

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

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

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Headway film

Promoting life after
brain injury

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brain injury](#)



[I'm living with a
brain injury](#)



[Someone I know
has a brain injury](#)



Our multi-award winning website, 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.

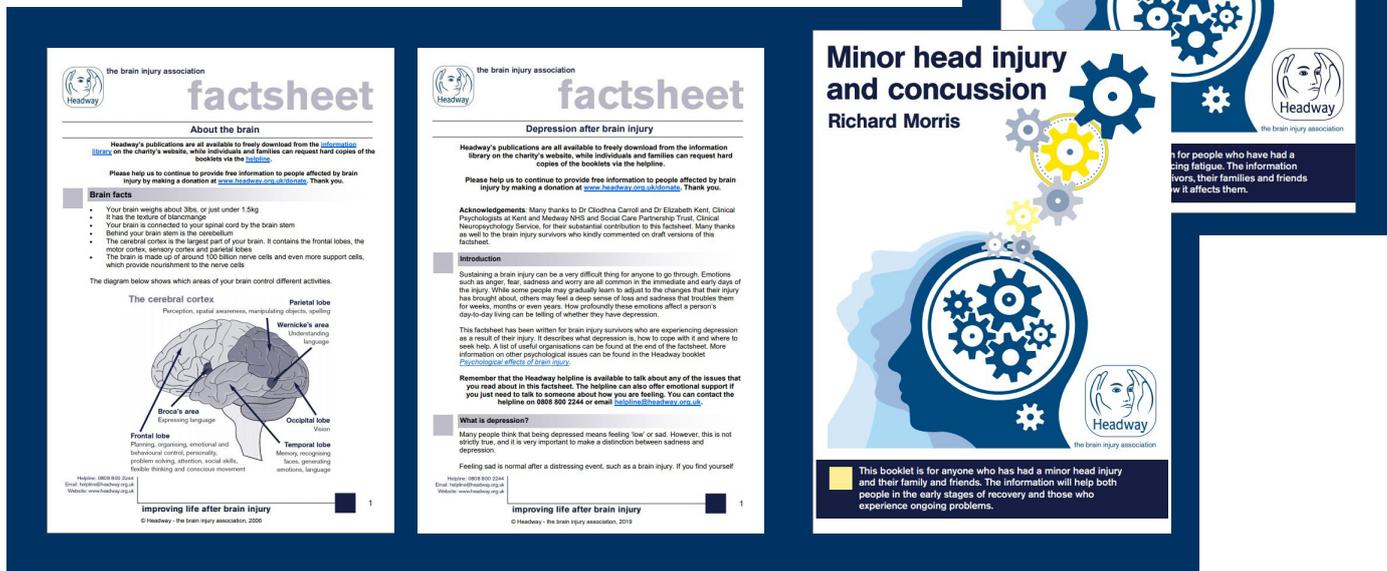
Website sponsorship rates:

£2,000 + VAT per quarter

£7,250 + VAT per annum

The publishing of an advertisement on headway.org.uk 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.

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:

Catherine Maddy

Director of Communications

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directorofcomms@headway.org.uk

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

Corporate Partnerships Officer

0115 924 0800

partnerships@headway.org.uk