



Category: Best Publication

Company: Capital B Media

Entry title: Emphasis

Brief and objectives:

Capital B Media is retained by the Pulmonary Hypertension Association (PHA UK) to produce its member magazine. 'Emphasis' is an a4 52-page publication published four times a year.

3800 copies of the magazine are printed each quarter, mailed to the 3500 members of PHA UK and six specialist treatment centres. It is also available to read online.

PHA UK is a national charity which supports people affected by pulmonary hypertension and works to raise awareness of the disease. Pulmonary hypertension (PH) is a rare life-limiting condition, affecting just 7,000 people in the UK.

The primary objectives of the publication are to:

- Provide a 'value for money' channel to communicate with members
- Promote hope and positivity amongst members via uplifting content
- Support members to live well with PH by providing information on issues that affect them
- Reduce feelings of isolation connected to having such a rare disease

Reflect a consumer magazine in terms of visual impact and design

Rationale behind publication, including research and planning:

A large-scale survey carried out by PHA UK in 2010 showed that patients rated a member newsletter as the second most important method of communication, just behind information booklets. Over half of those surveyed had no regular access to the internet, highlighting the importance of printed publications to the PH community.

The same survey showed that many people with PH feel isolated, so it was important that their member magazine fostered a sense of inclusion and community.

Social media plays a key part in our research for each issue. As well as inviting ideas from members, we use PHA UK's social channels – including a patient discussion forum on Facebook - to monitor online conversations and identify topics that we know will be of interest to readers.

A contents list is drawn up when we begin planning each issue, and an editorial meeting is held with the PHA UK team to agree contents and direction. We draw information from the PHA UK team about issues currently facing patients and use this to inform planning.

Strategy and tactics, including creativity and innovation:

Capital B Media works in conjunction with design and branding specialist, Creativesmith, to ensure the magazine appeals visually to its readers.

Strong use of colour and fresh, varied design is reflective of modern consumer magazines, and as PH patients are used to generic printed NHS communications, it's important for Emphasis to be visually engaging.

Tactics include:

- Involving patients in the magazine by inviting them to share their news and experiences, and provide quotes for features;
- Using first-person 'patient stories' to promote hope and positivity amongst readers;
- Building relationships with medical professionals and harnessing their expertise to inform features;
- Using social media to tease features and encourage online and offline readership, as well as gathering feedback and content ideas;
- Using the magazine as a vehicle to send out other communications material from PHA UK – for example, supplements and inserts including surveys and reports;
- Being aware of the sensitivities of dealing with very ill people.

Content is planned to provide a balance of news, expert features and positive first-person reader experiences. PHA UK membership is made up of people aged between ten and 80, male and female, who live all over the country - so it's important that the content appeals to all in this readership range.

Implementation of tactics:

Every issue, we work closely with patients, members of the PHA UK team and medical professionals to ensure the content is relevant, engaging and accurate.

Always respectful of the relationships between the charity and its members, we ensure that any articles quoting patients are approved by the interviewees before production begins. Third-party articles submitted by medical professionals are often edited for length, grammar and spelling, and to ensure the language is accessible to the readership.

The magazine works on a three-month cycle, and we produce detailed schedules ahead of each issue so that all parties involved in its production are working towards the same deadlines.

High quality images are key to the visual identity of the magazine, so we take time to source them from contributors.

Measurement and evaluation, including engagement of target readers:

Feedback on Emphasis is consistently positive. Every quarter, when an issue is published, we invite comment via the charity's social media accounts. In May, two members of Capital

B Media staff travelled to the PHA UK Patient Conference in Oxford to seek feedback from members face-to-face, using specially created feedback forms.

Feedback from PH patients:

“I was given previous copies of Emphasis to show me the diagnosis wasn't all doom and gloom. After reading the copies I felt more hopeful. It makes me feel like I'm not alone.”

“Full of information and wonderful inspiring stories...congratulations to the editorial team, it's up there amongst the best!”

“The magazine is uplifting and informative”

Engagement with readers has increased issue by issue, measured by the volume of letters, emails and social media posts received from readers keen to share their stories with the magazine.

The magazine has helped tackle isolation. We printed a letter from a patient keen to connect with others, and an elderly man who contacted him then wrote to tell us about their friendship: **“I have found this contact so refreshing and wonderful in helping me share my feelings...I am no longer frightened by what I have.”**

Budget and cost effectiveness:

3800 printed copies are produced each quarter.

Stock photo costs are included in the design costs and all other images are sourced from editorial contributors, saving money.

The content is used on the PHA UK website, and disseminated via social media channels too – providing better value for money.

We are always aware of trying to provide savings for the charity when we can. For example, identifying opportunities to use the magazine to generate income via advertising.