Connecting you to the nursing community

Who are we?

RCNi is a digital health information company that is wholly owned by the Royal College of Nursing.

We pride ourselves on inspiring, developing and connecting the nursing community so they can deliver the best possible care.

We lead in championing and developing nurses and, unlike any other organisation, we have the reach, understanding and trust of the UK’s nursing workforce. With access to thousands of healthcare professionals, we are uniquely placed to connect you to nurses across the UK.

We offer a range of advertising and sponsorship packages across all of our online and offline products for you to reach a large audience of general nurses as well as specific therapy areas. Plus, we offer bespoke packages that can be tailored to your target audience, business objective and budget.

*Over 270,000 users received in six months (Jan 22-Jun 22)

**October 2022 RCNi Daily e-alert figures (101,750)

***Over 650,000 UPV’s received in six months (Jan 22-Jun 22)
With a wide online reach, healthcare professionals visit RCNi’s websites to update their professional knowledge and skills, read the latest news and access a wealth of career-orientated resources.

And now, our digital content is more valuable than ever. Throughout 2022, we saw over 575,000 unique page views per month* as more and more nurses turned to our trusted content for knowledge and support.

Our websites cover a diverse range of specialities within nursing and can be all-encompassing or targeted depending on your objective.

RCNi, for many years, has provided targeted profiles via the RCN Bulletin, which are a key part of several of our client's core marketing mix have and have given great ROI success. We are looking forward to working with RCNi to utilise their digital solutions for our clients.

GAYNOR GARTON
COMMERCIAL DIRECTOR,
SQUARE 7 MEDIA

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**RCNi website traffic Jan – Jun 2022**

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<table>
<thead>
<tr>
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<tr>
<td>Average monthly page views</td>
<td>651,456</td>
<td></td>
</tr>
<tr>
<td>Average monthly users</td>
<td>272,600</td>
<td></td>
</tr>
<tr>
<td>Increase in number of sessions from 2021</td>
<td>5.3%↑</td>
<td></td>
</tr>
</tbody>
</table>

*575,000 average unique page views each month throughout 2022

To discuss your options, call us on **020 8872 3118** or email sales@rcni.com
Digital

Whether you want to connect with our full audience of site visitors or raise your profile on our specialised journal microsites, we have an option to suit you.

Online advertising rates:

Leaderboard banners and site crawlers
- Nursing Standard homepage leaderboard banner or crawler: £2,980 per month
- Run of site leaderboard banner – across all RCNi websites: £4,138 per month
- Leaderboard banner or crawler on rcni.com portal website: £2,080 per month
- Expandable (leaderboard position): £4,970 per website
- RCNi Learning crawler: £1,878 per month
- Keyword or contextual banner – running site wide, up to 30 keywords:
  - Rate for 8,000 impressions: £2,300 per advert
  - Rate for 2,000 impressions: £1,060 per advert

MPUs
- RCNi.com: £2,020 per month
- Nursing Standard: £2,895 per month
- Flip: £3,475 per website
- Shoutbox: £4,970 across all journal websites (available site-wide only)
- Expandable: £4,970 per website
- Carousel: £3,475 per website
- Video: £3,475 per website

Website
- Specialist journal leaderboard banner, crawler & MPU: £2,060 per position, per month

To discuss your options, call us on 020 8872 3118 or email sales@rcni.com
Digital RCNi Plus – NEW

RCNi Plus is a new product that gives nurses access to a complete toolkit for their careers. They can create a fully customisable dashboard by choosing topics which means you can target specific clinical therapy areas and connect with a relevant audience.

Clinical therapy areas include:

- Continence
- Clinical skills
- Emergency and urgent care
- End of life care
- Learning disability nursing
- Mental health
- Nursing babies, children and young people
- Nursing older people
- Nursing people with cancer
- Person-centred care

Rates from £1,000 per month

To discuss your options, call us on 020 8872 3118 or email sales@rcni.com
Email
Solutions 2023
Connecting you to the nursing community
Email marketing can be extremely beneficial and effective for your organisation. Our existing email channels can be utilised to promote your products and services to healthcare professionals in the UK.

Put your brand in front of over 40,000 third-party opted-in healthcare professionals

Therapy solus email
Targeted email marketing can help your organisation reach nurses working in specific therapy areas. We offer the opportunity for you to engage with over 35,000* opted-in nurses.

Rates from £3,280
Send to our full list of 40,000 opted in - Rate £4,265

*October 2022 averages

Reach over 100,000 UK healthcare professionals via our daily newsletter

Nursing Standard daily e-newsletter
RCNi delivers daily emails to our entire subscriber and registered database – an audience of more than 100,000* nurses nationwide. The newsletters contain the latest news and developments alongside features and clinical content from our journals.

Rates for MPU and leaderboard slots
- 1 newsletter send (Monday through to Friday) – £808
- 5 sends – £3,128

*October 2022 averages

To discuss your options, call us on 020 8872 3118 or email sales@rcni.com
Event
Solutions 2023
Connecting you to the nursing community
Events

RCNi hosts many popular events throughout the year, ranging from the RCN Nursing Awards to bespoke CPD study days, and has recently run a range of new virtual events to meet the challenges of the pandemic.

Webinars and Conferences

Our Continuing Professional Development events are popular and attract hundreds of nurses. By sponsoring one of our CPD events you can attract an engaged audience by:

- Brand exposure to nurses working in your focused therapy area.
- Prominent logo recognition throughout the event and on pre and post-marketing materials.
- Recognition as an advocate for nurses and health care professionals.

Rates from £1,348

We can also arrange bespoke training workshops with access to specialist nurses linked to the Royal College of Nursing and a network of trainers. Please contact us for more information.

CASE EXAMPLE: Menopause webinar

We worked with My Systers, Peppy, Stella and Vitabiotics Menopace to successfully convene a sponsored webinar on nursing and menopause in the workplace, seeing more than 1,600 delegates attend*.

Study days

Our study days offer the opportunity to develop a bespoke educational programme for healthcare professionals. We can help shape the training requirement using our large network of nurses and links with senior nurses to promote and present the training.

Rates from £16,000

Round table events

Sponsor a round table and we can put you in contact with your target audience. This will give you the opportunity to have a structured discussion on your chosen topic and will allow you to gain a deeper insight directly from nurses working with patients from your target groups.

Rates from £5,618 for a virtual event

*Total number of delegates
**Events**

The RCN Nursing Awards

The RCN Nursing Awards, brought to you by RCNi, celebrate the very best in nursing across the UK. They promote and champion innovations in best practice and inspiring examples of patient care.

Sponsoring the awards allows you to network and engage with healthcare professionals at the heart of care delivery and promotes your organisation as an advocate of one of the UK’s largest and most respected workforces.

We successfully held two virtual awards ceremonies during the pandemic so we could continue to recognise the outstanding achievements of healthcare professionals during this period. As we emerged from the pandemic and returned to normal life, we held our first face to face awards ceremony in 2022.

We offer an extensive range of options to suit your budget and goals, including headline sponsorship, bespoke category creation and category sponsorship with the opportunity to be on the judging panel for your sponsored category.

**Sponsorship opportunities from £1,070**

To discuss the benefits of being involved in an RCNi event, please contact us on **020 8872 3118** or email **sales@rcni.com**
Print Journals

Journal Advertising

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 37,500 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 one of our specialist titles, making it the perfect way to connect with your target audience.

Our family of journals include:

- Nursing Standard
- Cancer Nursing Practice
- Emergency Nurse
- Learning Disability Practice**
- Mental Health Practice
- Nursing Children and Young People
- Nursing Management
- Nursing Older People
- Primary Health Care

To discuss your options, call us on 020 8872 3118 or email sales@rcni.com
Print Journals

Nursing Standard advertising rates
- Double page spread: £6,968
- Full page: £4,070
- Half page: £2,560
- Quarter page: £1,445

RCNi Specialist titles advertising rates
- Double page spread: £5,280
- Full page: £2,990
- Half page: £1,715
- Quarter page: £1,028

Reprints
<table>
<thead>
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<th>Copies</th>
<th>4 page</th>
<th>8 page</th>
<th>12 page</th>
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</thead>
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<tr>
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<td>£5,180</td>
<td>£7,155</td>
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<td>5,000</td>
<td>£7,030</td>
<td>£9,060</td>
<td>£10,370</td>
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Advertisement features
We can create an advertorial that can be styled and produced in the form of editorial content to make your advert more engaging.
Rates start at 10% above the advert rate, with a further 10% for us to lay the advertorial out for you.

To discuss your options, call us on 020 8872 3118 or email sales@rcni.com
Print Nursing Standard

Monthly
Over 15,800 subscribers* (print and digital)

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.

www.nursingstandard.com

Job title of readers
- Staff nurse
- Sister/Charge nurse
- Community nurse
- Clinical nurse specialist
- Nurse manager
- Nurse practitioner
- Practice nurse

*August 2022 - active subscribers

Themes 2023

JAN: Patient experience | Mental health | Diabetes | Neurology
FEB: Equality & diversity | Communication | Skin | Cardiorespiratory
MAR: Professional issues | Medicines | Nutrition | Deteriorating patients
APR: Nurses’ well-being | Health promotion | Pain management | Gastrointestinal
MAY: Workforce issues | Leadership | Infection prevention & control | Continence
JUN: RCN Congress | Reflective practice | End of life | Mental health
JUL: Professional issues | Innovation | Medicines | Diabetes
AUG: Ethical issues | Patient experience | Cardiorespiratory | Nutrition
SEP: Workforce issues | Education | Urology and renal | Pain
OCT: Equality & diversity | Communication | Infection prevention & control | Skin
NOV: Nursing Awards | Nurses’ well-being | End of life | Blood
DEC: Ethical Issues | Leadership | Health promotion | Surgical

To discuss your options, call us on 020 8872 3118 or email sales@rcni.com
Print Nursing Standard

Print advertising rates

<table>
<thead>
<tr>
<th>Rate</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Double page spread</td>
<td>£6,968</td>
</tr>
<tr>
<td>Full page</td>
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<tr>
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<tr>
<td>Quarter page</td>
<td>£1,445</td>
</tr>
</tbody>
</table>

Combine your print advertising with our online opportunities.

Online advertising rates

<table>
<thead>
<tr>
<th>Rate</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard or crawler banner per month</td>
<td>£2,980</td>
</tr>
<tr>
<td>MPU per month</td>
<td>£2,895</td>
</tr>
</tbody>
</table>

Website traffic

<table>
<thead>
<tr>
<th>Traffic</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. monthly sessions</td>
<td>236,831*</td>
</tr>
<tr>
<td>Avg. unique monthly users</td>
<td>161,624*</td>
</tr>
</tbody>
</table>

*January - June 2022 monthly average

To discuss your options, call us on **020 8872 3118** or email sales@rcni.com
Print Cancer Nursing Practice

6 issues per year
Over 1,750 subscribers* (print and digital)

This leading journal puts you in touch with practitioners and clinicians working within a range of specialities and caring for cancer patients.

www.cancernursingpractice.com

Themes 2023
- Treatment
- Older people with cancer
- Psychosocial oncology
- Palliative care
- Research and innovation
- Patient experience
- Childhood cancer
- Professional issues
- Healthcare inequalities

Job title of readers
- Clinical nurse specialist
- Staff nurse
- Nurse manager
- Macmillan nurse
- Sister/Charge nurse
- Community nurse

Online advertising rates
Leaderboard banner, crawler and MPU per position, per month £2,060

Print advertising rates
- Double page spread £5,280
- Full page £2,990
- Half page £1,715
- Quarter page £1,028

Combine your print advertising with our online opportunities.

Website traffic
- Avg. monthly sessions 7,171**
- Avg. unique monthly users 5,560**

*August 2022 - active CNP subscribers
**January - June 2022

To discuss your options, call us on 020 8872 3118 or email sales@rcni.com
Print Emergency Nurse

6 issues per year
Over 3,500 subscribers* (print and digital)

The leading journal of emergency care gives you exposure to nursing staff and other professionals working in emergency departments, minor injuries units, ambulance services and those serving in the armed forces.

www.emergencynurse.com

Themes 2023
Infection
Minor injuries
Urgent care
Trauma
Children's emergency care
Workforce
Service improvement

Job title of readers
Staff nurse
Nurse practitioner
Sister/Charge nurse
Nurse manager

Website traffic
Avg. monthly sessions 11,833**
Avg. unique monthly users 9,573**

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

Online advertising rates
Leaderboard banner, crawler and MPU per position, per month £2,060

*August 2022 - active EN subscribers
**January - June 2022

To discuss your options, call us on 020 8872 3118 or email sales@rcni.com
Website Only Learning Disability Practice

6 issues per year
This unique journal website is written specifically for professionals working in the field of learning disabilities and enables you to target those involved in care as well as research.

www.learningdisabilitypractice.com

Job title of readers
Learning disability nurse
Clinical nurse specialist
Charge nurse
Nurse manager
Community nurse
District nurse
Nurse manager

Themes 2023
Autism
Improving communication
Physical healthcare
Independent living
Behavior that challenges/positive behavior support
Person-centred care
Restrictive practice
Service users

Website traffic
Avg. monthly sessions 7,808**
Avg. unique monthly users 5,747**

Over 1,000 subscribers

Online advertising rates
Leaderboard banner, crawler and MPU per position, per month £2,060

*August 2022 - active LDP subscribers
**January - June 2022

To discuss your options, call us on 020 8872 3118 or email sales@rcni.com
**Print Mental Health Practice**

6 issues per year  
Over 4,000 subscribers* (print and digital)

This unique journal gives you maximum exposure to the largest audience of mental health nurses working in the NHS and independent sectors.

www.mentalhealthpractice.com

### Themes 2023
- Therapeutic practice
- Education
- Workforce
- Communication
- Service users
- Policy

### Job title of readers
- Staff nurse
- Community psychiatric nurse
- Sister/Charge nurse
- Nurse manager
- Nurse practitioner
- Clinical nurse specialist
- Nurse manager

### Print advertising rates

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Double page spread</td>
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<td>£2,990</td>
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<tr>
<td>Quarter page</td>
<td>£1,028</td>
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</tbody>
</table>

Combine your print advertising with our online opportunities.

### Online advertising rates

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard banner, crawler and MPU per position, per month</td>
<td>£2,060</td>
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</tbody>
</table>

### Website traffic

- Avg. monthly sessions: 11,685**
- Avg. unique monthly users: 9,303**

*August 2022 - active MHP subscribers  
**January - June 2022

To discuss your options, call us on **020 8872 3118** or email sales@rcni.com
Nursing Children & Young People

6 issues per year
Over 4,100 subscribers* (print and digital)
Nursing Children & Young People is the most effective way to target professionals working in paediatrics.

www.nursingchildrenandyoungpeople.com

Themes 2023
Acute paediatric care
Community children’s nursing
Complex care
Family-centred care
Neonatal care
Long-term conditions
Professional issues

Job title of readers
General children's nurse
Nursing student
Nurse specialist
Neonatal nurse
Community children’s nurse
School nurse
Nurse manager

Website traffic
Avg. monthly sessions 11,064**
Avg. unique monthly users 8,659**

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

Online advertising rates
Leaderboard banner, crawler and MPU per position, per month £2,060

*August 2022 – active NCYP subscribers
**January - June 2022

To discuss your options, call us on 020 8872 3118 or email sales@rcni.com
Print Nursing Management

6 issues per year
Over 2,100 subscribers* (print and digital)

Senior managers and those in leadership roles rely on this journal for trusted advice. Giving you access to target nurse managers from every care sector, including purchasing and providing, acute and community, education, NHS and the independent sectors.

www.nursingmanagement.com

Themes 2023
- Leadership
- Workforce
- Communication
- Change management
- Professional issues
- Innovating and improving care

Job title of readers
- Nurse manager
- Sister/Charge nurse
- Staff nurse
- Clinical nurse specialist
- Director of nursing
- Nurse practitioner

Print advertising rates
- Double page spread £5,280
- Full page £2,990
- Half page £1,715
- Quarter page £1,028

Combine your print advertising with our online opportunities.

Online advertising rates
- Leaderboard banner, crawler and MPU per position, per month £2,060

Website traffic
- Avg. monthly sessions 15,610**
- Avg. unique monthly users 11,993**

*August 2022 – active NM subscribers
**January – June 2022

To discuss your options, call us on 020 8872 3118 or email sales@rcni.com
Print Nursing Older People

6 issues per year
Over 3,300 subscribers* (print and digital)

This widely read journal gives you maximum exposure to the largest audience of nurses working with older people in all settings, including hospital wards, intermediate services and care homes.

www.nursingolderpeople.com

Themes 2023
Communication  
Dementia  
Frailty  
Healthy ageing  
Mental health  
Workforce

Job title of readers
Staff nurse  
Nurse manager  
Sister/Charge nurse  
Clinical nurse specialist  
Home or agency owner/Proprietor/Manager  
Community nurse  
Nurse practitioner

Print advertising rates

<table>
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<tr>
<th>Size</th>
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<td>Double page spread</td>
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Online advertising rates

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<tbody>
<tr>
<td>Leaderboard banner, crawler and MPU per position, per month</td>
<td>£2,060</td>
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</table>

Website traffic

<table>
<thead>
<tr>
<th>Traffic</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Avg. monthly sessions</td>
<td>9,704</td>
</tr>
<tr>
<td>Avg. unique monthly users</td>
<td>7,300</td>
</tr>
</tbody>
</table>

*August 2022 - active NOP subscribers  
**January - June 2022

To discuss your options, call us on 020 8872 3118 or email sales@rcni.com
Primary Health Care

6 issues per year
Over 2,750 subscribers* (print and digital)

This leading journal offers a unique opportunity to reach nurses working in community and primary care settings, from GP surgeries to health centres and schools.

www.primaryhealthcare.com

Themes 2023
- Professional development
- Core skills
- Innovation and improvement
- Long term conditions
- Advanced practice
- Workforce

Job title of readers
- Practice nurse
- Community nurse
- Nurse practitioner
- District nurse
- Staff nurse
- Clinical nurse specialist
- Community matron

Print advertising rates
- Double page spread: £5,280
- Full page: £2,990
- Half page: £1,715
- Quarter page: £1,028

Combine your print advertising with our online opportunities.

Online advertising rates
- Leaderboard banner, crawler and MPU per position, per month: £2,060

Website traffic
- Avg. monthly sessions: 8,476**
- Avg. unique monthly users: 6,697**

*August 2022 - active PHC subscribers
**January - June 2022

To discuss your options, call us on 020 8872 3118 or email sales@rcni.com
Sponsored Content

We offer a range of sponsored content options for you to engage with nursing professionals.

**Sponsored open access content**
Connect with more nurses by sponsoring open access content. Your content can include infographics, videos and links to your resources. Plus, this content is available for all users of our website, not just registered users. We can also support the promotion of your content by advising on traffic driving promotional activity.

*Rates from £5,060*

**Sponsored Continuing Professional Development (CPD)**
Available across print and digital, a sponsored CPD is a great way to align your brand alongside peer-reviewed educational content.

Sponsorship of a CPD article includes acknowledgment of sponsorship, inclusion of your logo, and an optional full page advert alongside your sponsored article. Plus, the article will be listed in our online clinical reserve and reprints are available at an additional fee.

*Rates from £9,270*
Sponsored Content

Sponsored RCNi Learning module
RCNi Learning is an integral part of healthcare professionals’ learning and development and allows you to create an RCN accredited online learning module that engages nurses through a partnership with RCNi, whilst promoting your organisation and branding. You can sponsor an existing module or work with our Senior Clinical Editor to agree content and a specialist nurse author of your choice, to write a bespoke RCN Accredited learning module.
Rates from £14,500

Bespoke services
We offer a range of bespoke creative projects designed to highlight your marketing message to the UK’s healthcare professionals. Some of our most popular bespoke services include:
• Webinars
• Nursing Standard Podcast
Webinars from £8,030 and podcasts from £5,350

Over 14,500 sessions per month**

Over 98,000 RCNi Learning users*

*September 2021 – August 2022 users
**September 2021 – August 2022 monthly average

To start the conversation and find out how we could help you, call us on 020 8872 3118 or email sales@rcni.com
Surveys and Market Research
2023
Connecting you to the nursing community
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**

To discuss your options, call us on 020 8872 3118 or email sales@rcni.com