

Advertising and Sponsorship Solutions 2023

Connecting you to the nursing community

RCNi

Connecting you to the nursing community

Over
650,000
unique monthly
page views***

Direct
access to over
100,000
nurses**

Over
270,000
monthly
users*



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)

To discover how we can help you, call us on **020 8872 3118** or email sales@rcni.com

Digital Solutions 2023

Connecting you to the nursing community





Digital

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



RCNi website traffic Jan – Jun 2022

651,456

Average monthly page views

272,600

Average monthly users

5.3%↑

increase in number of sessions from 2021

*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**





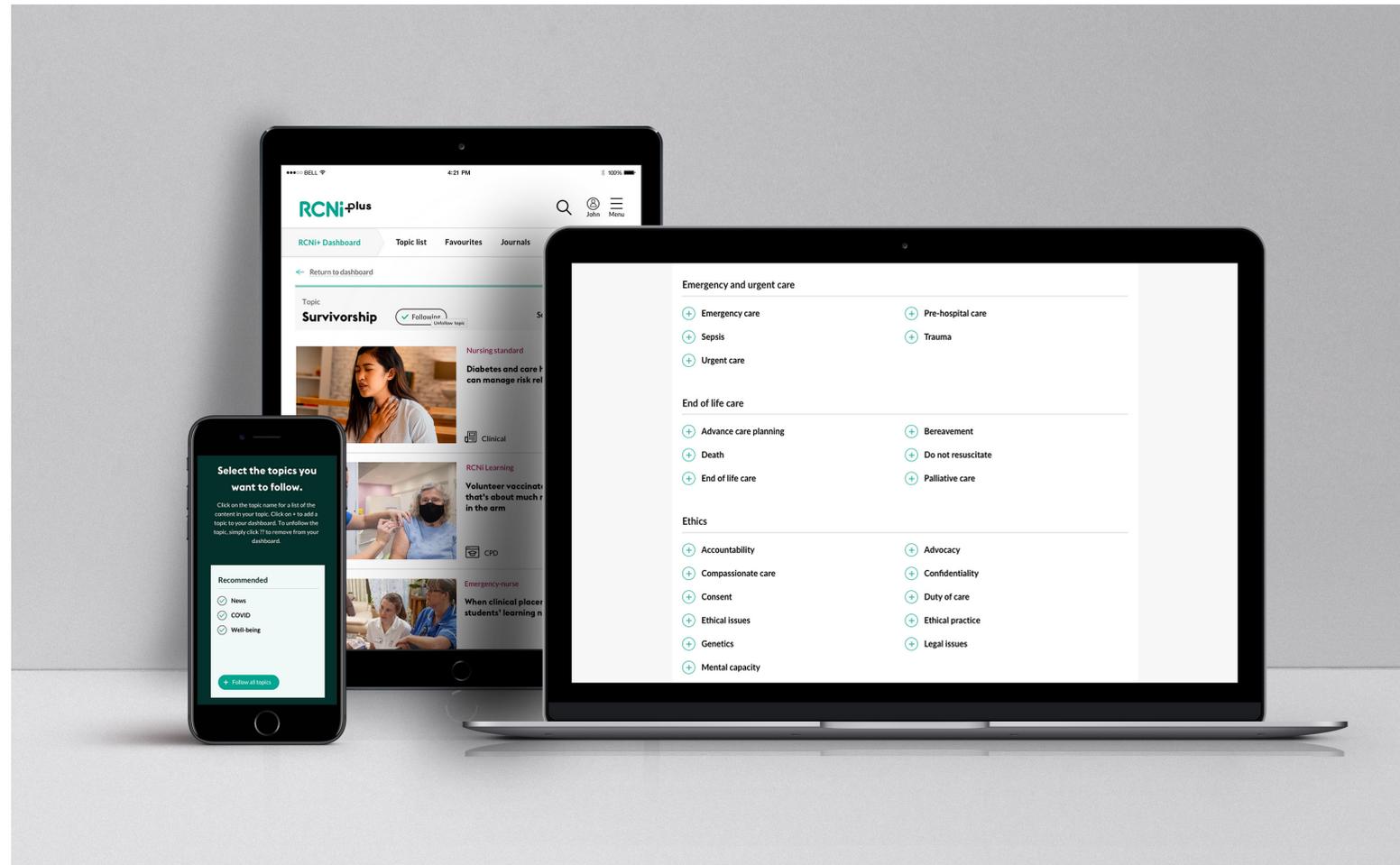
Digital RCNi Plus – NEW

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:

- Contenance
- 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

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

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

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**

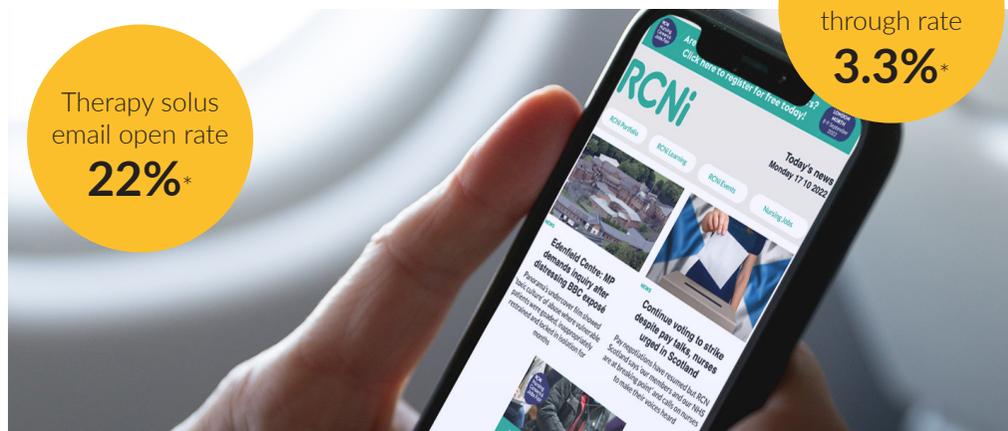
Nursing Standard daily e-newsletter

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



Therapy solus email click through rate **3.3%***



Daily newsletter open rate **25%***

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.



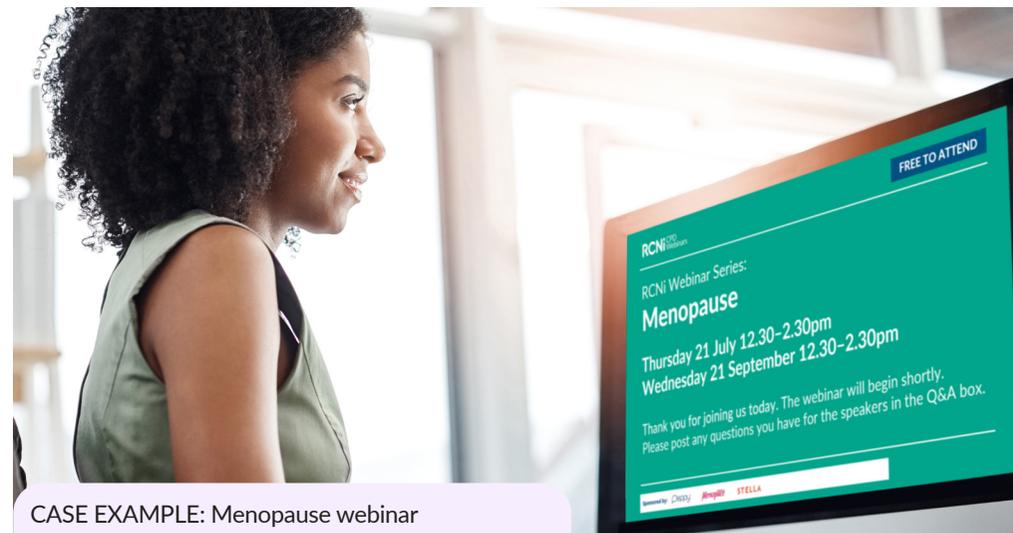
Webinars and Conferences

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 Sisters, 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

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



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

Solutions 2023

Connecting you to the nursing community





Print Journals

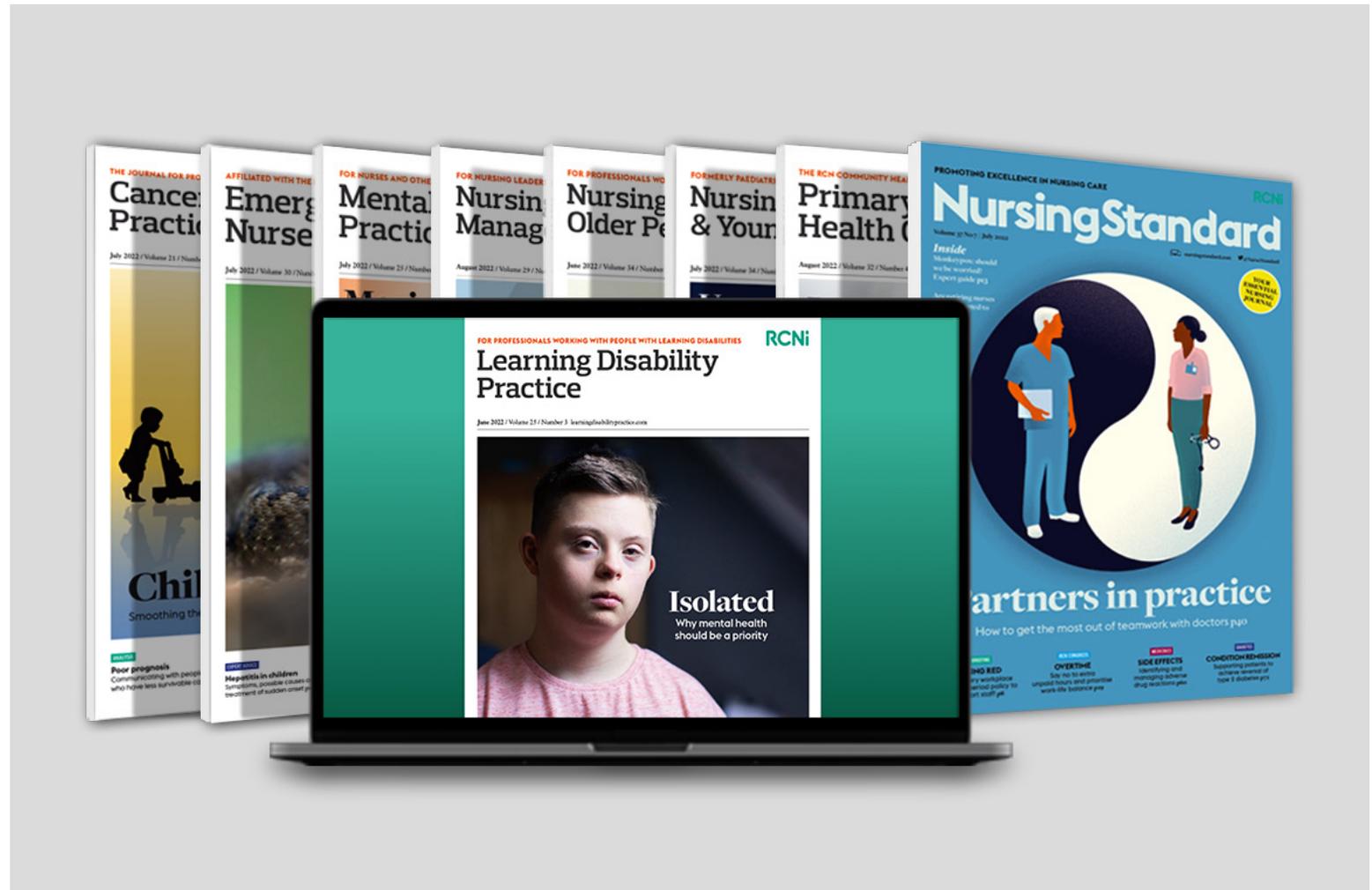
Journal Advertising

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**

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.

Reprints

Copies	4 page	8 page	12 page
500	£2,685	£4,235	£5,905
1,000	£3,815	£5,365	£7,030
2,000	£5,180	£7,155	£8,525
5,000	£7,030	£9,060	£10,370



Connect with over **37,500** print and digital subscribers*



Half page vertical



Half page horizontal

*August 2022 - active subscribers
 **Learning Disability Practice is online only

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

*August 2022 - active subscribers

Job title of readers

Staff nurse
Sister/Charge nurse
Community nurse
Clinical nurse specialist
Nurse manager
Nurse practitioner
Practice nurse

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

Over
15,800
subscribers



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



Print Nursing Standard

Print advertising rates

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

Combine your print advertising with our online opportunities.

Online advertising rates

Leaderboard or crawler banner per month	£2,980
MPU per month	£2,895

Website traffic

Avg. monthly sessions	236,831*
Avg. unique monthly users	161,624*

*January - June 2022 monthly average



Full page

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

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
---	--------

Themes 2023

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

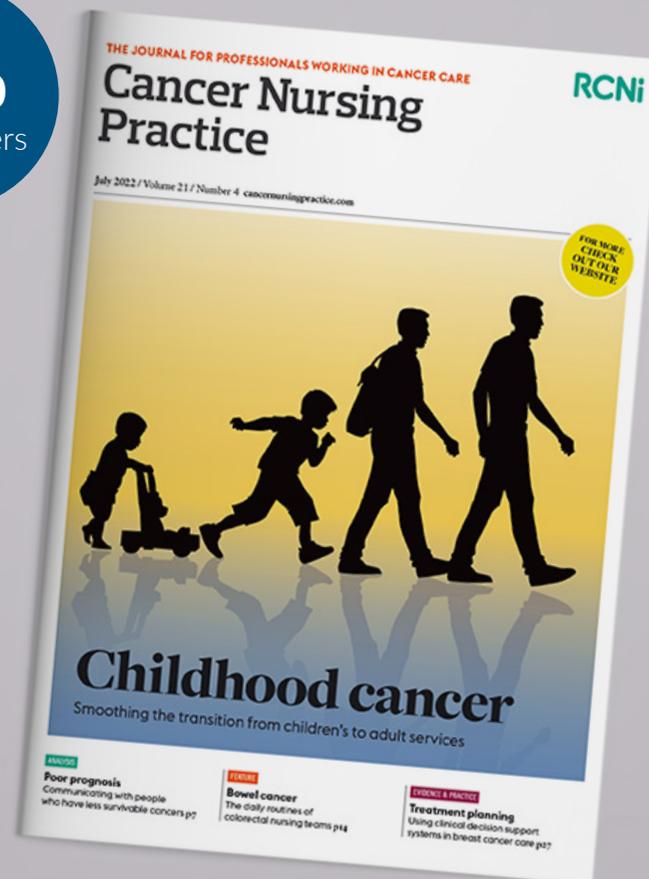
Job title of readers

Clinical nurse specialist
Staff nurse
Nurse manager
Macmillan nurse
Sister/Charge nurse
Community nurse

Website traffic

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

Over
1,750
subscribers



*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

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
---	--------

*August 2022 - active EN subscribers

**January - June 2022

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**



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

Online advertising rates

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

Themes 2023

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

Job title of readers

Learning disability nurse
Clinical nurse specialist
Charge nurse
Nurse manager
Community nurse
District nurse
Nurse manager

Website traffic

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

Over
1,000
subscribers



*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

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
---	--------

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

Website traffic

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

Over
4,000
subscribers



*August 2022 - active MHP subscribers

**January - June 2022

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



Print 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

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
---	--------

*August 2022 – active NCYP subscribers

**January – June 2022

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**



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

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
---	--------

*August 2022 – active NM subscribers

**January – June 2022

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

Website traffic

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

Over
2,100
subscribers



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

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
---	--------

*August 2022 - active NOP subscribers

**January - June 2022

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

Website traffic

Avg. monthly sessions	9,704
Avg. unique monthly users	7,300

Over
3,300
subscribers



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



Print 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

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
---	--------

Themes 2023

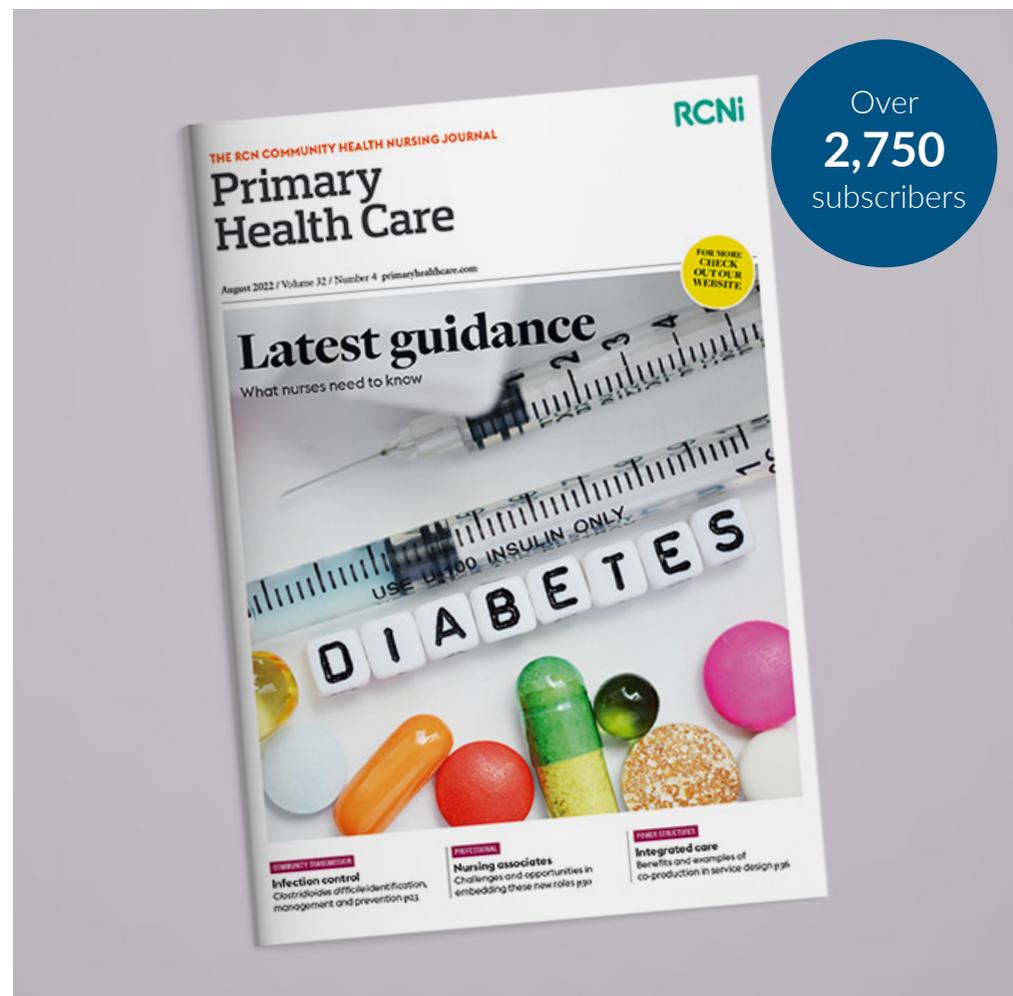
Professional development
Core skills
Innovation and improvement
Long term conditions
Advanced practice
Workforce

Job title of readers

Practice nurse
Community nurse
Nurse practitioner
District nurse
Staff nurse
Clinical nurse specialist
Community matron

Website traffic

Avg. monthly sessions	8,476**
Avg. unique monthly users	6,697**



Over
2,750
subscribers

*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

Solutions 2023

Connecting you to the nursing community





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



To start the conversation and find out how we could help you, call us on **020 8872 3118** or email **sales@rcni.com**



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

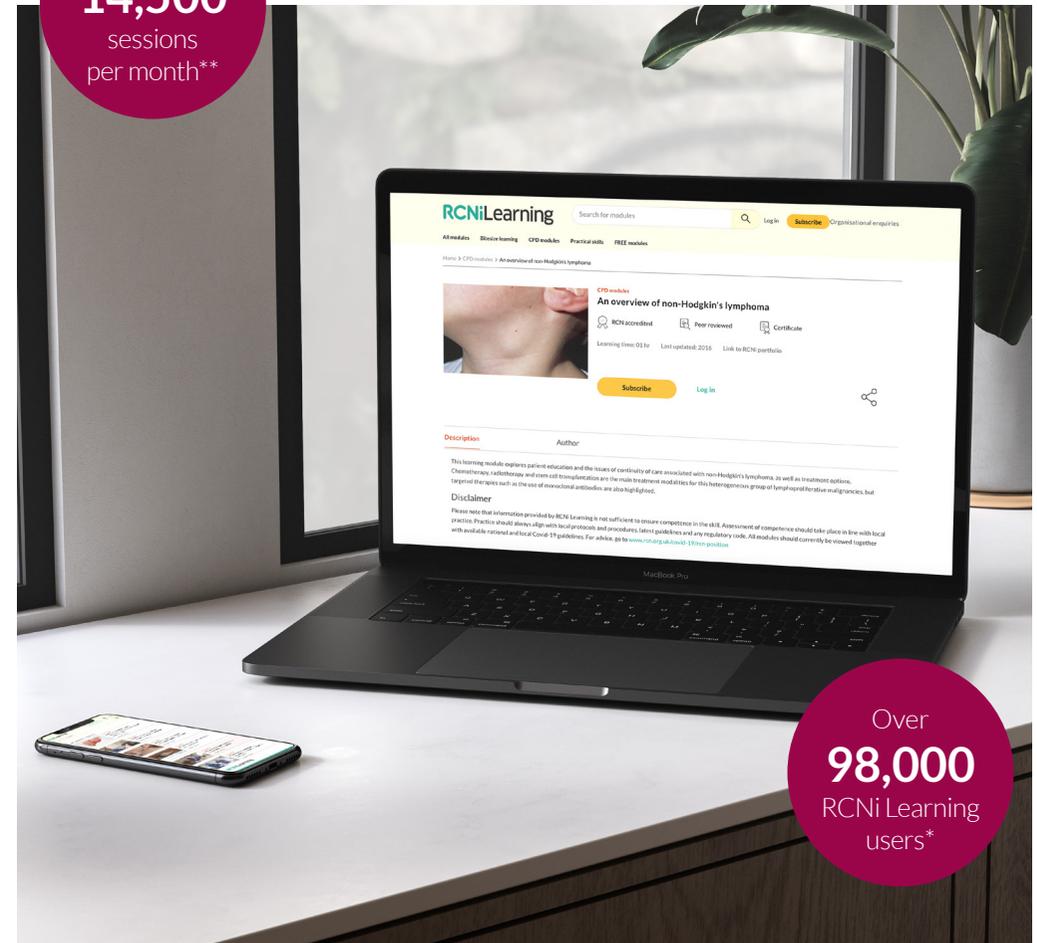
Bespoke services

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**

RCNi

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

