



# Print Advertising solutions 2022

Showcase your advert to over 390,000 nurses with RCN Bulletin





# Why advertise in the **RCN Bulletin**?

The RCN Bulletin is one of the most valuable communications for RCN members with more than **390,000<sup>1</sup>** nurses accessing it every quarter.

## Reasons to advertise with RCN Bulletin:

- Place your advert in front of almost 60% of the UK's nursing workforce<sup>2</sup>
- Reach nurses from a wide range of practice areas
- Over 70% of RCN members read the printed version of the RCN Bulletin
- Almost half of RCN members find the job adverts the most valuable content in RCN Bulletin

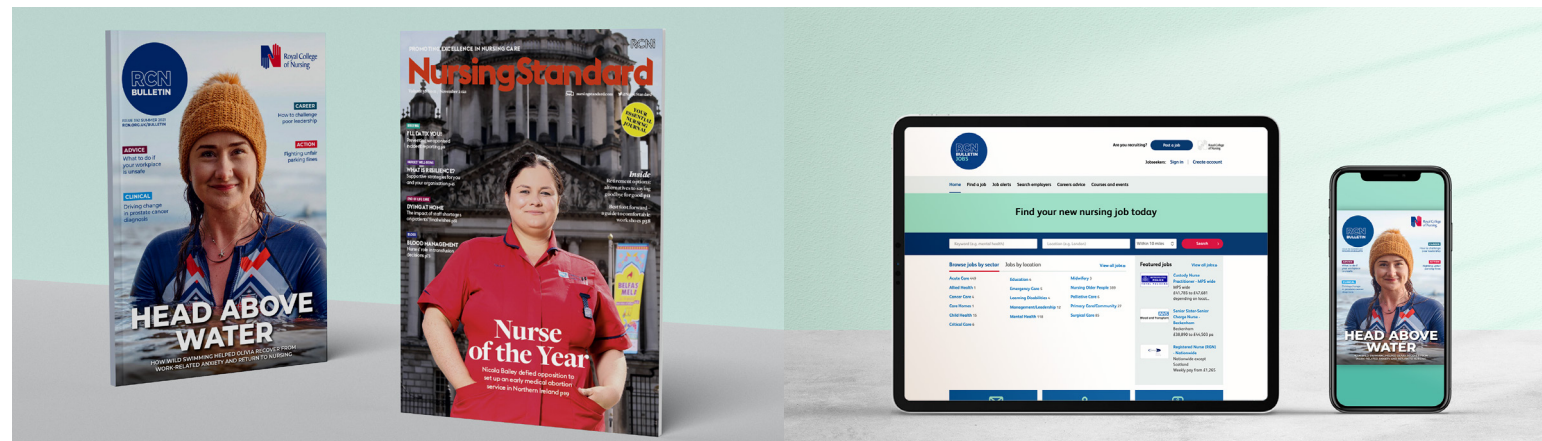
## Edition issue dates

Month	Booking deadline	Publication date
Spring 2022	24 Feb 2022	2 Mar 2022
Summer 2022	26 May 2022	1 Jun 2022
Autumn 2022	25 Aug 2022	31 Aug 2022
Winter 2022	24 Nov 2022	30 Nov 2022

<sup>1</sup>Circulation November 2021

<sup>2</sup>November 2021 NMC Registered nurses 681,527

## Your advertising package includes:



### Listing in RCN Bulletin

Your advert will feature in the RCN Bulletin, placing it directly in front of your target audience.

### Extend your reach

All print subscribers to Nursing Standard receive a copy of RCN Bulletin direct to their door, extending the reach of your advert.

### Listing on rcnbulletinjobs.co.uk

Every vacancy placed in RCN Bulletin will also appear on rcnbulletinjobs.co.uk for four weeks.

### Inclusions in our job alert service

Relevant adverts are sent directly to applicants fitting your job requirement to maximise the chance of a high-quality response.

### Digital version of RCN Bulletin

Your ad will also be included within the digital version of the RCN Bulletin. This will be emailed to the entire RCN Database and is available for all nurses to download from the RCN website.

To discuss your options, call us on **020 8423 1333** or email **advertising@rcni.com**





# Advertising recruitment rates

RCN Bulletin is the most cost-effective nursing recruitment solution in the UK

## RCN Bulletin rates

	Mono	Spot colour	Full colour
Single column cm	£78	£79	£80
Single column cm for training section	£64	£66	£68
Quarter page	£2,028	£2,054	£2,080
Half page	£4,056	£4,108	£4,160
Full page	£8,112	£8,216	£8,320

## RCN Bulletin NHS rates

	Mono	Spot colour	Full colour
Single column cm	£73	£74	£75
Single column cm for training section	£62	£63	£64
Quarter page	£1,898	£1,924	£1,950
Half page	£3,796	£3,848	£3,900
Full page	£7,592	£7,696	£7,800

All three column adverts incur 10% surcharge on the single column cm rate

## Mechanical data

Full page	Dimensions
Bleed	303mm x 216mm
Trim	297mm x 210mm
Type area	265mm x 190mm

Half page	Dimensions
Horizontal	130mm x 190mm
Vertical	265mm x 93mm

Quarter page	Dimensions
Portrait	130mm X 93mm

Column	Width
1 column	44mm
2 column	93mm
3 column	140mm
4 column	190mm

Artwork can be accepted via email:  
[artwork@rcni.com](mailto:artwork@rcni.com)

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# Enhance your print advert

Enhance your print advert by combining it with our print opportunities

## Monthly Regional Top Jobs email

Top Jobs is an email, segmented by region, to ensure that your job is delivered to the most relevant audience. Simply pick the regions you want your job to go to or send it to all regions for maximum exposure.

- East of England (over 34,000)
- East Midlands (over 27,000)
- London (over 56,000)
- North of England (over 16,000)
- Northern Ireland (over 14,000)
- North West (over 44,000)
- Scotland (over 35,000)
- South East (over 52,000)
- South West (over 35,000)
- Wales (over 22,000)
- West Midlands (over 36,000)
- Yorkshire and Humberside (over 30,000)\*

One region £500 | £200 per region thereafter |  
£2,000 for all regions

## Premium job

**Over twice as many applications as a standard job listing**

- Excellent visibility to all site traffic
- Your advert is highlighted in search results to help it stand out giving you twice as many views than a regular listing
- Requires the purchase of a standard job listing (£500)

£300 per two week duration

## Leaderboard banner

- An excellent way to drive users to your site or listing
- Run-of-site display
- Mobile responsive

£750 per week duration

## Lead job

**Over four times as many applications as a standard job listing**

- Advert occupies a priority space at the top of its category page
- Highlighted to boost visibility
- Double exposure through organic and sponsored positioning
- Requires the purchase of a standard job listing (£500)

£450 for two weeks

Further upgrade and enhancement available – please contact us for more information

To discuss your options, call us on **020 8423 1333** or email [advertising@rcni.com](mailto:advertising@rcni.com)