

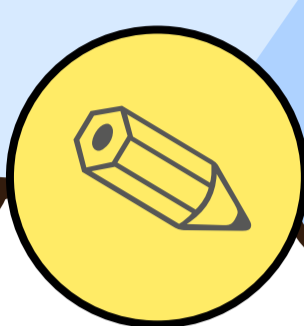
# THE DREAM TEAM

Our people make us what we are. Unique, talented and innovative individuals, they in turn deliver marketing solutions that break the mould and go that extra mile. You couldn't be in safer hands!



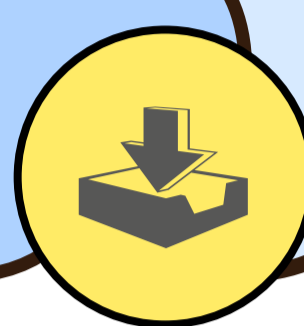
## Editorial

Our dedicated in-house team lives and breathes health and knows what our readers want to see on the pages of their favorite publication. By maintaining regular and meaningful interaction with our audience and combining their requirements with our in-depth industry knowledge, we ensure we give them the content they need, before they even know they need it. Offering the latest news, industry analysis, practical advice and career guidance, we know we will always have the rapt attention of our readership.



## Design

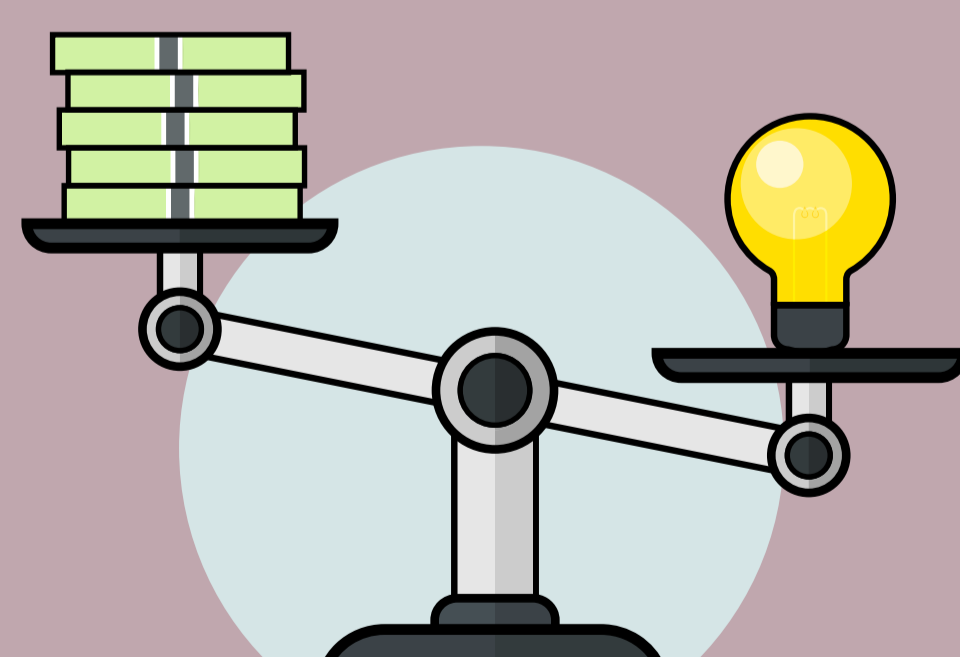
*Practice Business* features strong and easily recognisable designs that reflect and enhance the editorial quality of the content. Working hand-in-hand with our editorial and sales teams, our in-house design team ensures that all content, both editorial and promotional, is eye-catching and consistent with the invariably high-standards of the *Practice Business* brand. Our skilled designers ensure that all artwork perfectly complements our quality editorial content and presents it in a clear and engaging way.



## Sales

Our sales strategy is about building relationships and selling solutions. Our view is that true partnerships will always benefit both parties. The intelligent media solutions department works closely with all its clients to understand their objectives and then finds the best way to meet them. We are specialists in our fields, with more to offer than space on a page. Our publications provide a strategic, effective and proven marketing channel to our clients.

★  
And the magic ingredient...  
★



...rational ratios

The greatest content in the world will appear positively pedestrian if it's too watered down by marketing material, which is why we have a maximum ratio of 30% advertising to 70% editorial content. Not only does this low ratio of advertising keep our readers focused and attentive, it means that the limited amount of promotional material that does make it into every edition packs a punch. The point is that your advert stands out and receives the attention it deserves with the aid of its close proximity to the quality editorial content that readers are used to.

It's this winning combination of top quality content peppered with a select portion of advertising in every edition that makes *Practice Business* the ultimate place to be seen and convey your marketing message.