



The official magazine of the Association of Anaesthetists

Readership

Anaesthesia News is distributed six times a year (bi-monthly) to over 10,000 Association members, including:

- Consultant anaesthetists
- Specialty (SAS) doctors
- Anaesthetic trainees
- Those working for the NHS or private practice (or both) in the UK, Ireland and overseas*

*Distribution: Approximately 95% digital flipbook and 5% print/posted.

Distribution

Consultants/SAS	56.35%
Trainees	29.00%
Overseas	3.47%
Other	11.18%

*94% UK and Ireland, and 6% overseas

Anaesthesia News is mailed as a digital, interactive flipbook magazine! Your adverts can be linked straight through to a designated website, email address or any social media page, allowing the potential for greater lead generation in realtime.

Anaesthesia News

Media pack 2024-2025

Further readership

Anaesthesia News magazine is also readily available to our 10,000+ anaesthetist members on our website and App. In addition, we also print a further 750 copies which are distributed via our network of Linkman into hospital staff coffee rooms for others to read. Further distribution takes place at our multiple in-house events at our London head office, and at our annual flagship scientific conferences: Winter Scientific Meeting, Trainee Conference and Annual Congress.

Editorial profile

Articles and news items are written by the specialty for the specialty. It is not an academic journal, instead concentrating on professional life with articles on wellbeing, safety matters, our international and environmental work, and anaesthetic related news items. There is a healthy mix of serious and some more light-hearted pieces, but always with the aim to inform and stimulate. As a members' magazine it is widely read and highly regarded within the anaesthetic community.

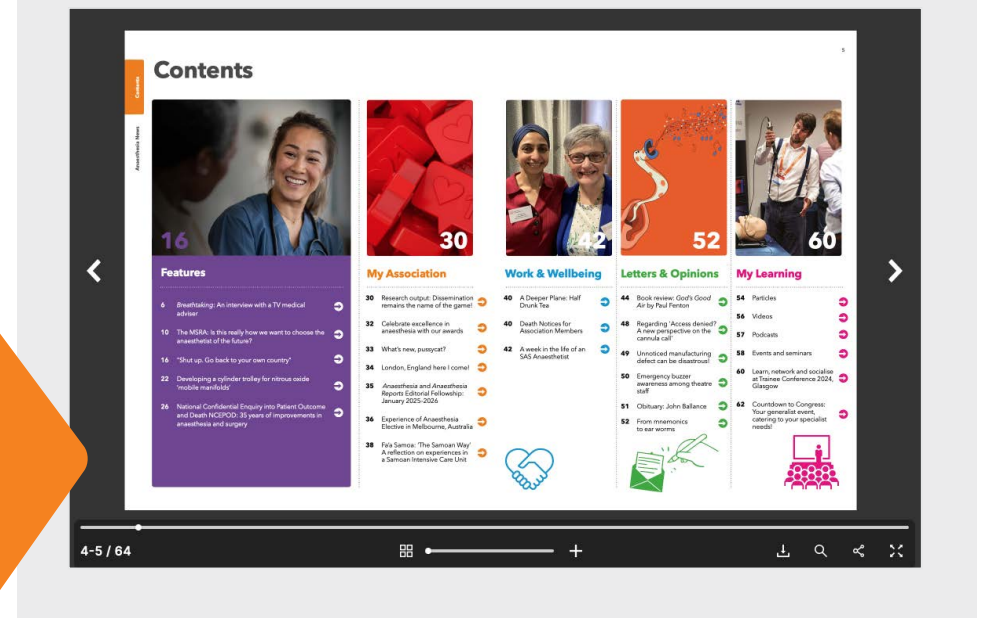
Special features

Many issues have themed features, for example on trainees, environment, safety, portfolio, careers, innovation, wellbeing, specialty doctors, or international work.

About the Association of Anaesthetists

The Association represents the life-changing, life-saving profession of anaesthesia – by supporting, informing and inspiring a worldwide community of over 10,000 members.

As a digital, interactive flipbook magazine, your adverts can be linked straight through to a designated website, email address or any social media page, allowing the potential for greater lead generation in realtime.



Advertising rates 2024-2025

All prices shown are exclusive of VAT Full colour	One month	Two issues	Three issues	Six issues
		5% Discount	10% Discount	15% Discount
Inside front cover	£1,500	£2,850	£4,050	£7,650
Double page centre spread	£1500	£2,850	£4,050	£7,650
Double page advertorial	£1500	£2,850	£4,050	£7,650
Back cover	£1200	£2,280	£3,240	£6,120
Full page	£975	£1,853	£2,633	£4,973
Half page	£650	£1,235	£1,755	£3,315
Quarter page	£350	£665	£945	£1,785

We reserve the right to refuse any adverts or advertorials that we feel may not be appropriate.

Booking and artwork deadlines

2024	
ISSUE 4 July 2024	Booking deadline: 10 June 2024 Artwork deadline: 21 June 2024 Delivered: 14 July 2024
ISSUE 5 September 2024	Booking deadline: 10 August 2024 Artwork deadline: 22 August 2024 Delivered: 14 September 2024
ISSUE 6 November 2024	Booking deadline: 10 October 2024 Artwork deadline: 22 October 2024 Delivered: 14 November 2024
2025	
ISSUE 1 January 2025	Booking deadline: 5 December 2024 Artwork deadline: 15 December 2024 Delivered: 14 January 2025
ISSUE 2 March 2025	Booking deadline: 10 February 2025 Artwork deadline: 21 February 2025 Delivered: 14 March 2025
ISSUE 3 May 2025	Booking deadline: 10 April 2025 Artwork deadline: 22 April 2025 Delivered: 14 May 2025

Advertisement sizes (width x height)

1/4 page	88mm x 124mm
1/2 page landscape	180mm x 124mm
1/2 page vertical	88mm x 256mm
Full page	180mm x 256
Full Page	210mm x 276mm 282mm x 216mm (with 3mm bleed) (type area 180mm x 256mm)

Accepted formats

PDF	Please supply your advert in high resolution (300dpi CMYK) PDF with all fonts embedded. Cropmarks and 3mm bleed.
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Sending artwork

Email	Please email your artwork and booking form to chris@anaesthetists.org Please add your full contact details within the email in case we need to contact you.
Via web	If your advert is too large to email then please use the free upload and send service from www.wetransfer.com . Recipient: chris@anaesthetists.org . Please add your full contact details within the message field in case we need to contact you.

Proofing

Via email	To ensure that you are happy with your advertisement a PDF proof will be emailed prior to publication.
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Our vision

The Association of Anaesthetists' motto is *in somno securitas* (safe in sleep). Our vision is that every patient under our care is kept safe.

Our mission

Our mission is to safeguard patients by educating, supporting, and inspiring every anaesthetist throughout their career, enabling them to provide the best care in every healthcare setting.

Our values

Committed

We are a respected and independent organisation, committed to speaking up and speaking out on behalf of our members and the anaesthesia community.

Trusted

For over 90 years, we have helped to set standards, share knowledge, and support thousands of people in a vital profession. Our expertise matters to our members and globally.

Innovative

We look forward, not back. We care about the future of anaesthesia and actively help shape its future on behalf of our members by listening, responding, and innovating.

Connected

We are a dynamic, diverse, and inclusive community. We exist because of, and on behalf of, our members.

Our strategic priorities 2024 to 2029



Patient care and safety

- Advance and improve patient care and safety in the field of anaesthesia.
- Inspire and support our members always to practice with safety in mind.
- Be the leading publisher of anaesthesia safety guidelines and expert advice.



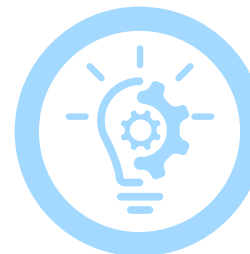
Education and research

- Preserve, develop, and share the heritage of the specialty.
- Develop and provide world class education in anaesthesia.
- Promote global access to anaesthesia education.
- Work in partnership with others to build capacity through national and international research initiatives.



Advocacy and support

- Be the leadership voice for the anaesthesia specialty.
- Represent and advance the interests and wellbeing of our members.
- Protect and support our members throughout their careers.
- Promote anaesthesia as a specialty led by and delivered by doctors.



Innovation and growth

- Research and promote innovations in sustainable working practices for the specialty.
- Use the latest technology to enable us to deliver the best services for our members.
- Promote the diversity, wellbeing, and continuous development of our people.
- Invest wisely, protect, and optimise our assets, and always act with sustainability in mind to ensure the future of the Association.