Journal sponsorship
A complete marketing solution

Having celebrated our 25th anniversary in 2016, Hayward Medical Communications has a rich heritage in medical publishing – over the years we have developed over 30 clinical review journals across numerous therapy areas. As an Associate Member of the Association of the British Pharmaceutical Industry (ABPI), Hayward has extensive experience of working with healthcare companies, producing highly effective communications targeted at healthcare professionals (HCPs), regulatory bodies and the public, among others – one such area is journal sponsorship. Read on to find out how sponsoring a journal will not only benefit your corporate reputation and relationship with HCPs but also underpin the messages in your promotional campaigns, supporting your marketing and market access objectives.

What are the objectives of sponsorship?
For a healthcare company, the objectives of sponsoring a medical journal are very straightforward:

- **Engage with a ready-made target audience** – the readership
- **Build trust through association with a quality publication led by an independent specialist Editorial Board**
- **Educate said readership and facilitate advances in patient care**
- **Promote disease awareness and understanding**
- **Raise company/brand/product awareness**

Hayward is uniquely positioned to bring these objectives to fruition via journal sponsorship. In tandem with its publishing activities over 25 years, Hayward – unlike other medical publishers – is a highly successful medical communications agency that submits evidence on behalf of healthcare companies to health technology assessment bodies, helping healthcare companies secure market access for new products and indications. The Hayward team also develops training products for HCPs, such as e-learning programmes and workshops, advisory boards and symposia. Hayward thus has access to a huge range of key opinion leaders (KOLs) and clinical practitioners across many different therapy areas who inform the educational quality of its journals’ content. For the same reasons, Hayward can also create brand new, high-quality journals quickly and efficiently in almost any therapy area.

How does sponsorship differ from advertising?
Before looking at how the benefits of sponsorship are achieved, let’s consider some of the innate qualities of advertising and sponsorship:

- **Advertising is immediate**
- **Advertising communicates directly to a target audience through an interruptive process**
- **Advertisements generally communicate boldly**

Advertisements interrupt our cognitive processes while we read, watch TV, drive and walk, stimulating our brains visually through carefully planned artwork, design and copy writing. Advertisements aim to stop us in our tracks and invite us to focus on the message in front of us. In contrast, sponsorship succeeds in more subtle ways:

- **Sponsored communication is almost entirely passive and subliminal**
- **While the fact that the publication is sponsored and the sponsor does not have editorial control is immediately apparent to the readership, the values-based aspects of the sponsor’s relationship with the publication and therapy**
area are not – awareness of these factors builds more gradually and unconsciously, in a sustained process of trust building

● As readers spend time engaging with the publication, an association between sponsor and publication forms, leading to a perception of shared values between the sponsor and the educational remit of the journal; this in turn kindles familiarity, recognition and trust in the sponsor

In other words, the relationship a sponsor develops with a journal readership is fundamentally deeper and more lasting than that gained by advertising alone.

The mechanics of journal sponsorship

By its nature, the relationship between journal and sponsor is clear-cut. The sponsor awards the publisher an unrestricted educational grant to be used to fund the production and publication of a journal, with a remit to provide high-quality content within a particular therapeutic area agreed between the sponsor and the publisher. In return, the publisher provides a publishing programme that aligns with the objectives of the sponsor, who is seeking independent, balanced and educational content that is relevant and interesting to the journal’s targeted readership. The publisher also brands the journal with the sponsor’s logo. Beyond that, and in compliance with the ABPI Code of Practice, the sponsor has no control over the journal itself and, indeed, sponsorship arrangements are conditional upon the sponsor having no editorial influence.

This hands-off approach ensures that content is determined through an interactive relationship between the journal’s Editor, editorial board and the publisher – an essential component in maintaining the integrity of the journal’s content and hence the trust of its readership, a trust that transfers by association to the sponsor. It also allows the sponsor to maintain focus on how the journal sponsorship coordinates with their other medical and marketing activities.

How are the benefits of sponsorship achieved?

For a healthcare company about to launch a new product or indication or focusing on its current portfolio, a custom-made Hayward medical journal comes with:

● A direct link to a ready-made, targeted readership consisting of HCPs working within your therapeutic area

● A network of KOLs in the shape of the editorial board who help develop appropriate content that will appeal to the readership

● A steady stream of content that is relevant to the therapeutic area in which your product is positioned

● A flow of metrics from Hayward about publishing objectives, readership insight and audience engagement across different platforms

● Advertising opportunities in the journal (within the boundaries set by the ABPI Code of Practice)

Let’s now consider some of the benefits in more detail.

Building trust

The fact that a healthcare company partners with a high-quality journal – one that is deemed of high value by its readers – speaks volumes about the former. Furthermore, a successful journal would want to be associated only with an organisation that inspires trust in order to safeguard its own reputation, its relationship with its readers and the future of its publishing programme. The partnership with a sponsoring healthcare company promotes this. For the sponsor, the association with high-quality, practical, educative content helps to fortify their own image and reputation, thus accelerating the process.

Engaging with the audience

From first sight of the first issue’s front cover, readers start to become acquainted with the sponsor. The cover must contain a declaration, usually alongside the

‘We are very excited to be launching Myeloid & Lymphoid disorders in practice, which will feature articles from leading national experts as well as providing opportunities for trainees to expand on their research and congress experiences. Articles will focus on increasing the understanding of the whole multidisciplinary team and we anticipate a wide readership who can engage with an enthusiastic editorial board.’

Dr Jonathan Kell, Consultant Haematologist, University Hospital of Wales (Editor, Myeloid & Lymphoid disorders in practice)

‘Myeloid & Lymphoid disorders in practice is an important vehicle through which the Basil Skyes Myeloma Foundation has found a receptive audience for communicating its ideas about multiple myeloma, and the importance of marrying clinical, social, and epidemiological factors to notions of risk and disparities across and within population groups. Through MLDIP, the Foundation has been able to develop congenial partnerships that intersect the professional spaces occupied by clinicians, policy makers, and practitioners, bringing together a diversity of thought, opinion, and constructive challenge, to ways of thinking about multiple myeloma, and what this means for patient outcomes.’

Dr Sophia Skyes, Chair, Basil Skyes Myeloma Foundation
sponsoring logo, stating the existence of the partnership and the degree of involvement of the sponsor – generally an acknowledgment that the sponsor has no editorial input or control over the contents of the publication. From that point on, readers continue their intellectual, educative journey through the journal’s targeted content with the awareness that the publishing programme is supported and paid for by the sponsor. Hayward’s internal metrics gained through reader surveys conducted within each journal indicate that up to 75% of our readers are aware of the sponsor’s involvement (journal dependent).

Promoting disease awareness
One of the content streams that a journal would typically consider within a given therapeutic area would focus on raising the profile of a particular condition(s) or disease through the publication of dedicated articles targeted to a tailored distribution list. This is a highly effective way of bringing content of direct relevance to exactly the audience a healthcare company wants to reach – not only those making purchasing decisions but also the professionals working at the coalface, who are prescribing, using and advocating healthcare products.

Boosting brand and product awareness
The ultimate commercial aim of sponsorship is to increase a product’s market penetration and revenue by raising awareness of the brand and how the product benefits patient care. A sponsor’s association with a high-quality journal that investigates a particular therapy area leads to the sponsor becoming increasingly associated with that clinical field; the process begins immediately and continues with each issue of the journal, building up trust through different educational associations in a sustained and progressive process. As this process develops, advertisements can be placed in the journal to capitalise on the reader–sponsor trust connection. The Code of Practice of the ABPI states that a sponsor may advertise over a maximum of two (adjoining) pages; this limitation ensures that readers are not overexposed to a particular product or company, and this subtle, respectful approach reinforces the trust-building process, all the while firmly establishing the association between sponsor and the therapy area in question.

Disseminating medical education
Healthcare companies have learnt that in order to gain trust and respect with both HCPs and patients, it is important for them to invest in educational programmes targeted at both of these groups. Medical education is fundamental to the journal sponsor’s raison d’être – it is the lifeblood of both the journal and the benefits reaped by the sponsor. All medical journals are in the business of medical education, whether their content is peer-reviewed unsolicited primary research, pay-to-publish or vetted by an independent editorial board for quality and accuracy. With a few notable exceptions, journals are targeted at particular therapy areas, and within those areas there will always be a need to educate.

The review journals developed by Hayward, in contrast to other healthcare journals, are able to focus their educational remit closely on particular aspects of a therapy area; the publishing programme can be developed to align with the audience’s needs and interests by publishing the latest guidelines, reviews on clinical practice and management of conditions, symptoms and complications, drug updates and overviews, patient perspectives and case studies, and best practice training articles – to name only some of the options.

In addition, sponsoring a journal with an educational objective that aligns with their own sends a strong and very clear message about the sponsoring company’s commitment to education.

Other sponsorship options

**Sponsored supplements**
An alternative to sponsoring a journal is to sponsor a supplement to an established journal. A sponsored supplement is a one-off publication that provides opportunities for a sponsor to have their name affiliated with top-quality scientific
content independently commissioned around a key theme, provided by either the publisher or the sponsor – or a combination of the two. The presentation and delivery of content can be tailored to company-specific needs, with copies distributed either alongside the parent journal or independently to a specific, targeted list of readers. Supplements provide a unique opportunity to reap some of the benefits of journal sponsorship on a smaller scale that is also focused on a defined target audience. They provide an association with an established and recognised brand in your therapy area. Supplements can also be provided as bolt-ons to the main sponsorship agreement. They are an ideal option if budgets won’t stretch to full sponsorship or timings require immediate action.

Awards for innovation
Innovation awards recognise and reward innovation, excellence and success in HCPs operating within a journal’s therapy area. They raise the profile of forward-thinking initiatives and promote positive and significant projects in healthcare. At the same time, such awards offer a unique opportunity to raise the sponsor’s profile within the global clinical community, aligning the sponsor’s brand with both the award and the discipline while demonstrating commitment to a therapy area and raising awareness of that therapy area. These awards provide the sponsor with a very visible presence, allow networking opportunities and giving them active involvement in the awards.

A final word
In a world in which people are subjected to countless advertisements throughout the day, whether in print, on the Internet or TV, it is easy to become hardened to this traditional form of marketing. However, the careful combination of sponsorship of a targeted healthcare journal, with a publishing programme focused on medical education, can cut through the noise generated by this content avalanche, providing clinically relevant and engaging content and giving the sponsor a complete marketing solution far more effective than pure product advertising. In particular, advertisements placed in a sponsored journal benefit hugely from the target audience’s perception that the sponsoring company is truly committed to a disease area – not interested only in profit but also in engaging with and educating HCPs, for the benefit of patients. The result delivers a far stronger message than advertising alone, cementing the idea with the journal’s audience that the sponsor has made a commitment.

Hayward has been working with healthcare companies for over 25 years – we understand their needs and expectations. With a catalogue of more than 30 journals, we have the experience and knowledge to help healthcare companies reach their target audiences, either through one of our existing titles or by developing a bespoke publication to meet your specific requirements.

To find out more about journal sponsorship and other opportunities, please contact Martin Griffiths (martin.griffiths@hayward.co.uk)
With a suite of titles covering much of modern medicine, Hayward's journals are at the forefront of developments in healthcare. Containing a broad blend of review articles, policy updates and practical information alongside regular columns, editorials and patient information, Hayward's journals are the perfect vehicle to promote your products and services to a specialist audience.

For more information please contact Martin Griffiths, Publications Manager martin.griffiths@hayward.co.uk