



BHF360°
into healthcare

Media Kit

The Resilience Dividend
Healthcare in the Next Five Years



BHF360° is a healthcare industry magazine that was launched at the 2014 Annual BHF Conference. Published by the Board of Healthcare Funders, the magazine aims to give a 360-degree view of critical issues in healthcare. It identifies trends, provides a platform for thought leadership, and maps out the future of healthcare in the region.

EDITION:

Print & Online

EDITORIAL DEADLINE:

16 June 2026

PUBLICATION DATE:

4 July 2026

PUBLISHER:

Board of Healthcare Funders

ADDRESS:

Lower Ground Floor, South Tower, 1Sixty Jan Smuts
Jan Smuts Ave, cnr Tyrwhitt Ave, Rosebank, 2196

SIZE OF MAGAZINE:

210 mm x 260 mm

ADVERTORIAL DEADLINE:

18 June 2026

ADVERTISING DEADLINE:

22 June 2026



Welcome to the latest edition of BHF360 magazine, where this year's theme, titled "The Resilience Dividend: Healthcare in the Next Five Years," this edition will explore how Africa's healthcare sector is building on its proven resilience and aligning around the strategies required to thrive in a changing environment. As the sector responds to affordability pressures, regulatory reform, digital disruption, workforce challenges, rising disease burdens and shifting patient expectations, this edition offers advertisers a powerful platform to position their brands alongside the leaders, innovators and institutions shaping healthcare's next chapter.

Features will cover a range of issues facing the healthcare sector, including:

- The Resilience Dividend: How healthcare systems can build on proven resilience and turn it into lasting value.
- Hard Choices for the Next Five Years: The difficult decisions healthcare leaders must make on affordability, regulation, reform and sustainability.
- The Member and Patient Value Reset: How healthcare organisations can improve value, experience, access and outcomes for the people they serve.
- Future Builders: Youth Innovation and the next health economy
Young innovators, start-ups and emerging leaders shaping the future of healthcare.
- The Data Advantage: How AI, data, digital health and cybersecurity can strengthen care, governance and efficiency.
- Regional Reform Watch: Key healthcare reform developments across Southern Africa and what they mean for the sector.
- The Trust Economy: How ethical collaboration, transparency and stronger partnerships can rebuild confidence in healthcare.

The Resilience Dividend

Healthcare in the Next Five Years



Our Readership Profile



The BHF360° magazine will be distributed to more than 1,200 BHF Annual Conference delegates, representing over 350 healthcare organisations from more than 13 countries. It will also reach BHF members across seven countries, extending its visibility across the regional healthcare funding landscape.

READERSHIP & TARGET AUDIENCE

- Medical schemes, administrators & managed care organisations.
- Healthcare executives & boards of trustees.
- Regulators and policymakers & healthcare professionals.
- Hospitals and health professional associations & Strategic partners and investors.
- Health technology and data companies & regional healthcare stakeholders.


ADVERTISER VALUE

- **Key Audience:** Direct visibility to healthcare leaders and decision-makers.
- **Massive Network:** 1,200+ delegates from 350+ healthcare organisations.
- **Regional Reach:** Exposure across 13+ countries via the BHF Conference.
- **Continuous Growth:** Ongoing access to BHF members in seven countries.
- **Brand Authority:** Association with top-tier thought leadership and insights.
- **Premium Media:** High-profile positioning in a premier healthcare publication.
- **Future-Focused:** Alignment with health sustainability, innovation, and reform.
- **Critical Connections:** Direct access to funders, regulators, and policymakers.
- **BHF Credibility:** Enhanced trust through association with a leading regional platform.

Advertising Rates & Specifications

Premium placement available for 15% surcharge. Contact Leago Molemela at +27 72 230 2526 or leagom@bhfglobal.com

BHF 360° Magazine offers three ad sizes: full page, half page horizontal and half page vertical. Please ensure that your advert is designed according to the exact size specifications provided in the tables below. For guidance on preparing and submitting your artwork, please refer to the file preparation notes on the next page.

ADVERT SIZE	ADVERTISING RATE
 2/1 Page FC	R35 000.00
 1/1 Page FC	R28 000.00
 1/2 Page	R20 000.00
 1/2 Page	R18 000.00

All rates are excluding VAT.

Sizes TRIM SIZE



Double Page Spread (2/1)
420 x 260 mm
(4 mm bleed)

Sizes TYPE AREA



Full Page (1/1)
210 x 260 mm
(4 mm bleed)



1/2 Page Landscape
190 x 110 mm



1/2 Page Portrait
85 x 240 mm



Submission & Issue Guidelines

FILE FORMATS

Please follow the guidelines below when preparing your advert files for submission:

- PDF (high resolution) is our preferred file format for adverts.
- We also accept EPS, TIFF and high-resolution JPEG files.
- Min res: 300 DPI - CMYK colour mode.
- Please embed fonts (PDF and EPS) or convert type to outlines.
- Files must be supplied at the final reproduction size, as indicated in the advert size specifications on the previous page.
- File names must clearly indicate the company name and issue date.
- We are unable to accept artwork supplied in: Powerpoint, Word, Excel, Coral Draw, or Publisher.

PREPARATION OF PDF FILES

To create your PDF, please use Acrobat Professional or the Export/Save feature in InDesign, Photoshop, or Illustrator.

TRANSMISSION OF FILES

Send files via e-mail to bhfmagazine@gmail.com or upload to Dropbox and email us the relevant Dropbox link for downloading your artwork.

Any questions? Contact
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SERVING MEDICAL SCHEME MEMBERS





B·H·F
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