

# Recruitment Advertising and Sponsorship Solutions 2023

Connecting you to the nursing community





# Connecting you to thousands of job-seeking nurses





RCNi Nursing Jobs provides you with a targeted and cost-effective recruitment tool that allows you to put your job vacancies in front of thousands of jobseeking nurses.

Plus, our association with the Royal College of Nursing enables us to promote your job vacancies to over 390,000 healthcare professionals\*.

RCNi Nursing Jobs receives over 17,500 visits and over 2,000 applications every month so there is no better time to advertise your job vacancy.

On top of this, we have opportunities for your organisation to further your reach through sponsoring events and surveys and market research.

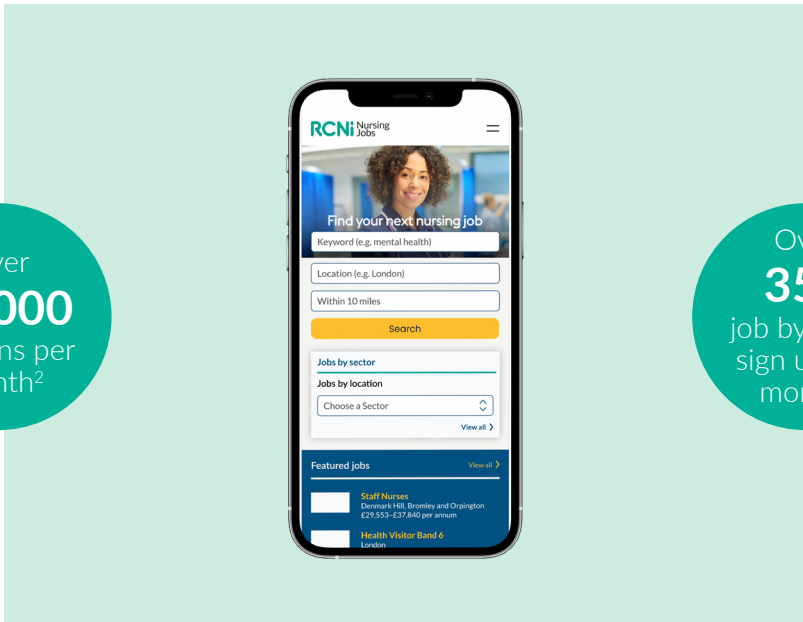
If you'd like to further your reach, we also offer advertising opportunities in our print and digital journals and the option to obtain valuable information through surveys and market research.

 <p><b>Start receiving applications as soon as you post your job.</b></p>	 <p><b>Have your vacancy emailed to relevant candidates the day it's posted.</b></p>	 <p><b>Manage all your applications easily online.</b></p>	 <p><b>Get instant access to our database containing hundreds of CVs.</b></p>
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Over **17,500** per monthly visits<sup>1</sup>

Over **23,000** sessions per month<sup>2</sup>

Over **22,000** active job seeking users registered<sup>6</sup>



Over **2,000** job applications completed each month<sup>4</sup>

Over **350** job by email sign up per month<sup>5</sup>

\*Data count from November 2022 Top Jobs emails – 396,000  
<sup>1</sup>117,521 – monthly visits – 1-31 October 2022  
<sup>2</sup>223,296 sessions per month – 1-31 October 2022  
<sup>3</sup>2,231 job applications per month – 1-31 October 2022  
<sup>4</sup>4,378 job alert sign ups per month – 1-31 October 2022  
<sup>5</sup>Active users 22, 287 – November 2021

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



# Put your vacancy in front of thousands of job-seeking nurses today

## Standard Job

- Immediate exposure on the site
- Included in all relevant e-alerts
- Required for all site listings and upgrades

£500 per 4 week duration

## Premium Job

Over 2 x 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 2 week duration

## Lead Job

Over 4 x 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)

£600 per 2 week duration

## Sponsored key word

Add up to 3 sponsored key words to your advert to appear in more job searches

£600 per week duration

## Featured Job

Over 6 x as many applications as a standard job listing

- Job is featured in a prime position on the homepage above the page fold
- Excellent visibility to all site traffic
- Requires the purchase of a standard job listing (£500)

£800 per 2 week duration

## Promoted Job

Over 3 x as many applications as a standard job listing

- Job appears above all standard jobs in listings and searches
- Greater exposure and an increased chance of user engagement
- Requires the purchase of a standard job listing (£500)

£600 per 2 week duration

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# Enhance your exposure

Promote directly to your target audience with an email campaign

## Monthly regional Top Jobs email

Segmented by region, this email will ensure that your job is delivered to 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 33,000)
- East Midlands (over 27,000)
- London (over 55,000)
- North of England (over 16,000)
- Northern Ireland (over 14,000)
- North West (over 44,000)
- Scotland (over 35,000)
- South East (over 51,000)
- South West (over 34,000)
- Wales (over 22,000)
- West Midlands (over 35,000)
- Yorkshire and Humberside (over 30,000)\*

Requires the purchase of a standard job listing (£500)

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

## E-shot

- Exclusive email sent out to 60,000\* in our database of job-seeking nurses
- Engaged audience that have opted in to receive email
- Instant return with the majority of responses within 24 hours of email being sent
- An ideal way of promoting vacancies, open days or training courses
- Design it using HTML to fully promote your brand

**£2,200 per e-shot**

## Target a practice sector

- Specify the practice area and region you wish to recruit from
- Customise your advert to feature one or multiple jobs at your organisation
- Reach the nurses most relevant to your vacancy
- Includes free listing on rcninursingjobs.co.uk

**£1,500 per email**

## Monthly specialist Top Jobs email

Segmented by specialty, this email will ensure that your job is delivered to the most relevant audience. Simply pick the specialty you want your job to go to below.

- January – Mental Health Practice
- February – Cancer Nursing Practice
- March – Nursing Children & Young People
- April – Emergency Nurse
- May – Nursing Standard
- June – Nursing Management
- July – Nursing Older People
- August – Mental Health Practice
- September – Nursing Children & Young People
- October – Nursing Standard
- November – Emergency Nurse
- December – Nursing Management

Requires the purchase of a standard job listing (£500)

**One specialty £500**

\*Data count from November 2022 Top Jobs email

\*\*Data count from November 2022 e-shot email list

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# Branding advertising opportunities

Promote your website, event or listing with a promotional feature on the site

## Leaderboard banner

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

£800 per week duration

## Top Jobs monthly email leaderboard banner

- Exposure in the most prominent position in our monthly email
- Reach over 390,000 healthcare professionals\*

£1,200 per month duration

## Featured Employer

- Prominent logo promotion on the homepage
- Links directly to all of your live jobs on the website

£300 per week duration

## Nursing Standard banner

- Banner featured on the Nursing Standard homepage
- Mobile responsive

£745 per week duration

## Run-of-site leaderboard banner

- Excellent tool to drive users to your site or listing
- Run-of-site display across all RCNi websites
- Mobile responsive

£1,035 per week

## Specialist journal banner

- Banner featured on an RCNi journal website
- Target the journal website of your choice
- Mobile responsive

£515 per week duration

## Expandable (leaderboard position)

- A great way to gain a high amount of visibility
- When a website visitor hovers over the leaderboard it will expand

£1,243 per week duration

## RCNi Learning crawler

- Positioned above the website page fold, you will maintain visibility at all times
- Featured on the RCNi Learning website

£470 per week duration

\*Data count from November 2022 Top Jobs emails – 396,000

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## Advertising options on RCNi websites

Website	Price	Format	Max size	Dimensions
Nursing Standard banner	£745 per week	Gif or HTML file	100kb max	728 x 90px
Nursing Standard crawler	£745 per week	Gif or HTML file	100kb max	728 x 90px
Nursing Standard MPU	£725 per week	Gif or HTML file	100kb max	320 x 250px
Specialist Journal banner	£515 per week	Gif or HTML file	100kb max	728 x 90px 528 x 90px
Specialist Journal crawler	£515 per week	Gif or HTML file	100kb max	728 x 90px
Specialist Journal MPU	£515 per week	Gif or HTML file	100kb max	300 x 250px

## Specifications

Website	Format	Max size	Dimensions
Please design your graphics taking this into account			
Leaderboard banner	Gif or HTML file	200kb max	728 x 90px
Mobile leaderboard banner	Gif or HTML file	200kb max	320 x 90px
Footer banner	Gif or HTML file	200kb max	728 x 90px
Mobile footer banner	Gif or HTML file	200kb max	320 x 90px
Top Jobs banner advert	JPEG	200kb max	578 x 70px



# Print solutions

We have a range of journals that provide healthcare professionals with the latest developments impacting nursing, including changes in policy, practice and research.

With over 34,000 subscribers\* across our family of nursing journals, you can put your advert in front of nurses from a range of specialities by choosing to advertise in Nursing Standard or one of our specialist titles, making it the perfect way to connect with your target audience.

## Nursing Standard advertising rates

Double page spread	£6,968
Full page	£4,070
Half page	£2,560
Quarter page	£1,445

## Specialist titles advertising rates

Double page spread	£5,280
Full page	£2,990
Half page	£1,715
Quarter page	£1,028

## Nursing Standard – Over 14,800 subscribers

The UK's best-selling nursing journal and our flagship title. It is the essential choice for advertisers looking to promote their products and services to nurses across the UK.

Copy deadline	19 Dec	23 Jan	20 Feb	27 Mar	24 Apr	22 May
	26 Jun	24 Jul	29 Aug	25 Sep	23 Oct	27 Nov

## Emergency Nurse – Over 3,200 subscribers

The only practice-based UK based journal providing practice-based information to nurses working in any aspect of emergency care.

Booking deadline	14 Dec	16 Feb	20 Apr	22 Jun	24 Aug	19 Oct
Issue date	4 Jan	28 Feb	3 May	4 Jul	5 Sep	31 Oct

## Nursing Children & Young People – Over 3,800 subscribers

The leading journal in neonatal, infant and young people's care.

Booking deadline	16 Dec	20 Feb	24 Apr	26 Jun	29 Aug	23 Oct
Issue date	4 Jan	28 Feb	3 May	4 Jul	5 Sep	31 Oct

## Nursing Older People – Over 3,100 subscribers

The specialist title for nurses who care for older people across a range of health and social care setting.

Booking deadline	18 Jan	22 Mar	18 May	20 Jul	21 Sep	23 Nov
Issue date	31 Jan	4 Apr	31 May	1 Aug	3 Oct	5 Dec

## Cancer Nursing Practice – Over 1,600 subscribers

The leading journal in cancer nursing. It covers all aspects of cancer nursing including child, blood and breast, along with broader topics including oncology and palliative.

Booking deadline	13 Dec	15 Feb	19 Apr	21 Jun	23 Aug	18 Oct
Issue date	4 Jan	28 Feb	3 May	4 Jul	5 Sep	31 Oct

## Mental Health Practice – Over 3,700 subscribers

The journal covers a range of information on all aspects of mental health nursing including developing creative and evidence-based approaches to practice.

Booking deadline	15 Dec	17 Feb	21 Apr	23 Jun	25 Aug	20 Oct
Issue date	4 Jan	28 Feb	3 May	4 Jul	5 Sep	31 Oct

## Nursing Management – Over 1,900 subscribers

Aimed at senior managers, nurses in leadership roles and aspiring nurse leaders across all nursing disciplines.

Booking deadline	20 Jan	27 Mar	23 May	25 Jul	25 Sep	27 Nov
Issue date	31 Jan	4 Apr	31 May	1 Aug	3 Oct	5 Dec

## Primary Health Care – Over 2,600 subscribers

The leading journal at the forefront of community and primary care nursing.

Booking deadline	19 Jan	23 Mar	19 May	21 Jul	15 Sep	17 Nov
Issue date	31 Jan	4 Apr	31 May	1 Aug	3 Oct	5 Dec

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# Surveys and Market Research

**A critical factor to business success is knowing and understanding your customer base.**

It makes good business sense to survey your customers and end users to learn about expectations, perceptions, satisfaction and areas for improvement. Obtaining this kind of data allows you to target your marketing accordingly and satisfy your customers and end users.

## Why should you survey your customers and end users?

- Satisfaction and loyalty
- Engagement
- Product and service enhancements
- Data and insight
- Benchmarking

### Survey Option 1

You host the survey and collate information yourself. RCNi would provide the traffic drivers in the form of banners on the relevant specialist journals, on our newsletters and on solus emails to your targeted nurses.

#### Included with this option:

- Solus email to targeted nurses
- Banner on specialist journal website for one month and / or Nursing Standard daily e-newsletter banner for 5 days

Rates from £8,080

### Survey Option 2

RCNi hosts the survey and collates the survey results. You would work with our editorial, design and marketing teams to write the questions and design the report. We would provide the traffic drivers in the form of banners on the relevant specialist journals, on our newsletters and solus emails to your targeted nurses.

#### Included with this option:

- Editorial, design and marketing support
- Solus email to targeted nurses
- Banner on specialist journal website for one month
- Banner on Nursing Standard daily e-newsletter for 5 days

Rates from £10,650