

ADVERTISING AND SPONSORSHIP

Media Pack 2018

Connecting you with the nursing community



Contact us to discuss targeting single journals, online advertising or bespoke packages on 020 8872 3118 or email sales@rcni.com To find out more about RCNi please visit www.rcni.com

RCNi

WHO WE ARE

Our mission is to inspire, develop and connect the nursing community to deliver the best possible care

RCNi is an independent professional development and learning company, a wholly owned subsidiary of the Royal College of Nursing. As an integral part of the Royal College of Nursing Group, RCNi connects with 438,000 nurses across the UK like no other media organisation can.

We are committed to being an essential resource for the nursing community and have developed a comprehensive family of print and digital products that support nurses, with everything from their daily practice to the future of their career.

Our profits are returned to the RCN for investment in the nursing profession in the UK and worldwide.

We offer a range of advertising and sponsorship packages across our titles and websites to reach both a large audience of general nurses and specific therapy areas. We also offer bespoke packages that can be tailored to your organisation and target audience. Please contact us on 020 8872 3118 or email sales@rcni.com to discuss all the options available.

Our online reach grew significantly during 2017 with our digital products reaching more and more highly engaged nurses year on year

PAGE VIEWS

1,027,307

2016 figure:

+16% year on year

889,344

RCNi personal and institutional website data, monthly averages January-August 2017
2016 figure monthly average for January-December 2016

SESSIONS

393,693

2016 figure:

+42% year on year

276,899

RCNi personal and institutional website data, monthly averages January-August 2017
2016 figure monthly average for January-December 2016

UNIQUE USERS

279,929

2016 figure:

+37% year on year

204,215

RCNi personal and institutional website data, monthly averages January-August 2017
2016 figure monthly average for January-December 2016



Nurses visit RCNi's websites to update their professional knowledge and skills, read the latest news and access a wealth of career-orientated resources

ONLINE

Our comprehensive offering has led to our websites' year-on-year growth and has developed our most engaged and receptive audience to date.¹

Brand advertising opportunities span our entire online offering. As RCNi's clinical resources cover a diverse range of specialities within nursing, your reach can be either all-encompassing or targeted depending on your specific audience requirements.

¹ Aug 2016 - July 2017. 4% increase on comparable data from 2015

BESPOKE PROJECTS

We offer bespoke creative projects designed to send your marketing messages to the UK's nursing population.

Talk to us about any of the following:

- ◆ Hosted content
- ◆ Medical education
- ◆ Microsites
- ◆ Online advertorials
- ◆ Online continuing professional development (CPD)
- ◆ Online videos
- ◆ Podcasts
- ◆ Resource centres
- ◆ Surveys
- ◆ Webinars

RATES

Nursing Standard or rcni.com homepage leaderboard banner per month	£2,315
Run of site leaderboard banner – all RCNi websites per month	£3,470
Specialist journal leaderboard banner - priced per website	£1,655
Nursing Standard or rcni.com crawler per month	£2,500
Specialist journal crawler per month	£2,100
RCNi Learning crawler per month	£1,575
Solus email to more than 21,500 opted-in therapy specific nurses	£2,755
Nursing Standard daily e-alert sponsorship – top banner plus MPU per delivery to more than 100,000 registered users ²	1 send £680 5 sends £2,625
Specialist journal weekly e-alert sponsorship – top banner plus MPU per delivery to a combined total of 53,000 practice-specific nurses ³	£1,500

² 113,723 subscribers and registered users opted in, December 2017

³ 39,452 subscribers to RCNi's specialist journals as of December 2017

THERAPY SPECIFIC SOLUS EMAILS

Targeted email marketing can help your information reach nurses working in specific therapy areas, boosting your open rates and conversion rates.

We now offer the opportunity to send therapy-specific, client-sponsored emails to our database of opted-in UK-based nurses, in their capacity as healthcare professionals.

Our solus emails have achieved an open rate of 13% with a CTR of 6%, well above the industry standard.¹

¹ Media and publishing CTR is 1.92%. Mailchimp industry averages, February 2017 RCNi data collected November 2016-April 2017

You can choose to send to the entire database of more than 21,000 opted-in nurses to specific therapy areas, a sample of which is displayed below:

Therapy Area	Nurses
Practice nurses	5,317
District nurses	4,168
Wound care	2,024
Gastroenterology	1,478
Rheumatology	1,446
Paediatrics	1,258
Cancer nursing	1,157
Women's health	1,005
Other including: respiratory care, dermatology, continence and diabetes	3,647
Total	21,500

For a full list of available therapy areas, please contact the team.

A therapy specific email is £2,100 for more than 500 nurses in a group. Please [contact the team](#) to discuss rates for groups of less than 500. There are discounts for targeting more than one therapy area.



Helpline 0800 319 6789



Free friendship service for the older people you support.

Independent Age's Friendship Service is designed to reduce loneliness in older people. Our friendly and dedicated volunteers offer regular company and conversation to older people. These can include a regular weekly or fortnightly friendly chat, over the phone or face to face.

The aim of our Friendship Service is to reduce feelings of loneliness in older people and, where possible, encourage them to join in local social activities. Our service does not provide any form of personal care, respite care, shopping, handyperson or transport services.

Our friendship calls and visits are delivered by dedicated volunteers who receive training in understanding the many issues older people face. Friendship calls are available across the UK and face to face visits are available in some areas of England, Scotland and Wales.

Visit our website to find all the information you need to help you decide if the older people you support would benefit from these services.

[Visit our website](#)

DAILY E-ALERTS

RCNi delivers a range of daily and weekly emails to our entire subscriber and registered user database – an audience of more than 100,000² nurses nationwide. The alerts contain up-to-date news, alongside features and articles from our journals. They have a 17% open rate and a CTR of 2.3%.³

E-alerts:

Nursing Standard	daily
Cancer Nursing Practice	Mondays
Emergency Nurse	Tuesdays
Learning Disability Practice	bi-weekly (Thursdays)
Mental Health Practice	Tuesdays
Nursing Children & Young People	Mondays
Nursing Management	Wednesdays
Nursing Older People	Thursdays
Nurse Researcher	8 times a year
Primary Health Care	Wednesdays

² 113,723 subscribers and registered users opted in, December 2017

³ Average, open rates and CTR of alerts January-December in 2017

4 OUT OF 5 PEOPLE ARE £570 A MONTH WORSE OFF as a result of their cancer diagnosis **WE ARE MACMILLAN. CANCER SUPPORT**

PROMOTING EXCELLENCE IN NURSING CARE

NursingStandard

RCNI EVENTS RCNI PORTFOLIO RCNI LEARNING **SUBSCRIBE NOW**

Wednesday 31 January 2018

Contact us to discuss targeting single journals, online advertising or bespoke packages on 020 8872 3118 or email

sales@rcni.com To find out more about RCNi please visit www.rcni.com

HOSTED CONTENT

This recently-launched section of rcni.com connects our audience of nurses and healthcare professionals to resources produced by external organisations. Hosted content covers topics such as continence, diabetes and motor neurone disease.

These pages can include your branding, content, links to external content and are designed to promote your organisation to the wider nursing community.

Your content will be hosted for one year and is included in keyword searches across our portfolio of clinical websites.

Online adverts and emails will drive relevant traffic to your content.

If you are publishing a report or multimedia resource that you want to promote to the readership of our clinical titles, we are interested in hearing from you.

Rates for this service start at £25,000 per year or £15,000 for six months.

HOSTED CONTENT PAGES

FEBRUARY - AUGUST 2017

Page views	Users
36,576	19,999

- [Home](#)
- [Core concepts about diabetes](#)
- [Diagnosis of diabetes](#)
- [Treatment of diabetes](#)
- [Managing diabetes](#)
- [Emergency treatment for diabetes](#)
- [Roles and responsibilities](#)
- [Applying my learning - Case study 1](#)
- [Applying my learning - Case study 2](#)
- [Applying my learning - Case study 3](#)
- [Taking Action](#)
- [Useful resources](#)
- [Project info](#)
- [Customer Feedback](#)



Diabetes Essentials

Diabetes is a common condition affecting all aspects of an individual's life. Associated complications can be costly and have a significant effect on the person's quality of life. With the help and support of nursing staff the condition can be managed. Self-management skills are an essential part of diabetes care for every patient.

Nursing staff working at all levels are at the forefront in delivering this care and are key to promoting self-management skills. To the person living with diabetes the nursing team are the people who link all aspects of their diabetes care, signposting them to further assistance if required.

Being at the forefront of care you are ideally placed to spot symptoms of poor self-management early on and even the first signs of diabetes within a person. This resource is designed to provide an overview of:

- the core concepts of diabetes
- diagnosis and current treatments
- your role and responsibilities in regard to treating people living with diabetes.

< prev Home next >

Related articles

'Diabetes specialist nurse saved my life'
When Lindsay McKillop developed complications from diabetes...
Nursing Standard | May 2017

Enhancing diabetes education and self-management in South Asian populations in the UK
The South Asian population in the UK is at increased risk...
Nursing Standard | Apr 2017

Airport security rules pose risk for users of insulin pumps
Problems going through airport security for people with...
Nursing Children and Young People | Apr 2017

Overview of diabetes
A CPD article improved Rosalind Ponomarenko-Jones's...
Nursing Standard | Apr 2017

Nurse's dedication and support helped us deal with son's diabetes diagnosis
Nurse Janet Mason-Douglas made sure Lynsey...
Nursing Standard | Apr 2017

We are the voice of nurses, HCAs, APs and student nurses across the UK.

Join today.
Make our voice stronger.

RESOURCE CENTRES

Resource centres bring together editorial content and resources for healthcare professionals who specialise in a specific practice area or disease.

These resources include a mix of:

- ♦ RCNi peer-reviewed content
- ♦ Your reviewed content
- ♦ Links to other useful external resources

Relevant traffic will be driven to the resource centres using:

- ♦ Social media channels
- ♦ Email marketing
- ♦ On- and offline promotion
- ♦ We are also able to commission and RCN accredit new content
- ♦ Resources centres may be sponsored and content may link to promotional materials. You will also have the option to incorporate your brand styling in the design of the webpages
- ♦ Options for a six and twelve-month tenure on content are available
- ♦ Rates start from £10,000 and include a dedicated project team consisting of an editorial assistant, a developer, a user experience designer, a graphic designer and a project manager to work with your team from inception to launch

RCNi LEARNING MODULE SPONSORSHIP

Our online learning resource, RCNi Learning, affords you the option to create accredited online learning modules that engage with nurses through a partnership with RCNi, while promoting your organisation and branding.

Organisations also have the option to sponsor existing modules to align their brand with a particular clinical area or speciality.



SPONSORED CPDs

Available across all publications, RCNi's CPD articles undergo a stringent peer-review process and are edited with expert knowledge of current practice.

Sponsorship includes:

- ♦ Optional involvement in content and author selection
- ♦ Acknowledgement of sponsorship on the first page of the article
- ♦ Optional full-page, colour advert opposite the start of the CPD article
- ♦ A PDF of the article that is hosted in the online clinical archive of nursingstandard.co.uk and accessible to more than 100,000 registered users and subscribers¹

¹ 135,760 registered user and subscribers as of December 2017

The online RCNi continence resource practical guide for nurses has been really well evaluated and the people who have done it are saying it is absolutely fabulous and so useful.

Amanda Cheesley
Professional lead for long term conditions and end of life care, RCNi



ADVERTISEMENT FEATURES

Use advertisement features to put your promotional message in a powerful and readable format to your target audience, while at the same time offering sound information to your prospective clients.

Rates start from as little as the journal rate card, plus 10%, with the option of another 10% for us to lay out the advertisement feature for you.

You can advertise in our flagship title, Nursing Standard and any of the RCNi specialist titles.

Nursing Standard covers all therapy areas plus clinical features on key topics. Our specialist titles offer you the opportunity to engage with key nursing professionals in specific clinical areas, ensuring you reach your target audience.

Specialist journals offer you the opportunity to target specific therapy areas with relevant information for nurses working in these areas. They include Cancer Nursing Practice, Primary Health Care and Nursing Older People.

REPRINTS

RCNi has a comprehensive archive of specialist articles on nursing.

Physical and digital reprints of these articles are a cost-effective and authoritative way of providing information to target nurses for direct marketing, exhibitions, seminars and sales support campaigns.

Guideline of costs

	4 page	8 page	12 page
500 copies	£2,365	£3,730	£5,200
1,000 copies	£3,360	£4,725	£6,195
2,000 copies	£4,570	£6,300	£7,510
5,000 copies	£6,195	£7,980	£9,135

Digital reprints are charged at 10% less than the equivalent print price. These will be provided in a locked file format and cannot be used for printing.

For all reprint enquiries, please contact Nadia Gurney-Randall on 020 8445 5825 or at nadia.gurneyrandall@rcni.com.

INSERTS AND OUTSERTS

We accept loose or bound outserts for all our titles including the RCN Bulletin. This represents a cost effective method of placing your promotional material into the hands of your target audience. Prices start at £95 per 1000 with a minimum insert rate £3,150.



Contact us to discuss targeting single journals, online advertising or bespoke packages on 020 8872 3118 or email

sales@rcni.com To find out more about RCNi please visit www.rcni.com

SPECIALTY CONFERENCES

We are holding four specialist, one-day nursing conferences in 2018.

Promoted widely to relevant nurses, they provide a targeted opportunity to network with practice-specific nurses working in these therapy areas.

There are opportunities to sponsor and/or exhibit at each conference:

Cancer Nursing Practice	2 May 2018
Learning Disability Practice	10 October 2018
Mental Health Practice	October/November 2018
Nursing Children & Young People	November 2018

We also offer sponsorship and advertising opportunities for our Study Days, Workshops and Training events which run nationally throughout the year and cover a wide variety of topics. Please contact us on the number below for more details.

RCNi ROUNDTABLE EVENTS

We can put you in contact with relevant nurses for a structured discussion about your chosen topics. RCNi will then disseminate and publish the results through our journals and websites.

- ♦ Opportunity to position your organisation as a thought leader in your field
- ♦ Gain deeper insight into your target audience's views
- ♦ An excellent medium for networking
- ♦ Access to curated content for future use

Rates for this service start at £15,000.

RCNi STUDY DAYS

Chronic Disease Management

Cavendish Conference Centre, London	16 April 2018
Manchester Conference Centre	16 April 2018
Birmingham City University	6 June 2018
Mercure Grand Central, Bristol	12 September 2018
Crowne Plaza, Glasgow	17 October 2018
Hallam Conference Centre, London	15 November 2018

Revalidation

The Rembrandt Hotel, London	23 March 2018
The Rembrandt Hotel, London	18 October 2018

BESPOKE EVENTS LISTING

Make your event stand out with an enhanced event listing:

- ♦ Available online and in print
- ♦ Includes imagery and branding for your event along with a direct link to your website

A listing online or in Nursing Standard costs £500, or you can take advantage of both channels for £750.

BESPOKE TRAINING

RCNi can also arrange bespoke training workshops with access to specialist nurses linked to the Royal College of Nursing and a network of trainers. All proposals will be based on your specific requirements.



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sales@rcni.com To find out more about RCNi please visit www.rcni.com

RCNi



The RCNi Nurse Awards is the profession's top accolade for excellence in nursing care

The awards will be celebrated at the Park Plaza, Westminster Bridge, Central London on Wednesday 4 July 2018

With categories ranging from general nursing to specialist care, our awards attract hundreds of entries from professionals across the entire spectrum of nursing

WHY SPONSOR?

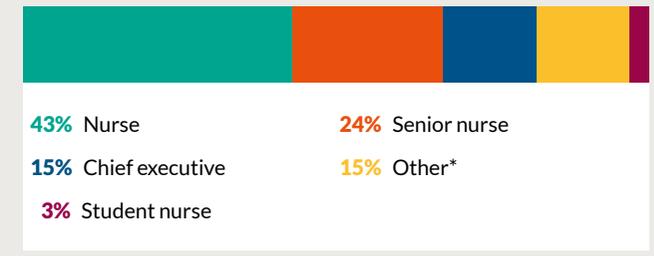
- ◆ **Demonstrate** your organisation's commitment to nursing excellence and patient outcomes
- ◆ **Champion** nurse-led innovation
- ◆ **Proactively** engage with nursing professionals at the forefront of patient care

BENEFITS OF SPONSORSHIP

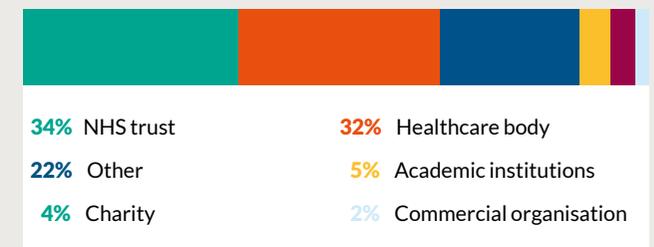
- ◆ **Exposure:** Increased profile amongst nurses nationwide with months of coverage both before and after the event, your brand will be seen more than 52 million times
- ◆ **Target market:** Enhance your audience's emotional connection with your brand by being the category sponsor for a particular field of nursing
- ◆ **Network:** Develop long-lasting relationships with proactive nurse innovators with access to entrants' contact details.¹
- ◆ **Reputation:** Build credibility and trust through championing nurse-led excellence and innovation.
- ◆ **Loyalty:** Develop brand loyalty by supporting one of the largest bodies of working professionals in the UK
- ◆ **Support:** Be recognised as an advocate of the largest group of healthcare professionals in the UK

¹Total opportunities to see, December 2017-July 2018

ATTENDEE BREAKDOWN



ORGANISATION BREAKDOWN



*Includes charities, armed forces, academic institutions, private healthcare providers

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TARGET SPECIFIC GEOGRAPHIC AREAS, AGE RANGES AND THERAPY SECTORS

CIRCULATION

438,000

PRICES START FROM

£1,930

SAVE OUR NHS

CECILIA SPEAKS UP FOR NURSING

INSERTS

There are almost 50 special interest groups, known collectively as the RCN Forums. All 438,000¹ members of the Royal College of Nursing are entitled to join forums for their relevant specialism(s). You can utilise these to further target your product or service by placing an insert or outsert in the RCN Bulletin.

We can also target specific demographics and geographic areas.

¹September 2017 RCN Bulletin print run

EXAMPLES OF THE RCN FORUMS ARE:

- ♦ Respiratory
- ♦ Diabetes
- ♦ Dermatology
- ♦ Continence care
- ♦ Advanced nurse practitioners
- ♦ Practice nurse association

Please contact the team for an up-to-date list of RCN Forums and their memberships.

Prices start from £95 per 1,000, dependent on weight.

Minimum insert rate is £3,150. Please contact the sales team for a quote.

RCN BULLETIN ADVERTISING RATES

DPS	£9,925
Full page	£5,790
Half page	£3,310
Quarter page	£1,930

Please note: all prices quoted here exclude VAT

RCN Bulletin

THERAPY SECTORS

Acute and urgent care	112,985
Primary and community care	89,508
Mental health	41,702
Children and young people	40,671
Older people	34,213
Practice nurses (GP setting)	26,432
Public health	25,346
Cancer and palliative care	15,002
Long term conditions	10,981
Management/leadership	9,590
Learning disabilities	9,428
Education	5,780
Women's health	3,954
Workplace and environmental health	2,968
School nursing	2,575
Quality improvement and research	2,013
Midwifery	1,585
Aesthetics	1,483
eHealth	688
Other	183
Total	438,087

Figures are approximate

RCN BULLETIN ISSUE DATES 2018

Month of issue	Publication date	Booking deadline
January	10 January	4 January
February	31 January	25 January
March	28 February	22 February
April	28 March	22 March
May	2 May	26 April
June	6 June	31 May
July	4 July	28 June
August	1 August	26 July
September	5 September	30 August
October	3 October	27 September
November	31 October	25 October
December	5 December	29 November



JOB TITLE OF READERS

48%	Staff nurse
7%	Sister/charge nurse
6%	Community nurse
5%	Clinical nurse specialist
4%	Nurse manager
4%	Nurse practitioner
3%	Practice nurse
23%	Other

The UK's best-selling nursing journal

The essential choice for advertisers looking to promote their products and services to nurses from every grade, sector and speciality

NURSING STANDARD ONLINE

www.nursingstandard.com

Sessions*	Users*	Page views*
255,856	150,805	535,243

*RCNi personal and institutional web data, monthly averages January-October 2017

SUBSCRIPTION BREAKDOWN

Print*	Digital*	Total*
17,828	7,075	24,903

*As of December 2017

FORTHCOMING TOPICS

Contenance	Gastrointestinal
Infection control	Nutrition
Pain	Respiratory
Rheumatology	Skin care

ONLINE ADVERTISING RATES

Leaderboard of site banner on Nursing Standard website per month	£2,315
Nursing Standard crawler per month	£2,500
Nursing Standard MPU per month	£1,995

Weekly rates available. Please ask the team for further information

PRINT ADVERTISING RATES

Double page spread	£5,845
Full page	£3,420
Half page	£2,135
Quarter page	£1,215

Contact us for publication dates and copy deadlines

Please note: All prices quoted here exclude VAT

ADDITIONAL INFORMATION

Frequency	weekly/monthly ¹
Circulation as of December 2017	24,903
Readership	72,218

¹ Nursing Standard changes to monthly from April 2018. Figures based on a sample of 2,615 and an average pass along of 1.9

Cancer Nursing Practice



JOB TITLE OF READERS

29% Clinical nurse specialist

28% Staff nurse

9% Nurse manager

5% Macmillan nurse

4% Sister/charge nurse

3% Community nurse

23% Other

The definitive cancer nursing journal

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

CANCER NURSING PRACTICE ONLINE

www.cancernursingpractice.com

Sessions*	Users*	Page views*
6,262	4,558	14,284

*RCNi personal and institutional web data, monthly averages January-October 2017

SUBSCRIPTION BREAKDOWN

Print*	Digital*	Total*
2,673	575	3,248

*As of December 2017

FORTHCOMING TOPICS

Brachytherapy	Cryotherapy
Digital assessments	Focused ultrasound
Lymphoma	Oral Vinorelbine
Prostate cancer	Recovery Package

ONLINE ADVERTISING RATES

Leaderboard of site banner on Cancer Nursing Practice website per month	£1,655
Cancer Nursing Practice crawler per month	£1,775
Cancer Nursing Practice MPU per month	£1,425

Weekly rates available. Please ask the team for further information

PRINT ADVERTISING RATES

Double page spread	£4,430
Full page	£2,510
Half page	£1,435
Quarter page	£865

Contact us for publication dates and copy deadlines

Please note: All prices quoted here exclude VAT

ADDITIONAL INFORMATION

Frequency	6 issues a year
Circulation as of December 2017	3,248
Readership	10,393

Based on a sample of 423 and an average pass along of 2.2

Emergency Nurse



JOB TITLE OF READERS

52%	Staff nurse
14%	Nurse practitioner
14%	Sister/charge nurse
3%	Nurse manager
3%	Clinical nurse specialist
14%	Other

Helping practitioners provide timely care

This 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

EMERGENCY NURSE ONLINE

www.emergencynurse.com

Sessions*	Users*	Page views*
13,882	10,315	31,656

*RCNi personal and institutional web data, monthly averages January-October 2017

SUBSCRIPTION BREAKDOWN

Print*	Digital*	Total*
4,294	1,329	5,578

*As of December 2017

FORTHCOMING TOPICS

Compassion in the emergency department	Rhythm recognition
Sedation	Sepsis
Supporting suicidal patients	Treatment and management of burns

ONLINE ADVERTISING RATES

Leaderboard of site banner on Emergency Nurse website per month	£1,655
Emergency Nurse crawler per month	£1,775
Emergency Nurse MPU per month	£1,425

Weekly rates available. Please ask the team for further information

PRINT ADVERTISING RATES

Double page spread	£4,430
Full page	£2,510
Half page	£1,435
Quarter page	£865

Contact us for publication dates and copy deadlines

Please note: All prices quoted here exclude VAT

ADDITIONAL INFORMATION

Frequency	6 issues a year
Circulation as of December 2017	5,578
Readership	16,176

Based on a sample of 315 and an average pass along of 1.9

FOR PROFESSIONALS WORKING WITH PEOPLE WITH LEARNING DISABILITIES

Learning Disability Practice



JOB TITLE OF READERS

59% Learning disability nurse

19% Clinical nurse specialist

8% Charge nurse

4% Nurse manager

4% Community nurse

4% District nurse

3% Other

Helping you achieve your potential

This unique journal 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

LEARNING DISABILITY PRACTICE ONLINE

www.learningdisabilitypractice.com

Sessions*	Users*	Page views*
6,910	5,101	16,948

*RCNi personal and institutional web data, monthly averages January-October 2017

SUBSCRIPTION BREAKDOWN

Print*	Digital*	Total*
1,888	411	2,299

*As of December 2017

FORTHCOMING TOPICS

Autism	Behaviour that changes
Improving communication	Independent living
Person-centred care	Physical health care
Positive behaviour support	

ONLINE ADVERTISING RATES

Leaderboard banner on Learning Disability Practice website per month	£1,655
Learning Disability Practice crawler per month	£1,775
Learning Disability Practice MPU per month	£1,425

Weekly rates available. Please ask the team for further information

PRINT ADVERTISING RATES

Double page spread	£4,430
Full page	£2,510
Half page	£1,435
Quarter page	£865

Contact us for publication dates and copy deadlines

Please note: All prices quoted here exclude VAT

ADDITIONAL INFORMATION

Frequency	6 issues a year
Circulation as of December 2017	2,299
Readership	7,356

Based on a sample of 423 and an average pass along of 2.2

Contact us to discuss targeting single journals, online advertising or bespoke packages on 020 8872 3118 or email

sales@rcni.com To find out more about RCNi please visit www.rcni.com

FOR NURSES INVOLVED IN MENTAL HEALTH CARE

Mental Health Practice



JOB TITLE OF READERS

43% Staff nurse

20% Community psychiatric nurse

6% Sister/Charge nurse

6% Nurse manager

4% Nurse practitioner

21% Clinical nurse specialist

The highest circulation journal in mental health nursing

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

MENTAL HEALTH PRACTICE ONLINE

www.mentalhealthpractice.com

Sessions*	Users*	Page views*
9,916	7,120	21,510

*RCNi personal and institutional web data, monthly averages January-October 2017

SUBSCRIPTION BREAKDOWN

Print*	Digital*	Total*
5,622	1,270	6,892

*As of December 2017

FORTHCOMING TOPICS

Mental states	Physical health of people with mental health problems
Risk management	Secure settings
Women's mental health	

ONLINE ADVERTISING RATES

Leaderboard banner on Mental Health Practice website per month	£1,655
Mental Health Practice crawler per month	£1,775
Mental Health Practice MPU per month	£1,425

Weekly rates available. Please ask the team for further information

PRINT ADVERTISING RATES

Double page spread	£4,430
Full page	£2,510
Half page	£1,435
Quarter page	£865

Contact us for publication dates and copy deadlines

Please note: All prices quoted here exclude VAT

ADDITIONAL INFORMATION

Frequency	6 issues a year
Circulation as of December 2017	6,892
Readership	22,054

Based on a sample of 423 and an average pass along of 2.2

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sales@rcni.com To find out more about RCNi please visit www.rcni.com

FORMERLY PAEDIATRIC NURSING

Nursing Children & Young People



JOB TITLE OF READERS

- 46%** General children's nurse
- 14%** Nursing student
- 13%** Nurse specialist
- 10%** Community children's nurse
- 6%** Neonatal nurse
- 5%** School nurse
- 3%** Nurse manager
- 3%** Other

The best-selling journal for nurses working with children and young people

Nursing Children & Young People is the most effective way to target professionals working in paediatrics

NURSING CHILDREN & YOUNG PEOPLE ONLINE

www.nursingchildrenandyoungpeople.com

Sessions*	Users*	Page views*
13,908	9,893	30,914

*RCNi personal and institutional web data, monthly averages January-October 2017

SUBSCRIPTION BREAKDOWN

Print*	Digital*	Total*
5,758	1,365	7,123

*As of December 2017

FORTHCOMING TOPICS

Complex needs	Diabetes
Epilepsy	Intensive care
Mental health	Neonatal care
Respiratory care	School nursing

ONLINE ADVERTISING RATES

Leaderboard banner on NCYP website per month	£1,655
NCYP crawler per month	£1,775
NCYP MPU per month	£1,425

Weekly rates available. Please ask the team for further information

PRINT ADVERTISING RATES

Double page spread	£4,430
Full page	£2,510
Half page	£1,435
Quarter page	£865

Contact us for publication dates and copy deadlines

Please note: All prices quoted here exclude VAT

ADDITIONAL INFORMATION

Frequency	6 issues a year
Circulation as of December 2017	7,123
Readership	23,505

Based on a sample of 1,098 and an average pass along of 2.3

Contact us to discuss targeting single journals, online advertising or bespoke packages on 020 8872 3118 or email

sales@rcni.com To find out more about RCNi please visit www.rcni.com

FOR NURSING LEADERS EVERYWHERE

Nursing Management



JOB TITLE OF READERS

34% Nurse manager

20% Sister/Charge nurse

12% Staff nurse

5% Clinical nurse specialist

4% Director of nursing

3% Nurse practitioner

22% Other

For nursing leaders everywhere

Senior managers and those in leadership roles rely on this journal for trusted advice

Target nurse managers from every care sector, including purchasing and providing, acute and community, education, NHS and the independent sectors

NURSING MANAGEMENT ONLINE

www.nursingmanagement.com

Sessions*	Users*	Page views*
19,118	14,387	40,602

*RCNi personal and institutional web data, monthly averages January-October 2017

SUBSCRIPTION BREAKDOWN

Print*	Digital*	Total*
2,819	831	3,650

*As of December 2017

FORTHCOMING TOPICS

Communication	Information technology
Improving care	Leadership
Patient safety	Staff development

ONLINE ADVERTISING RATES

Leaderboard banner on Nursing Management website per month	£1,655
Nursing Management crawler per month	£1,775
Nursing Management MPU per month	£1,425

Weekly rates available. Please ask the team for further information

PRINT ADVERTISING RATES

Double page spread	£4,430
Full page	£2,510
Half page	£1,435
Quarter page	£865

Contact us for publication dates and copy deadlines

Please note: All prices quoted here exclude VAT

ADDITIONAL INFORMATION

Frequency	6 issues a year
Circulation as of December 2017	3,650
Readership	12,045

Based on a sample of 1,098 and an average pass along of 2.3

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Nursing Older People



JOB TITLE OF READERS

36% Staff nurse

11% Nurse manager

8% Sister/Charge nurse

7% Home or agency owner/
Proprietor/Manager

4% Clinical nurse specialist

3% Community nurse

3% Nurse practitioner

28% Other

The highest circulation journal in the nursing of older people

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

NURSING OLDER PEOPLE ONLINE

www.nursingolderpeople.com

Sessions*	Users*	Page views*
13,437	9,507	29,861

*RCNi personal and institutional web data, monthly averages January-October 2017

SUBSCRIPTION BREAKDOWN

Print*	Digital*	Total*
4,907	1,171	6,078

*As of December 2017

FORTHCOMING TOPICS

Careers in nursing older people	Communication
Compression therapy	Depression and anxiety
Education	Respiratory disease

ONLINE ADVERTISING RATES

Leaderboard banner on Nursing Older People website per month	£1,655
Nursing Older People crawler per month	£1,775
Nursing Older People MPU per month	£1,425

Weekly rates available. Please ask the team for further information

PRINT ADVERTISING RATES

Double page spread	£4,430
Full page	£2,510
Half page	£1,435
Quarter page	£865

Contact us for publication dates and copy deadlines

Please note: All prices quoted here exclude VAT

ADDITIONAL INFORMATION

Frequency	6 issues a year
Circulation as of December 2017	6,078
Readership	18,234

Based on a sample of 398 and an average pass along of 2.0

Primary Health Care



JOB TITLE OF READERS

30% Practice nurse

19% Community nurse

10% Nurse practitioner

8% District nurse

7% Staff nurse

4% Clinical nurse specialist

3% Community matron

19% Other

The most authoritative journal in community health nursing

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

PRIMARY HEALTH CARE ONLINE

www.primaryhealthcare.com

Sessions*	Users*	Page views*
14,570	10,188	24,949

*RCNi personal and institutional web data, monthly averages January-October 2017

SUBSCRIPTION BREAKDOWN

Print*	Digital*	Total*
3,694	890	4,584

*As of December 2017

FORTHCOMING TOPICS

Child health	Dermatology
Diabetes	Health promotion
Immunisation	Respiratory
Travel health	Wound care

ONLINE ADVERTISING RATES

Leaderboard banner on Primary Health Care website per month	£1,655
Primary Health Care crawler per month	£1,775
Primary Health Care MPU per month	£1,425

Weekly rates available. Please ask the team for further information

PRINT ADVERTISING RATES

Double page spread	£4,430
Full page	£2,510
Half page	£1,435
Quarter page	£865

Contact us for publication dates and copy deadlines

Please note: All prices quoted here exclude VAT

ADDITIONAL INFORMATION

Frequency	6 issues a year
Circulation as of December 2017	4,584
Readership	13,752

Based on a sample of 398 and an average pass along of 2.0

Mechanical data

Media change: From April 2018 the dimensions of Nursing Standard will change to match those of the specialist journals

RCNi JOURNALS*

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

Double page spread

Bleed:	303mm deep x 426mm wide
Trim:	297mm deep x 420mm wide
Type area:	271mm deep x 392mm wide (Allow 5mm overlap across the gutter)

Full page

Bleed:	303mm deep x 216mm wide
Trim:	297mm deep x 210mm wide
Type area:	271mm deep x 178mm wide

Half page horizontal

Type area:	135mm deep x 178mm wide
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Half page vertical

Type area:	271mm deep x 86mm wide
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Quarter page portrait

Type area:	135mm deep x 86mm wide
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*Includes Nursing Standard from 28th March 2018

RCN BULLETIN

Full page

Bleed:	303mm deep x 216mm wide
Trim:	297mm deep x 210mm wide
Type area:	265mm deep x 190mm wide

Half page horizontal

Type area:	130mm x 190mm
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Half page vertical

Type area:	265mm x 93mm
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Quarter page portrait

Type area:	130mm x 93mm
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MATERIAL REQUIRED

We are able to receive the following data transmissions

Email high res PDF to:
artwork@rcni.com.

Ideally these should adhere to the Pass4Press specification recognised by the PPA. This can be found at www.ppa.co.uk/all-about-magazines/production/pass4press/.

Acceptable file formats for open application files

- ◆ Indesign, Creative Cloud (2014) Mac format
- ◆ Illustrator Creative Cloud (2014) Mac format
- ◆ Photoshop Creative Cloud (2014) Mac format
- ◆ QuarkXPress to Version 2014 Mac

Acceptable media and electronic transmission details

- ◆ CD*
- ◆ DVD*
- ◆ External hard drive*

* By prior arrangement only. Please supply a proof with all of the above

GRAPHIC FILE FORMATS

All graphics will need to correspond to the following basic specifications; more in-depth specifications regarding ink density and dot gain are available on request as they are specific to each title.

Images ideally to be in TIFF or EPS format with no JPG compression applied to the EPS files.

Single file JPG images are acceptable provided they are not in the EPS-JPG format, which can be unreliable.
(Do not apply JPG compression if you are in any doubt).

All files must use a CMYK colour space.

RGB images can be processed provided we have been previously advised and they are supplied in an open format that allows editing. In EPS files from page layout applications all the fonts and artwork used must be fully embedded. Also the artwork embedded inside the EPS must use a CMYK colour space (ie, no RGB or Pantone).

FONTS

Fonts used in open documents must come from the Monotype, Bitstream or Linotype Classic Libraries for which we hold the full licence.

BANNERS AND BUTTONS

Standard banner ad specifications

File size: 100kb (max)

Website banners

Leaderboard: 728 x 90 pixels
Crawler: 728 x 90 pixels
MPU: 300 x 250 pixels
Format: gif (static or animated), jpg or png

e-alert banners

Leaderboard: 528 x 90 or 728 x 90 pixels
MPU: 300 x 250 pixels
Format: gif (static or animated), jpg or png

Solus email

Image size: 600 pixels wide max

A target URL for the banner is also required on the order form, along with any required 'alt text'. If the banner is to be held on the Nursing Standard server, it should be provided via email along with the information above. File names should be lower case, free of word spaces and should include the appropriate suffix (eg: .gif or .jpg).

All materials should be made into a compressed self-extracting archive before emailing.

Materials should be submitted a minimum of seven days before the campaign.



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