness and understanding, and campaigning to reduce its prevalence.

With your support, we can help reach even more people affected by brain injury. Please get in touch to discuss any of the opportunities featured in this leaflet.

20,000

Headway News  
readership

8,000

Email  
subscribers

1.4M

Web visits  
per year

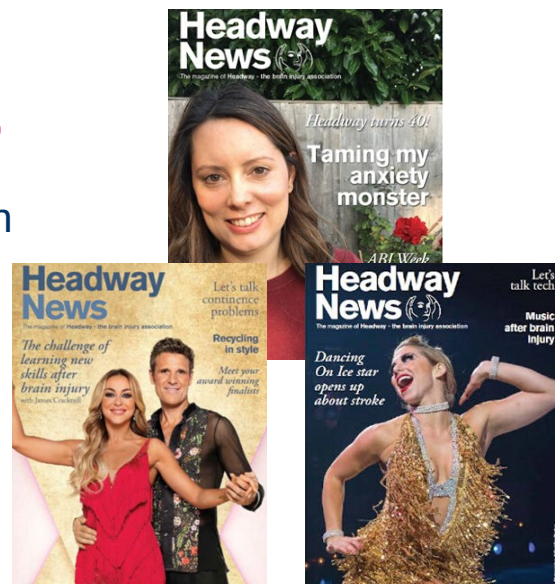
53,000

Social media  
followers

# Headway News

Headway News is the charity's quarterly publication which is mailed to thousands of supporters and stakeholders.

A digital version of the magazine, complete with advertisers' hyperlinks, is free to download from the award-winning Headway website and shared to our social media platforms.



Advert size and position	Cost + VAT
Full page (outside back cover)	£1,795
Full page (inside front cover)	£1,665
Full page (inside back cover)	£1,665
Full page (inside)	£1,495
Half page landscape (inside)	£795
Quarter page (inside)	£450

(Advertorials are also available in full or half page. Costs as above.)

Copy deadlines for forthcoming issues:	
Spring	End of January 2020
Summer	End of April 2020
Autumn	End of July 2020
Winter	End of October 2020

**A single advertisement includes:**  
1 FREE advert in the Headway e-newsletter, Headway News Bitesize.

**4 advertisements in consecutive editions includes:** A 10% discount & 2 FREE adverts in Headway News Bitesize.

The publishing of an advertisement in Headway News by Headway - the brain injury association does not indicate endorsement of the product or the services. The editor reserves the right to refuse any advertisement submitted or cancel bookings without notice.

# Website

Follow us: [f](#) [t](#) [i](#) [p](#) [v](#) [h](#)



Improving life after brain injury  
Need to talk? 0808 800 2244

Donate

Join

About brain injury

Supporting you

News and campaigns

Get involved

My story

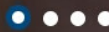
About Headway



## Headway film

Promoting life after  
brain injury

Read more



Find local support

Enter your postcode

Go

I recently had a  
brain injury



I'm living with a  
brain injury



Someone I know  
has a brain injury



Our multi-award winning website, [headway.org.uk](http://headway.org.uk), receives 1.4 million visitors per year and provides a wealth of information and resources to brain injury survivors and Headway supporters.

There are three main areas available for sponsorship: Legal pages, support pages and information pages.

### Website sponsorship rates:

£2,000 + VAT per quarter

£7,250 + VAT per annum

The publishing of an advertisement on [headway.org.uk](http://headway.org.uk) by Headway - the brain injury association does not indicate endorsement of the product or the services. The editor reserves the right to refuse any advertisement submitted or cancel bookings without notice.



# Booklets & factsheets



Headway's award-winning range of factsheets and booklets are available to download for free from the Headway website. They cover a wide range of issues after brain injury, from common effects and coping tips to practical issues.

Print booklets are available free of charge to people directly affected by brain injury via our helpline or Headway group and branch network

A range of alternative sponsorship options are available.  
Please contact [partnerships@headway.org.uk](mailto:partnerships@headway.org.uk).

The publishing of an advertisement in a booklet or factsheet by Headway - the brain injury association does not indicate endorsement of the product or the services. The editor reserves the right to refuse any advertisement submitted or cancel bookings without notice.

# Contact us

For further details on advertising with Headway - the brain injury association please contact:

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**Catherine Maddy**

*Director of Communications*

0115 947 1902

[directorofcomms@headway.org.uk](mailto:directorofcomms@headway.org.uk)

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For details on further advertising opportunities, such as the sponsorship of events, please contact:

***Corporate Partnerships Officer***

0115 924 0800

[partnerships@headway.org.uk](mailto:partnerships@headway.org.uk)