



2023

# Media Pack

Products, services & media information



COMMUNICATING IN PRINT, VIA EMAIL, & ONLINE





**Communicating  
in print, via email,  
& online**

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## Introduction

Formed in 2000, Complete Media & Marketing (CM2) is a specialist publishing company producing the market-leading title Complete Nutrition (CN). Indeed, CN Magazine is firmly established as the UK's No.1 clinical, medical & health nutrition publication.

The CM2 Team boasts many years industry experience and, as such, have devised a wide-range of products that enable companies active within the field of nutrition to accurately and consistently target their key customers.

CM2 offers cross-platform promotional opportunities – via print, online and email – all under one roof! Quite simply, we are your voice in clinical, medical & health nutrition.

CM2 also acts as a media partner to various professional associations, providing expert assistance with branding, design, production and the distribution of newsletters and publications on a contract basis.



### Complete Media & Marketing Ltd

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t: +44 (0)1920 449 128 e: info@cm-2.co.uk w: www.nutrition2me.com



## The Team...

We hope that you find the information you're looking for in the pages of this brochure but, if not, please don't hesitate to call or email one of the CM2 Team. We're here to help our customers and we're always available to talk, or respond to your requests via email.



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## Follow us

Keep up-to-date with CN Magazine and nutrition-related information instantly by following us on Twitter, Facebook, Instagram & LinkedIn:

 @CNmagazines  @CNmagazines  @cnmagazines  @CNMag





# Complete Nutrition Magazine

**The UK's No.1 clinical, medical & health nutrition publication**

**Circulated to in excess of 10,600 UK nutrition professionals, including over  
9,100 UK registered dietitians**

**In Print**

PRODUCT, SERVICES & MEDIA INFORMATION | **3**

## Editorial overview

Published nine times a year, with all issues produced both in print and digitally, Complete Nutrition (CN) aims to meet the information needs of nutrition healthcare professionals with a regular, professional publication that gets to the heart of current thinking and practice.

Strong editorial, written by respected authors, is mixed with practical articles and informative news from in and around the profession, offering readers an educative, balanced and enjoyable to read publication.

CN boasts an editorial team with expertise across all areas of clinical, medical and health nutrition, helping to promote excellence in the title's content, whilst providing readers with confidence that they are reading accurate, informed editorial in every issue.

## Regular features

Along with around 10 informative feature articles per issue, CN carries the following regular sections:

- News & Views
- Diary Dates
- Product News
- Journal Watch
- Columns: BAPEN, BPNG, PENG Nutrition Society, NNNG & NNEdPro.



## Circulation

CN is circulated to in excess of 10,600\* named healthcare professionals on a controlled and requested basis.

CN's circulation database is continually updated, ensuring that distribution is both targeted and accurate.

Profession	Total	Print	Digital
Dietitians	9,127	7,174	1,953
Nutrition/gastro nurses	167	112	55
Other nutrition professionals (e.g. gastros/pharmacists lecturers/nutritionists/industry)	549	202	347
Students	786		786
<b>Total circulation</b>	<b>10,629</b>	<b>7,488</b>	<b>3,141</b>

\*Circulation figures recorded August 2022. Circulation figures may be subject to change. Please contact CM2 for the latest circulation figures.

## WHAT THE INDUSTRY SAYS...

*"Complete Nutrition has always been the dominant dietetic publication when designing media plans for our campaigns. It offers unparalleled reach to dietetic professionals at a reasonable price, and its credibility amongst its audience is clear by the superior engagement rates with digital options."*

Philippa Montgomery, Brand Manager, Nutricia

## A world of promotion

### Display advertising

Build brand awareness and enhance productivity with a display advert – article-facing and premium positions available.

### Advertorials

Captivate readers through a mix of text and imagery – we can even design and layout your advertorial for added convenience.

### Bundle offers

We have a range of cross-product, cross-platform, cost-effective bundles – see page 19.

### Loose/bound literature inserts

Send us your literature pieces and we'll circulate them via CN – it costs less than if you were to mail them out yourself!

### Special covers

For maximum impact why not take advantage of a barndoor, fold-out or false cover.

### Product sample & literature attachments

Place your product samples or literature right in front of your customers cost-effectively and with maximum impact. We can attach your product samples or literature to a specific page within the magazine or on the front cover.

### Sponsored articles/content

Want to see a specific subject covered by way of an independent article? Get in touch and we will explain the options.

### Bellybands

Opt to have your material wrapped around the front cover, and/or bookmarked, ensuring that readers will see your message first!

### Product news

Simply send us your press release and product image and we will place it on our Product Wall – plus, as an added bonus, it will also be placed on nutrition2me.com and be highlighted in an issue of CN e-news.

**We are able to go beyond the scope of competitor titles by offering an array of bespoke opportunities tailored to your needs, so please get in touch to discuss your specific requirements.**

## PLUS...



### CN Professional Development (CNPD)

CNPD is a unique service that allows readers of CN Magazine to test their knowledge of articles within each issue using an interactive questionnaire system that is hosted on nutrition2me.com – the online home of CN Magazine. Companies are able to sponsor CNPD, enabling coverage in CN Magazine and online at nutrition2me.com – affording the opportunity to support your customers ongoing professional development from just **£675**.

**To discuss your promotional requirements in more detail,  
please call: 01920 449 128 or email: [advertising@cm-2.co.uk](mailto:advertising@cm-2.co.uk)**

## Rates (net)

### Display advertising/advertorials

	Rate per insertion
Premium cover (IFC/OBC)	£1,965
Premium double-page spread (first to be seen)	£3,250
Full-page	£1,895
Double-page spread	£3,095
Half-page (horizontal or vertical)	£1,135

### Loose literature insertions

£1,610 weight up to 10 g (per item)

£47 per g where 10 g threshold is exceeded

**Please note:** Size conditions apply. Costs may differ from those published if the literature inserts require special handling - e.g. die-cut/non-straight edges. Further details are available upon request.

### Bookmark inserts

£2,610 weight up to 10 g (per item)

£47 per g where 10 g threshold is exceeded

### Bound literature insertions

£2,610 weight up to 10 g (per item)

£47 per g where 10 g threshold is exceeded

**Please note:** Bound inserts are bound within the spine of the magazine.

### Fold-out bound insert (4 pages)

£5,835 weight up to 20 g (per item)

£47 per g where 20 g threshold is exceeded

**Please note:** Bound inserts are bound within the spine of the magazine.

### Product sample & literature attachments

#### Within magazine

£2,830 weight up to 10 g (per item)

#### Attached to cover

£4,050 weight up to 10 g (per item)

£47 per g where 10 g threshold is exceeded

**Please note:** Size conditions apply. Literature attachments are affixed using hot-dots. Size conditions apply. Further details are available upon request.

### Bellyband

#### Horizontal or vertical

£3,975

#### Enhanced (larger size)

£4,475

**Please note:** Size conditions apply. If weight exceeds 13 g for a horizontal or vertical bellyband, or 18 g for an enhanced bellyband, further charges may apply. Further details are available upon request.

### Bookmark bellyband

#### Horizontal (only)

£4,335

#### Enhanced (larger size)

£4,835

**Please note:** Size conditions apply. If weight exceeds 13 g for a horizontal or vertical bellyband, or 18 g for an enhanced bellyband, further charges may apply. Further details are available upon request.

### Special covers

£7,775 Barndoor cover (3 pages)

£6,875 Fold-out cover (front - 3 pages)

£8,045 Fold-out cover (back - 4 pages)

£8,895 False cover

**Please note:** Size conditions apply. Further details are available upon request.

### Product wall

£435 for each entry + as an added bonus, placed on nutrition2me.com and highlighted in CN e-news for a month.

### Enhanced diary dates

£105 for each entry per issue - includes event listing with logo.

### Advert & article packages

If you are booking a full-page of advertising, supporting editorial pages start at **£695** (per page). Alternatively, see our special Bundle 3 package on page 20.

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# 2022 Reader Survey

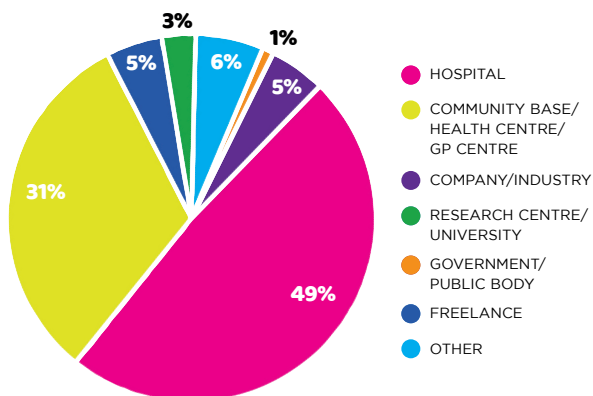


Following a recent CN Reader Survey, carried out in association with All Change Place, we are delighted to announce that Complete Nutrition (CN) Magazine have, once again, been voted the UK's undisputed No.1 nutrition and dietetic publication.

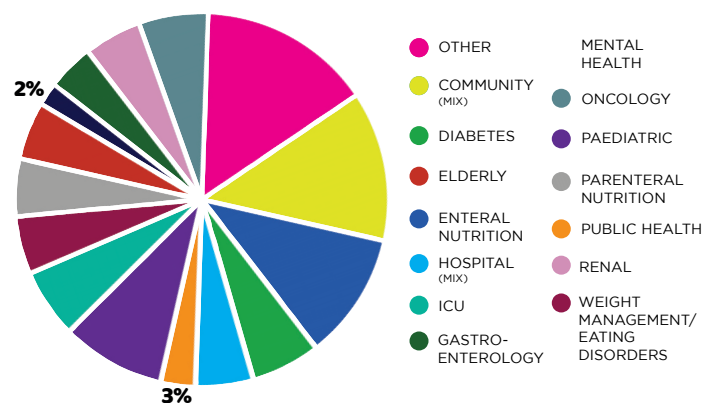
Readers were invited to provide their opinions on what they read, like and value about CN Magazine and the other nutrition titles available. The results have confirmed that CN Magazine firmly remains the UK's No.1. Indeed, when asked about their overall preferred read, **87% chose CN Magazine!**

Please find below a collection of the outstanding responses, plus helpful statistics to aid your promotional campaigns.

**Which of the following best describes your typical place of work?**

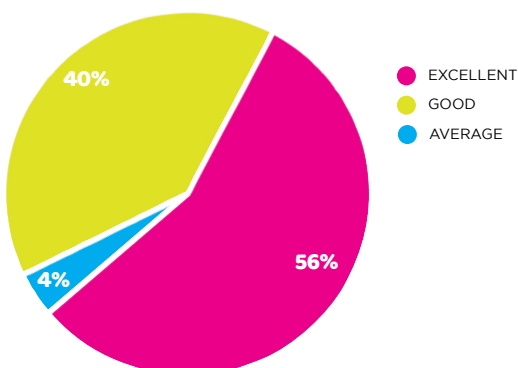


**Which one of the following best describes the area of nutrition & dietetics that you specialise in?**

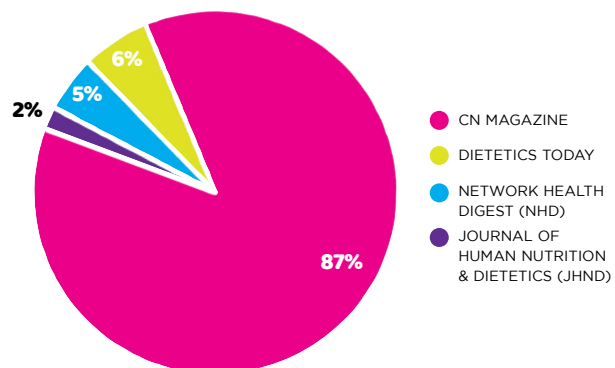


**87%** of readers state that CN is their preferred nutrition & dietetic publication

**How do you rate the quality of content within CN Magazine?**



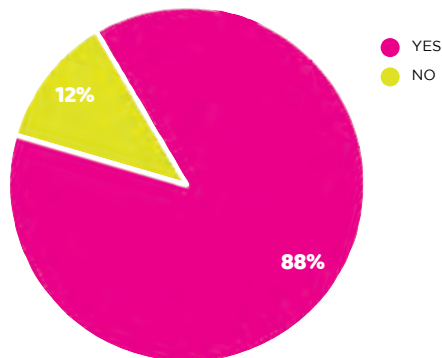
**Overall, which is your preferred nutrition and dietetic publication from the following list?**



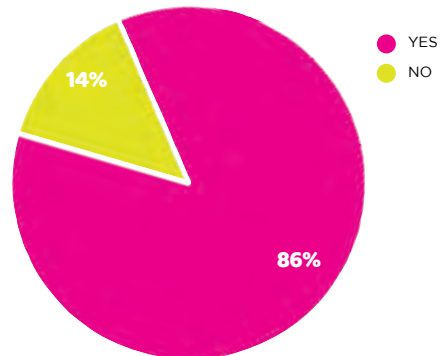
**96%** of readers rate the quality of content within CN Magazine as 'Good' or 'Excellent'

**72%** retain their copy of CN for future reference or pass to a colleague

**Do you take notice of the advertisements that appear in CN Magazine**

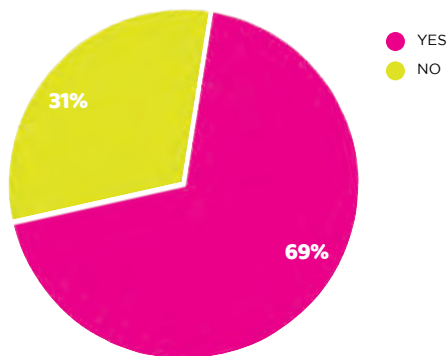


**Do the advertisements within CN Magazine help you to keep up-to-date with products and services available?**

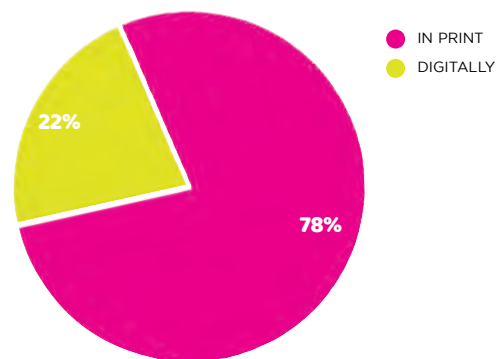


**87%** find A4 magazines easier to read than A5

**Have you previously or do you currently recommend/use any of the products advertised within CN Magazine?**



**Overall, do you prefer to read magazines like CN digitally or in their printed format?**



**"Pure excellence in dietetic developments and a great resource"**

**For more information about CN Magazine, or related products, please contact Carly on: 01920 449 128 or email: [advertising@cm-2.co.uk](mailto:advertising@cm-2.co.uk)**



# nutrition2me.com

The online home of CN & so much more

nutrition2me.com attracts over 87,000 unique visits per annum

## Overview

nutrition2me.com is the online home of the UK's No.1 clinical, medical & health nutrition title – CN Magazine.

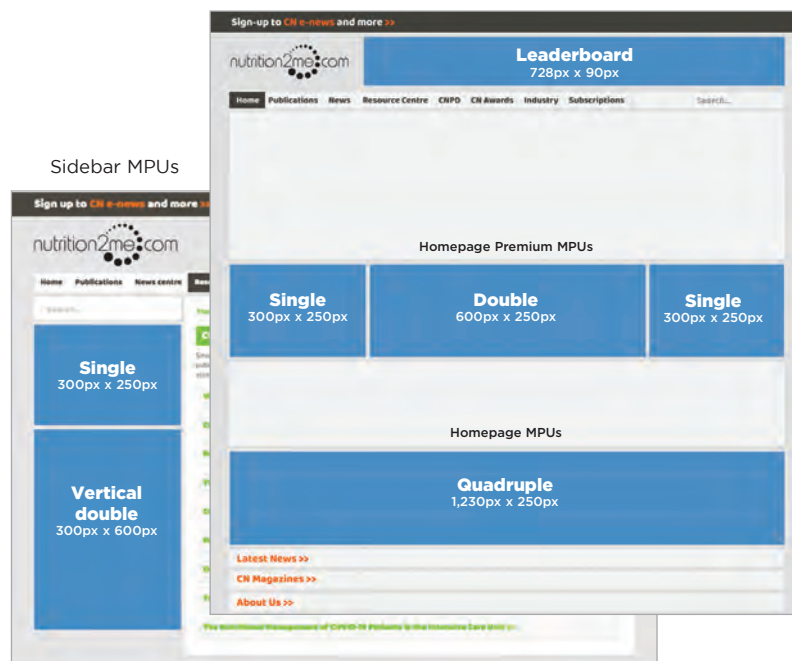
nutrition2me.com aims to provide nutrition professionals with an online resource that supports them in their day-to-day practice, whilst at the same time providing companies with an ideal platform through which to promote their products and services within this exciting arena.

## Stats

- **87,000** unique visits per annum
- **7,250** average unique visits per month
- **14,500** average page views per month

## Promotional opportunities

- Leaderboard, pop-up & MPUs
- Homepage takeover
- Recruitment & event advertising
- Video & webinar hosting
- Sponsored page
- Digital issue banners – CN Magazine is available digitally, and alongside each issue are banner positions.



Digital issue banners



## Advertising rates (net)

Homepage leaderboard*	£1,245
Homepage premium MPU*	
• Single	£795
• Double	£1,295
• Quadruple	£2,345
Homepage MPU*	
• Single	£695
• Double	£1,145
• Quadruple	£1,935
Homepage takeover* (1 x Leaderboard; 4 x Premium MPUs; 4 x MPUs)	£5,425
Sidebar MPU*	
• Single	£695
• Vertical double	£1,095
Pop-up (non-homepage, 6 top visited pages)	£1,095
Event listing/banners (on diary dates page)	Listing with logo <b>£105</b> ; Banner <b>£215</b> ; Large banner <b>£435</b>
Digital issue banners	£695
• Digital Issue emailer banner	£300 (Can only be purchased in conjunction with the Digital Issue Sponsorship Banners)

\*Video content: If you are supplying video content there is an additional charge of £115 net per advertising space.



## Videos & webinars - hosting rates (net)

A video/webinar hosted within the 'Videos & Webinars' section at nutrition2me.com				
	1 month	3 months	6 months	12 months
Hosting only (inc. video embedment, plus description of video, company logo and contact details)	£115	£165	£265	£465
Hosting plus monthly MPU on nutrition2me.com	£760	£2,100	£4,005	£8,205
Hosting plus monthly 'Video/webinar of the Month' in CN e-news	£825	£2,415	£4,635	£9,000
Hosting plus monthly CN e-shot	£1,045	£2,935	£5,805	£10,740
Hosting plus monthly 'Video/webinar of the Month' in CN e-news & MPU on nutrition2me.com	£1,510	£4,350	£8,370	£16,365
Hosting plus monthly CN e-shot & MPU on nutrition2me.com	£1,690	£4,870	£9,670	£18,480

## CN Extra - sponsored page rates (net)

A sponsored page hosted within the 'CN Extra' section at nutrition2me.com				
	1 month	3 months	6 months	12 months
Sponsored page only (for example, inc. content, company logo and contact details)	£445	£870	£1,310	£2,440
Sponsored page and banner in CN e-news	£1,040	£2,655	£4,440	£7,850
Sponsored page plus monthly MPU on nutrition2me.com	£1,090	£2,805	£4,740	£8,450
Sponsored page plus 'Resource of the Month' in CN e-news	£1,195	£3,120	£5,370	£9,650
Sponsored page plus monthly CN e-shot	£1,340	£3,605	£6,325	£12,050
Sponsored page plus monthly 'Resource of the Month' in CN e-news & MPU on nutrition2me.com	£1,840	£5,055	£9,240	£16,790
Sponsored page plus monthly CN e-shot & MPU on nutrition2me.com	£2,035	£5,640	£10,410	£19,190

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**“High quality,  
relevant dietetic  
information,  
that helps keep  
me up-to-date,  
and support my  
patients.”**

Dietitian



# CN e-news

**Keep up-to-date with the latest nutrition & health information**

**Sent to over 5,600 UK nutrition & dietetic professionals - all requesters**



**CN E-mailers**

## Overview

CN e-news is a twice-monthly e-newsletter for nutrition healthcare professionals, consisting of readers of CN Magazine, and visitors to nutrition2me.com.

CN e-news supports the increasing information needs of CN readers and website visitors through the delivery of regular, topical news, in addition to diary dates, product updates and much more – direct to their inbox!

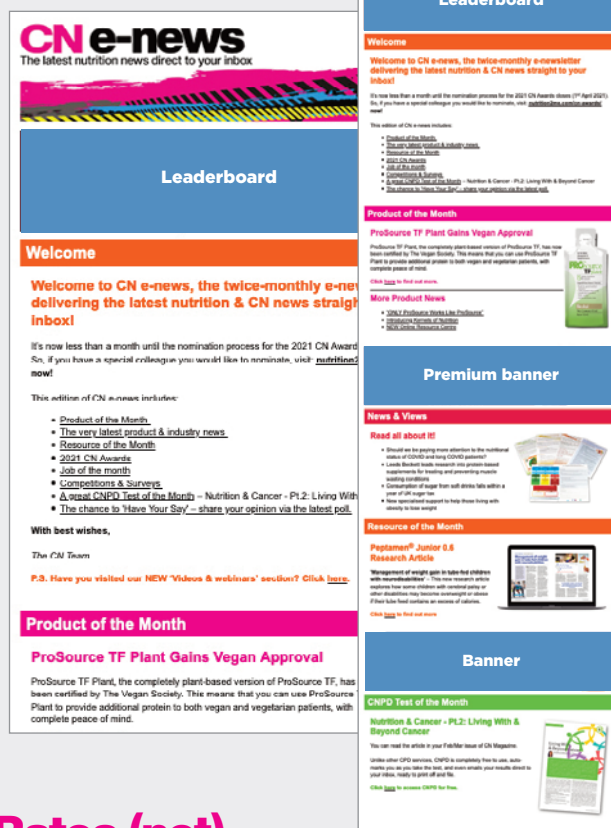
### CN e-news carries the following regular sections

- News & Views
- Diary Dates
- Product News
- CNPD
- Resource Centre
- CN Awards.

### Circulation & stats

- Over **5,600** UK recipients
- **99.7%** delivery rate
- Up to **55%** open rate.

In addition to being circulated to over 5,600 UK recipients, CN e-news is shared with our Twitter & Facebook followers – **over 11,000!**



## Rates (net)

### Leaderboard

Per month (2 sends) £895

### Banners

Premium banner – per month (2 sends) £645

Banner – per month (2 sends) £545

### Product of the Month

Per month (2 sends) and entry on nutrition2me.com £795

### Job/Event/Resource/Webinar of the Month

Per month (2 sends) £795

### The Takeover

Takeover CN e-news for a month (2 sends) £2,600

- 1 x Leaderboard
- 1 x Premium banner
- 1 x Banner
- 1 x Product of the Month.

**To discuss your promotional requirements in more detail, please call: 01920 449 128 or email: [advertising@cm-2.co.uk](mailto:advertising@cm-2.co.uk)**



An abstract graphic featuring a series of diagonal stripes in blue, yellow, and pink, set against a black background. The stripes are of varying lengths and are arranged in a way that creates a sense of movement and depth.

# CN e-shots

**Keep up-to-date with the latest nutrition & health information**

Sent to over 5,600 UK nutrition & dietetic professionals - all requesters

**CN E-mailers**

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## Overview

A CN e-shot is a bespoke promotional email, dedicated to your brand – an ideal option whether you are wishing to promote:

- Webinar/conference/event
- Product/service
- Job vacancy
- Study/research results
- New product launch.

CN e-shots are extremely popular and we recommend advance booking.

## Circulation & stats

- Over **5,600** UK recipients
- **99.9%** delivery rate
- Up to **29%** open rate.

In addition to being circulated to over 5,600 UK recipients, CN e-shots is shared with our Twitter & Facebook followers – **over 11,000!**



## Rate (net)

### CN e-shot

1 x e-shot	£945
12+ e-shots (when booked together)	£895 per e-shot

### WHAT THE INDUSTRY SAYS...

*"CN e-shots are a highly effective and targeted way of communicating our key product updates and educational materials, directly to UK dietitians and HCP's."*

Alex Wallace, Product Manager, Nutrinovo

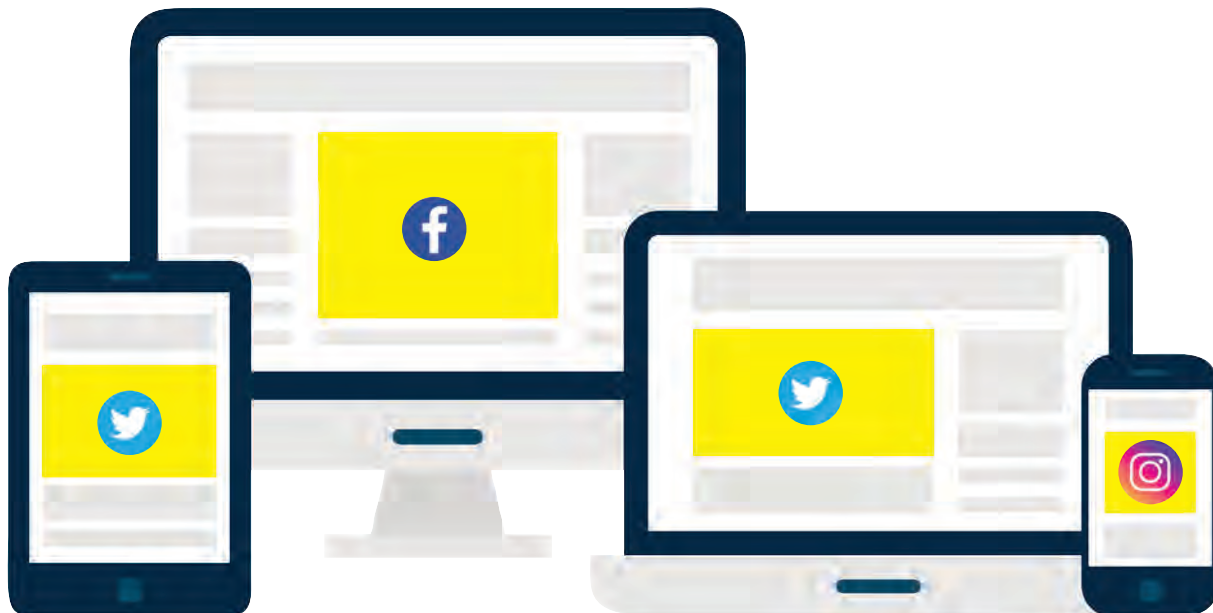
**To discuss your promotional requirements in more detail,  
please call: 01920 449 128 or email: [advertising@cm-2.co.uk](mailto:advertising@cm-2.co.uk)**



# Social Media Sponsorship

Reach over 11,000 dietetic followers!

**Online**



### Overview

Raise awareness of your brand, event or product with a multi-platform social media promotional campaign.

Social media sponsorship with CN Magazine is the ideal option to reach our ever growing list of over 11,000 dietetic followers!

### Social Media Post

**£695 (net)** - includes:

1 x Tweet

1 x Facebook post

1 x Instagram post

Up to a 4-week period\*

### Social Media Bundle

**£1,495 (net)** - includes:

3 x Tweets

2 x Facebook posts

2 x Instagram posts

Up to a 6-week period\*

\*The timing of your posts/campaign to suit you, subject to availability.

### Social Media Stats



OVER  
**2,750** FACEBOOK  
FOLLOWERS\*\*

@CNmagazines



OVER  
**7,000** TWITTER  
FOLLOWERS\*\*

@CNmagazines



OVER  
**2,100** INSTAGRAM  
FOLLOWERS\*\*

@cnmagazines

\*\*Social media followers as at September 2022.

**To discuss your promotional requirements in more detail,  
please call: 01920 449 128 or email: [advertising@cm-2.co.uk](mailto:advertising@cm-2.co.uk)**





# CN Bundles

Promo bundles to suit your needs across our print & digital options

**Print, Online & CN Emailers**

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## Promo Bundles - The Super Six!

Save with a promo bundle across our print & digital options...

<b>Bundle 1</b> (PRINT & DIGITAL) <ul style="list-style-type: none"> <li>1 x full-page of advertising in CN Magazine</li> <li>2 x Product News in CN Magazine</li> <li>1 x CN e-shot</li> </ul> <b>ONLY £2,510</b> – saving you £1,200*	<b>Bundle 2</b> (PRINT & DIGITAL) <ul style="list-style-type: none"> <li>1 x full-page of advertising in CN Magazine</li> <li>2 x Product News in CN Magazine</li> <li>1 x CN e-news banner for a month (2 sends)</li> </ul> <b>ONLY £2,110</b> – saving you £1,200*
<b>Bundle 3</b> (PRINT & DIGITAL) <ul style="list-style-type: none"> <li>1 x full-page of advertising in CN Magazine</li> <li>Up to 3 pages of editorial in CN Magazine</li> <li>1000 x 4-page article reprints</li> <li>A PDF e-print</li> </ul> <b>PLUS</b> <ul style="list-style-type: none"> <li>Article hosted indefinitely online at nutrition2me.com with your logo</li> <li>A dedicated mention in CN e-news</li> </ul> <b>ONLY £4,295</b> – saving you £1,850*	<b>Bundle 4</b> (DIGITAL ONLY) <ul style="list-style-type: none"> <li>1 x MPU on nutrition2me.com</li> <li>1 x CN e-news banner for a month (2 sends)</li> </ul> <b>ONLY £1,165</b> – saving you £75*
<b>Bundle 5</b> (PRINT & DIGITAL) <ul style="list-style-type: none"> <li>1 x full-page of advertising in CN Magazine</li> <li>2 x Product News in CN Magazine</li> <li>1 x MPU on nutrition2me.com</li> </ul> <b>ONLY £2,260</b> – saving you £1,200*	<b>Bundle 6</b> (PRINT ONLY) <ul style="list-style-type: none"> <li>1 x bookmark bellyband in CN Magazine</li> <li>1 x double-page spread in CN Magazine</li> </ul> <b>ONLY £6,430</b> – saving you £1,000*

\*Savings calculated against 2023 Media Pack rates. Subject to availability. All bundle items must be placed within a 6-month period from first placement. All rates are quoted in NET.

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# CN Awards

Recognising excellence & achievement in clinical,  
medical & health nutrition

### Overview

Successfully launched in 2010, the annual CN Awards encompasses 11 award categories, recognising the achievements of those whose work has made a significant difference within the nutrition industry – whether as an individual, group or organisation.

The annual CN Awards represent an outstanding promotional opportunity for companies active within the industry. Indeed, those opting to sponsor a category benefit from comprehensive coverage in CN Magazine, CN e-news and via: nutrition2me.com from November 2022 until November 2023.

### CN Award Categories

- Community Nutrition Professional of the Year
- Clinical Nutrition Professional of the Year
- Paediatric Nutrition Professional of the Year
- Social Media Personality of the Year
- Nutrition Resource of the Year
- Student of the Year
- New Product of the Year
- The Geoff Simmonett 'Commitment to Patient Care' Award
- CN Writer of the Year
- Outstanding Achievement
- Sustainability Initiative Award (NEW for 2023).

### How to sponsor an Award

Sponsorship of each category is priced at **£3,495\***. Each sponsoring company will benefit from the following branded coverage from November 2022 (or point of booking) until November 2023 across CN Magazine and associated products:\*\*

- Coverage within a dedicated CN Awards section in every issue of CN Magazine from booking until November 2023
- Continual coverage online within the dedicated CN Awards section at nutrition2me.com, which is subject to over **87,000** unique visits per annum
- Promotion via CN's social media accounts – over **11,000** 'followers'
- Continual coverage within CN e-news – the twice monthly e-newsletter of CN Magazine, sent to over **5,600** UK nutrition and dietetic professionals
- A dedicated CN e-shot announcing sponsorship of your chosen category, sent to over **5,600** UK nutrition and dietetic professionals
- Use of the CN Awards branding for your own promotion around your sponsorship
- Two company representatives invited to personally present the Award to the winner at a gathering in London.

\* Rate quoted in NET.

\*\* IMPORTANT: The earlier you book the more coverage you will get!

### WHAT THE INDUSTRY SAYS...

*"The Nutricia Homeward team are delighted to once again sponsor The Geoff Simmonett 'Commitment to Patient Care' Award. Recognising a colleague as a true patient advocate, continually improving patients experience and empowering patients and their carers is a fantastic way to appreciate someone who regularly goes above and beyond, continually raising the bar and setting high standards for others to follow. If you know someone worthy of this recognition, please make sure you complete the nomination form, so others can be inspired and learn from their successes. We look forward to celebrating the continued success of the CN Awards."*

Nicola Wayne – Senior Brand Manager Nutricia Homeward

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please call: 01920 449 128 or email: [advertising@cm-2.co.uk](mailto:advertising@cm-2.co.uk)**



# CN Surveys

Capturing opinions across clinical,  
medical & health nutrition

**CN Products**

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## Overview

CN Surveys enable you to reach our unique audience of nutrition health professionals with a dedicated survey that is bespoke to your needs and unique to your purpose. This product from CN affords you the opportunity to cost-effectively gather opinions, gain the views of your customer base, and then utilise the results to further your sales, marketing or overall business goals.

### How do CN Surveys work?

- You supply us with a set of key questions around the subject of your choice
- Your approved questions will then be uploaded to our CN branded 'Survey Monkey' platform
- Once the survey is approved, we will then send a dedicated CN Surveys e-shot to our unique database of over 5,600 UK nutrition healthcare professionals – twice over the duration of 1 month
- Details of the survey will also be displayed in the 'Competitions & surveys' section on nutrition2me.com and, if the timing allows, details of the survey will also be published in CN Magazine
- On completion, we will provide you with the full set of results for your own analysis and use.

### How could CN Surveys benefit your business?

Carrying out a CN Survey will produce a unique set of results answering key questions that are pertinent to your business. These results could be used to form a review article for publication in CN Magazine, to provide content and support to promotional campaigns, or to develop a scientific poster for presentation at key professional conferences. These are just a few examples of the many ways you can utilise your CN Survey results.

### What's included in the price?

The total cost of a CN Survey is **£3,850\*** and includes:

- Survey construction using up to 15 questions into our 'Survey Monkey' platform\*\*
- 2 x bespoke CN Surveys e-shots to our unique database of over 5,600 nutrition healthcare professionals
- An incentive/competition to the value of £200 will be attached to the survey (e.g. £200 voucher of your choice). CN will handle the competition draw, rules, and distribution of the incentive to the winner
- The survey would run for 1 month from the date of the first CN Surveys e-shot being sent
- The survey results supplied in full.

\* Rate quoted in NET.

\*\* Details of the type and format of the questions are available on request.

### WHAT THE INDUSTRY SAYS...

*"CN Surveys have provided us with a unique opportunity to reach our target audience and ask questions that are pertinent to our area of business. The information we have gathered via our CN Survey has not only allowed us to gain a greater understanding of the thoughts of our customer base, but will shape the information we provide to nutrition healthcare professionals going forward."*

Sam Harriman, Commercial Manager, Alliance Pharma

**To discuss your promotional requirements in more detail,  
please call: 01920 449 128 or email: [advertising@cm-2.co.uk](mailto:advertising@cm-2.co.uk)**



# Contract Publishing

Communicating in print, via email & online

### Overview

With over 20 years experience in healthcare publishing, CM2 are equipped to meet your entire contract publishing requirements – from establishing an initial concept or building on an existing one, through to complete development and management of your end-to-end publishing requirements.

CM2's dedicated in-house team are renowned for making the publishing process a smooth, simple and fulfilling experience for their clients.

We offer a complete range of publishing services:

- Publishing consultancy
- Project management
- Design
- Editorial support
- Contract sales
- Print
- Distribution
- The end-to-end creation of magazines, newsletters and journals (print or digital), websites, brochures, press releases and promotional products.

Key contacts, gained and established from working for many years within the publishing sector, enable CM2 to offer a cost-effective service that is tailored to meet your needs or the needs of your organisation. CM2 works with highly respected international and UK-based nutrition associations and organisations to manage and publish their magazines, newsletters and literature. Examples of which include: BAPEN and the National Nurses Nutrition Group (NNNG). CM2 is as a highly professional, capable and reliable contract publisher.



### TESTIMONIALS...

*"BAPEN have worked very successfully with CM2 for many years on a variety of key publishing projects. They provide an outstanding service, have a strong understanding of Associations like ours, are extremely professional at all times, and represent great value for money. I would recommend CM2 with confidence."*

Ailsa Brotherton, former Honorary Secretary BAPEN

*"We wanted to move our existing pdf style membership newsletter to a web-based e-newsletter. With this idea in mind, we went to the CM2 team who then worked with us on the best approach and right solution to meet our members needs of keeping up-to-date on topical issues. The end result was a simple to use, easy to view, easy to navigate newsletter – allowing us to seamlessly communicate both in a more effective and timely way with our PENG members. Furthermore, it looks great and utilises the latest web technology too."*

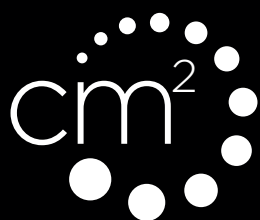
Kate Hall, BAPEN Communications

**To discuss your contract publishing requirements,  
please contact Faye on: 01920 449 128, or email: [faye@cm-2.co.uk](mailto:faye@cm-2.co.uk)**



**“It is an excellent  
appealing magazine  
that provides  
up-to-date information  
and can inspire  
further studies to  
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Dietitian



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