



2024 Media Pack



Communicating in print & digitally

nutrition2me.com

Communicating **in print** & **digitally**



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Introduction

Formed in 2000, Complete Media & Marketing (CM2) is a specialist publishing and media 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 cross-platform products. These innovative print and digital products enable companies active within the field of nutrition to accurately and consistently target their key customers. **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.



Complete Media & Marketing

t: +44 (0)1920 449 128 • e: info@cm-2.co.uk • w: 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 X, 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 11,850 UK nutrition professionals, including over 9,200 UK registered dietitians

Editorial overview

Continually voted as the **UK's No.1 clinical, medical & health nutrition publication** (see Reader Survey results on page 7), Complete Nutrition (CN) Magazine aims to meet the information needs of nutrition healthcare professionals.

Published nine times a year, with **all issues produced both in print and digitally**, CN gets to the heart of current thinking and practice.

Strong editorial and practical articles, written by respected authors, is mixed with informative news and columns from professional bodies, 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.

NEW Paediatric Focus section

2024 will see the launch of a new 'Paediatric Focus' section across CN Magazine, nutrition2me.com and CN e-news. To find out more, email: advertising@cm-2.co.uk

Regular features

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

- Paediatric Focus
- News & Views
- Diary Dates
- Product News
- Journal Watch
- Columns: BAPEN, BPNG, PENG, BSNA, Nutrition Society, NNGG, AfN & NNEdPro.

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



Circulation

CN is circulated to in excess of 11,850* 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	9,248	6,616	2,632
Nutrition/gastro nurses	173	105	68
Other nutrition professionals (e.g. gastro/pharmacists lecturers/nutritionists/industry)	728	62	666
Students	1,728		1,728
Total circulation	11,877	6,783	5,094

*Figures recorded October 2023. Circulation figures may be subject to change. Please contact CM2 for the latest circulation figures.

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.

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!

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.

Special covers

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



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, online at nutrition2me.com and in CN e-news – 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**

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

Discounts available for multiple bookings.
For further information, please contact us!

Loose literature insertions

Weight up to 10 g (per item)	£1,610
Per g where 10 g threshold is exceeded	£47

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

Weight up to 10 g (per item)	£2,610
Per g where 10 g threshold is exceeded	£47

Bound literature insertions

Weight up to 10 g (per item)	£2,610
Per g where 10 g threshold is exceeded	£47

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

Fold-out bound insert (4 pages)

Weight up to 20 g (per item)	£5,835
Per g where 20 g threshold is exceeded	£47

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

Product sample & literature attachments

Within magazine

Weight up to 10 g (per item)	£2,830
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Attached to cover

Weight up to 10 g (per item)	£4,050
Per g where 10 g threshold is exceeded	£47

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

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

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.

Bookmark bellyband package £6,430

(saving of £1,000) includes:

- 1 x bookmark bellyband in CN Magazine
- 1 x double-page spread in CN Magazine

Special covers

Barndoor cover (3 pages)	£7,775
Fold-out cover (front - 3 pages)	£6,875
Fold-out cover (back - 4 pages)	£8,045
False cover	£8,895

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

Product news £435

For each entry per issue + 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.

Advertising & editorial packages

Advert & article £695

If you are booking a full-page of advertising, supporting editorial pages start at £695 (per page).

Sponsored article (saving of £1,850) £4,295

Includes:

- 1 x full-page of advertising in CN Magazine
- Up to 3 pages of editorial in CN Magazine
- 1000 x 4-page article reprints
- A PDF e-print
- Article hosted indefinitely online at nutrition2me.com with your logo
- A dedicated mention in CN e-news.



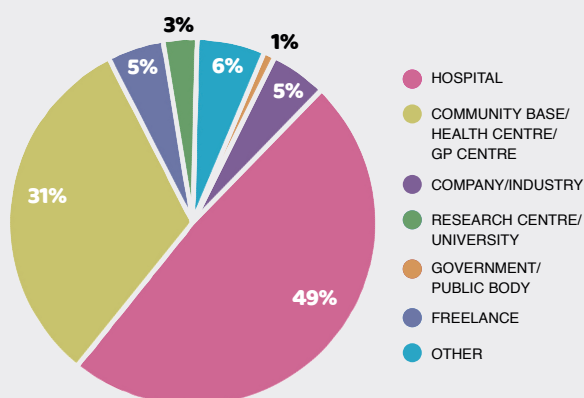
2022 Reader Survey

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

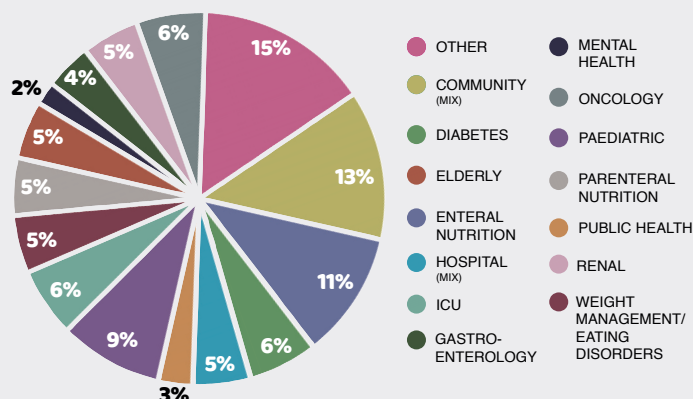
Readers were invited to provide their opinions on what they read, like and value about CN Magazine and the other nutrition titles available. The results have confirmed that CN Magazine firmly remains the UK's No.1. Indeed, when asked about their overall preferred read, **87% chose CN Magazine!**

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?

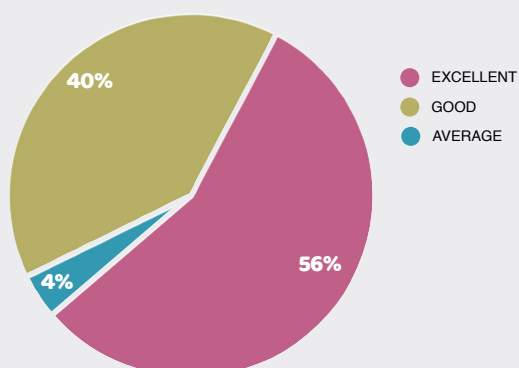


Which one of the following best describes the area of nutrition & dietetics that you specialise in?

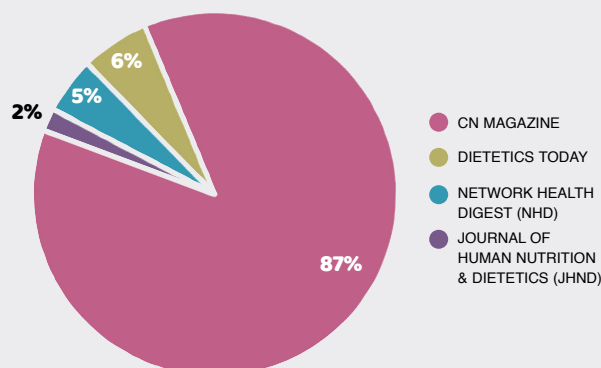


87% of readers state that CN is their preferred nutrition & dietetic publication

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



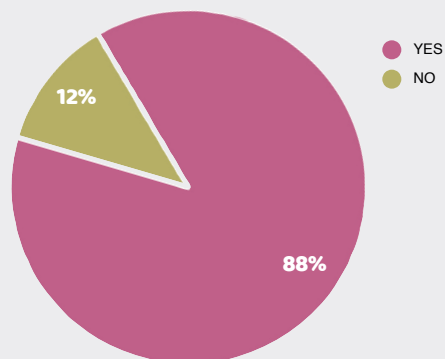
Overall, which is your preferred nutrition and dietetic publication from the following list?



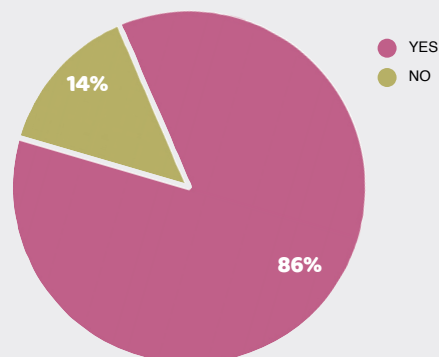
96% of readers rate the quality of content within CN Magazine as 'Good' or 'Excellent'

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

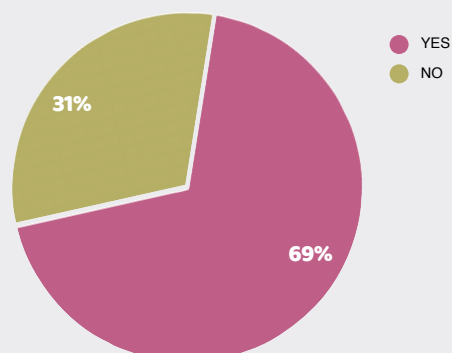


Do the advertisements within CN Magazine help you to keep up-to-date with products and services available?

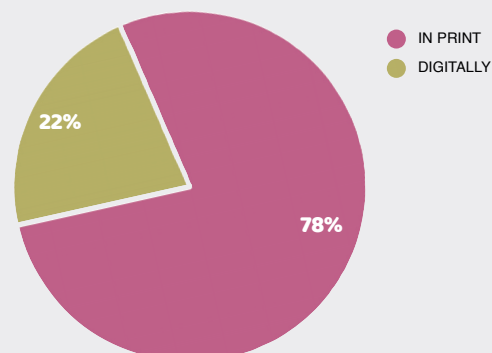


87% find A4 magazines easier to read than A5

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 call: 01920 449 128 or email: advertising@cm-2.co.uk

nutrition2me.com

The online home of CN & so much more

nutrition2me.com attracts over 87,500 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

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

Promotional opportunities

- Leaderboard, pop-up, MPUs & sidebar 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.

NEW Paediatric Focus section

2024 will see the launch of a new 'Paediatric Focus' section across CN Magazine, nutrition2me.com and CN e-news.

To find out more, email: advertising@cm-2.co.uk



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



Advertising rates (net)

Homepage

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*	£5,425

(1 x leaderboard; 4 x premium MPUs; 4 x MPUs)

Sidebar MPU

(non-homepage, 6 top visited pages)

• Single*	£695
• Vertical double*	£1,095

Pop-up

(non-homepage, 6 top visited pages) £1,095

Paediatric Focus section

Sidebar MPU*

• Single	£495
• Vertical double	£895

Pop-up

£695

The takeover

£1,795

- 1 x pop-up
- All sidebar MPUs across the Paediatric Focus section

Digital issue

• Digital issue banners (1 & 2)	£695
• Digital issue emailer banner**	£300

Event listing/banners

• Listing with logo	£105
• Banner	£215
• Large banner	£435

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

**Can only be purchased in conjunction with the Digital issue banners (1 & 2).

Videos & webinars - hosting rates (net)

A video/webinar hosted in the 'Videos & webinars' section of the 'Resource centre' at nutrition2me.com. Your video/webinar will be listed on the 'Videos & webinars' landing page and your video/webinar will sit on its own dedicated page with a description of the webinar.

	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 & MPU on nutrition2me.com	£1,510	£4,350	£8,370	£16,365

Sponsored page rates (net)

A sponsored page hosted in the 'CN eXtra' section of the 'Resource centre' at nutrition2me.com. Sponsor a page on nutrition2me.com and you can dedicate it to your requirements – whether it's product information or videos and editorial – the choice is yours.

	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 plus monthly MPU on nutrition2me.com	£1,090	£2,805	£4,740	£8,450
Sponsored page plus monthly 'Resource of the Month' in CN e-news & MPU on nutrition2me.com	£1,840	£5,055	£9,240	£16,790

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



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

Dietitian



CN e-news

A twice-monthly e-newsletter for nutrition healthcare professionals
Sent to over 5,600 UK nutrition & dietetic professionals - all requesters

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!

Circulation & stats

- Recipients: Over **5,600**
- Delivery rate: **99.8%**
- Average open rate across both sends: **82%**

Note: The above are an average calculation from figures recorded Jan-Jun 2023.

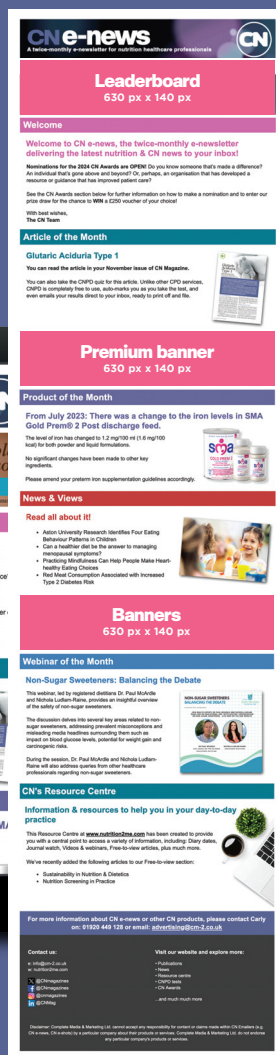
In addition to being circulated to over 5,600 recipients, CN e-news is shared with our X, Facebook & Instagram followers – over **12,000!**

CN e-news carries the following regular sections

- News & Views
- Diary Dates
- Product News
- Paediatric Focus
- Article of the Month
- Resource Centre
- CN Awards.

NEW Paediatric Focus section

2024 will see the launch of a new 'Paediatric Focus' section across CN Magazine, nutrition2me.com and CN e-news. To find out more, email: advertising@cm-2.co.uk



Rates (net)

Leaderboard £895
Per month (2 sends)

Banners
Premium banner – per month (2 sends) £645
Banner – per month (2 sends) £545
Paediatric Focus banner – per month (2 sends) £545

Product/Job/Event/Resource/Webinar of the Month £795
Per month (2 sends) and featured on nutrition2me.com

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



CN e-shots

A bespoke, promotional, email dedicated to your brand

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

Overview

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

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

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

Circulation & stats

- Recipients: Over **5,600**
- Delivery rate: **99.8%**
- Average open rate per CN e-shot: **36.5%**

Note: The above are an average calculation from figures recorded Jan-Jun 2023.

In addition to being circulated to over 5,600 recipients, CN e-shots is shared with our X, Facebook & Instagram followers – over **12,000!**

Rate (net)

CN e-shot

1x e-shot	£945
6+ e-shots	£895* (per e-shot)
12+ e-shots	£845* (per e-shot)

*when booked together

CN e-shots
A bespoke, promotional, email dedicated to your brand

Benecol.
NEW
OAT
100% plant-based
Contains plant stanols
Learn more about Benecol OAT
PROVEN TO LOWER CHOLESTEROL

WILTSHIRE
EST. FARM 1991
FOODS
BRAND NEW
SOFTER FOODS
New and Improved IDDSI Level 6 Meals
Over 85 Texture Modified meals!
Brand New Level 4 Puréed Toasties
Beautifully browned
To request our brand new FREE Brochure for your patients [click here](#)

For more information about CN e-shots or other CN products, please contact Carly on: 01920 449 128 or advertising@cm-2.co.uk

Contact us:
e: info@cm-2.co.uk
w: nutrition2me.com
x: @CNmagazines
f: @CNmagazines
in: @CNmag
Visit our website and explore more:
• Publications
• News
• Resource centre
• CNPD tests
• CN Awards
...and much much more

Disclaimer: Complete Media & Marketing Ltd. cannot accept any responsibility for content or claims made within CN Enquiries (e.g. CN e-news, CN e-shots) by a particular company about their products or services. Complete Media & Marketing Ltd. do not endorse any particular company's products or services.

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



Social media sponsorship

Target our 12,000 plus followers!



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 target our ever-growing followers – over 12,000!

Social media stats

f **OVER 2,700** FACEBOOK FOLLOWERS**
@CNmagazines

X **OVER 7,400** X FOLLOWERS**
@CNmagazines

Instagram **OVER 2,320** INSTAGRAM FOLLOWERS**
@cnmagazines

**Social media followers as at August 2024.

Rate (net)

Social media post

£695

Includes:

1 x X post

1 x Facebook post

1 x Instagram post

Over a 4-week period*

Social media bundle

£1,495

Includes:

3 x X posts

3 x Facebook posts

3 x Instagram posts

Over a 6-week period*

*Subject to availability. Posted between 08:00 & 18:00 hrs.
Excludes weekends and bank holidays.

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



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, on nutrition2me.com and across our social media platforms from November 2023 until November 2024.

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.

CN Awards are promoted across all CN platforms

- Complete Nutrition (CN) Magazine: Circulated to in excess of **11,850** individual requesting nutrition health professionals, inc. over **9,200** UK dietitians
- nutrition2me.com: Over **87,500** unique visits per annum
- CN e-news and CN e-shots: Subscribed to by over **5,600** UK nutrition and dietetic professionals
- CN's Social Media platforms: Over **12,000** 'followers'.

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 2023 (or point of booking) until November 2024 across CN Magazine and associated products:**

- Coverage within a dedicated CN Awards section in every issue of CN Magazine from booking until November 2024
- Continual coverage online within the dedicated CN Awards section at nutrition2me.com, which is subject to over **87,500** unique visits per annum
- Promotion via CN's social media accounts – over **12,000** '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!

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



CN Surveys

Capturing opinions across clinical,
medical & health nutrition

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 **£3,950*** 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
- Details of the survey will be shared with our 12,000+ social media followers
- The survey results supplied in full.

* Rate quoted in NET.

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

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



Contract Services

Design, copywriting, publications, marketing & more...

Overview

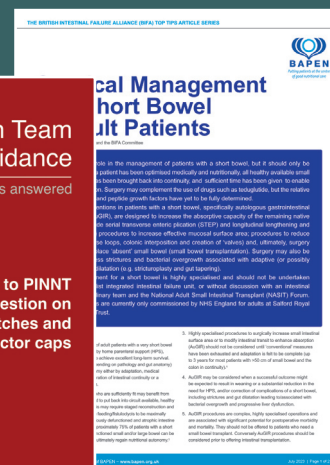
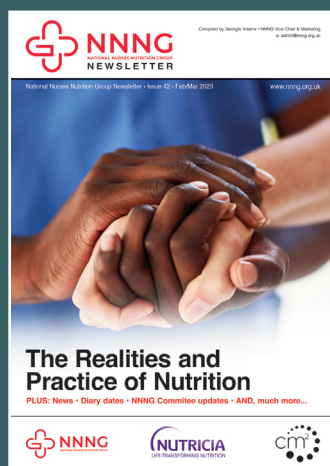
With over 23 years experience in design, copywriting, marketing and publishing, CM2 are equipped to meet your entire media requirements – from establishing an initial concept or building on an existing one, through to complete development and management of your end-to-end requirements.

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

We offer a range of services, examples include:

- Publishing consultancy
- Project management
- Design
- Marketing
- Print
- Copywriting & copy editing
- The end-to-end creation of magazines, newsletters (print or digital), websites, brochures, press releases and promotional products.

Key contacts, gained and established from working for many years within the media sector, enable CM2 to offer a cost-effective service that is tailored to meet your needs.



**To discuss your requirements in more detail, please call:
01920 449 128 or email: faye@cm-2.co.uk**




**“It is an excellent,
appealing magazine
that provides
up-to-date information
and can inspire
further studies to
be undertaken. It is
always a good read.”**

Dietitian



Your voice in clinical, medical & health nutrition

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

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