

Advertising and sponsorship
Media Pack 2017



Connecting you with
the nursing community

RCNi

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

NursingStandard

Volume 31 No 22 / 25-31 January 2017 / £2.25

nursingstandard.com @NurseStandard



As an integral part of the Royal College of Nursing Group, RCNi connects with a national audience of nurses 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.

Nursing Standard

RCNi's flagship title, Nursing Standard, is the UK's highest circulation nursing publication and reaches over 96,000* nurses every week. The publication includes a dedicated careers and student section and covers all therapy areas with clinical features on key topics such as:

- ♦ Wound care
- ♦ Dermatology
- ♦ Diabetes
- ♦ Respiratory care
- ♦ Rheumatology

* 33,306 subscribers as of Dec 2016

RCNi Specialist Journals

RCNi specialist journals offer you the opportunity to engage with key nursing professionals in specific clinical areas, ensuring you reach your target audience.

We publish nine leading nursing journals which are available in print or as a digital version:

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

Having relaunched in June 2016, our journals now have a fresh new look and provide nurses with the latest industry news, best practice and peer-reviewed clinical and research articles written by experts in their fields.



Nursing Standard is the UK's highest circulating nursing publication and reaches over 96,000 nurses every week





RCNi online

The window into all our digital resources is rcni.com. From there, users can access thousands of clinical, CPD articles, our full journal archive and breaking industry news, along with revalidation and learning support tools.

rcni.com website statistics

Users:	34,997 ¹
Page views:	335,819 ¹
Sessions:	77,500 ¹

¹ rcni.com monthly average Jan-Dec 2016

RCNi Learning

This interactive online educational resource is designed to help nurses meet their continuing professional development requirements and to help students bridge the gap between theory and practice.

Accredited by the Royal College of Nursing, RCNi Learning covers a vast range of topics across all areas of nursing, with new content regularly added.

With more than 7,900² active subscribers, RCNi Learning provides access to an engaged and receptive audience of practising nurses.

² 7,933 subscribers as of Feb 2017

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 100,000³ nurses nationwide. The alerts contain up-to-date news, alongside features and articles from our journals. They have a 15% open rate and a CTR of 2.4%.⁴

³ 117,461 subscribers and registered users opted in, Jan 2016

⁴ Avg. open rates and CTR of alerts Jan-Feb in 2017

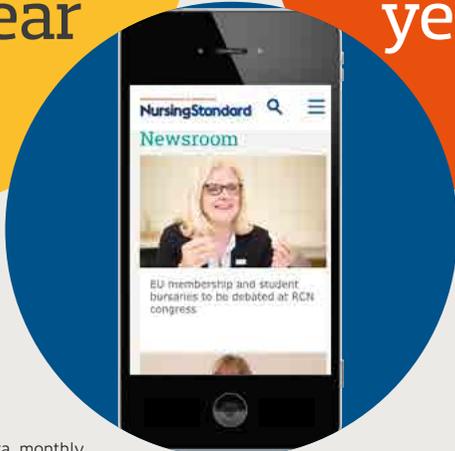
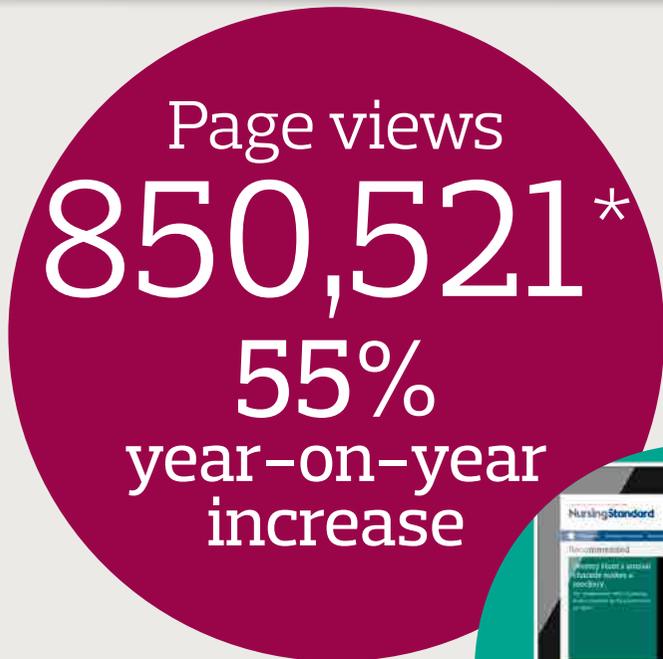


Registered users
109,179*
 * As of Dec 2016



Online reach

RCNi's total online reach grew significantly during 2016 and our digital offering now reaches thousands of highly engaged nurses every day.



*RCNi personal and institutional website data, monthly averages Jan-Dec 2016

Online advertising opportunities

Connect with RCNi's vast and growing audience of nurses.



5.07 minutes

average session duration
on RCNi websites

Rates

Nursing Standard or rcni.com homepage leaderboard banner per month	£2,205
Run of site leaderboard banner – all RCNi websites per month	£3,150
Specialist journal leaderboard banner website only per month	£1,575
Nursing Standard or rcni.com crawler per month	£3,000
Specialist journal crawler per month	£2,000
RCNi Learning crawler per month	£1,500
Solus email to more than 30,000 opted-in therapy specific nurses	£2,625
Nursing Standard daily e-alert sponsorship – top banner plus MPU per delivery to more than 100,000 registered users ²	1 send £650 5 sends £2,500
Specialist journal weekly e-alert sponsorship – top banner plus MPU per delivery to a combined total of 38,000 practice-specific nurses ³	£1,500

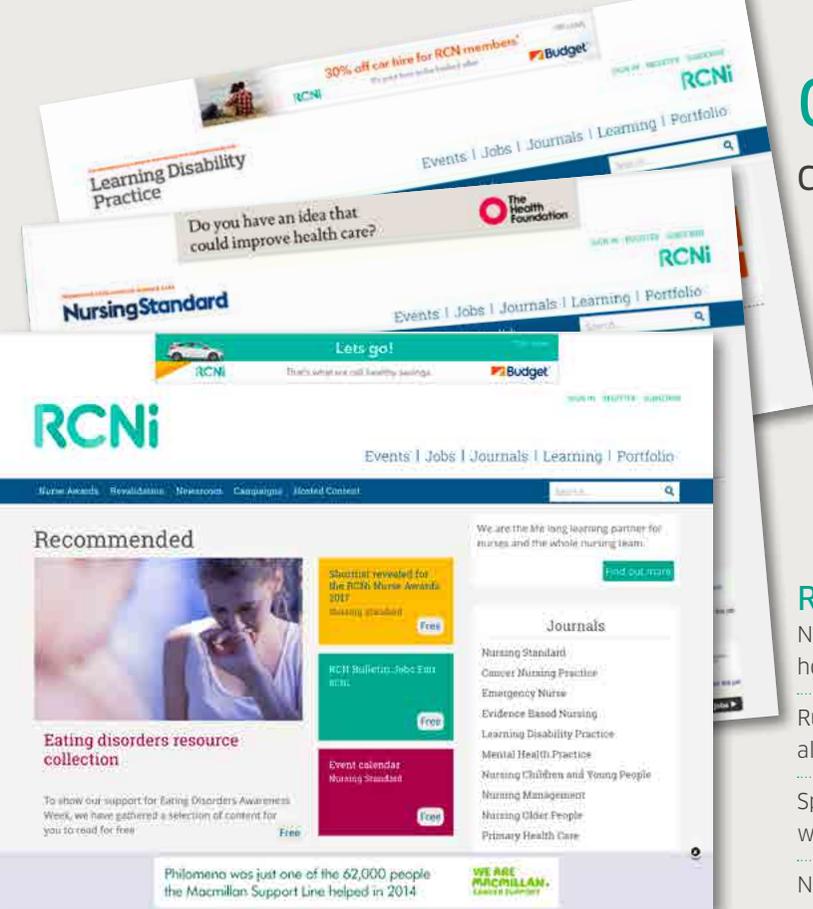
² 117,461 registered users subscribed for the Daily E-Alert as of January 2017

³ 38,181 opted-in subscribers to RCNi's specialist journals as of Jan 2017

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:

- ♦ Medical education
- ♦ Microsites
- ♦ Online advertorials
- ♦ Online continuing professional development (CPD)
- ♦ Online videos
- ♦ Podcasts
- ♦ Surveys
- ♦ Webinars

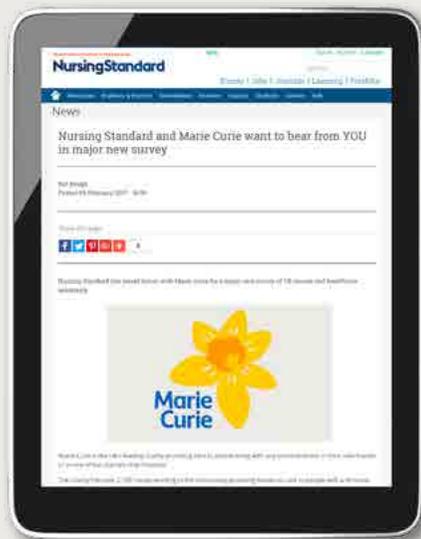


Nurses visit RCNi's websites to update their professional knowledge and skills, read the latest news and access a wealth of career-orientated resources.

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

Our 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 Jan-Dec 2016. 4% increase on comparable data from 2015



Sponsored content, events, medical education and bespoke services

RCNi can deliver a variety of projects under the RCNi brand to help you connect with the nursing population, gain insight and promote your organisation.

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.

Sponsored CPDs

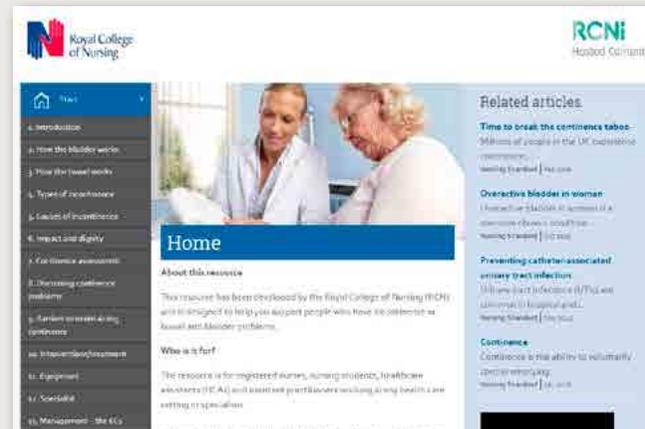
Available across all publications, RCNi's CPD articles undergo a stringent peer-review process and are edited with expert knowledge of current practice.

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 nurses who are registered online

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 from £5,000 per year.

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 and links to other useful, external resources. We are also able to commission and RCN accredit new content. Relevant traffic will be driven to the resource centres via social media channels, email marketing and on- and offline promotion.

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.



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 17% with a CTR of 4%, well above the industry standard.*

*Media and publishing CTR is 1.92%. Mailchimp industry averages, February 2017 RCNi data collected July-December 2016

You can choose to send to the entire database of more than 31,000 opted-in nurses to specific therapy areas, a sample of which is displayed below:

Therapy Area	Nurses
Women's health	1,005
Cancer nursing	1,217
Paediatrics	1,258
Gastroenterology	1,441
Rheumatology	1,446
Wound care	2,184
District nurses	4,501
Practice nurses	5,421
Other including: respiratory care, dermatology, continence and diabetes	8,385
Total	26,858

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

A therapy specific email is £2,000 for more than 500 nurses in a group and £1,000 for less than 500. There are discounts for targeting more than one therapy area.

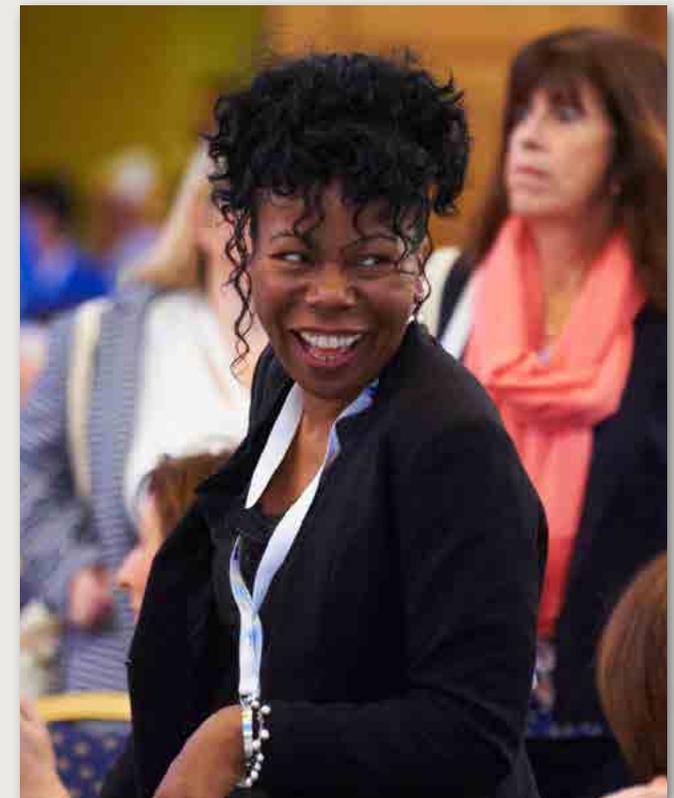
Specialty conferences

We are holding four specialist, one-day nursing conferences in 2017.

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	27 April
Mental Health Practice	10 May
Learning Disability Practice	10 October
Nursing Children and Young People	9 November



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

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.



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	£2,250	£3,550	£4,950
1,000 copies	£3,200	£4,500	£5,900
2,000 copies	£4,350	£6,000	£7,150
5,000 copies	£5,900	£7,550	£8,700

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

We accept loose or bound inserts within all of our titles. This represents a cost effective method of placing your promotional material into the hands of your target audience.

We can also target key nursing forums with loose or bound-on inserts or outserts, as well as specific demographics, geographic locations or nursing specialisms.

Prices start from as little as £90 per 1,000 (weight up to 5g) with a minimum insert rate of £3,000.

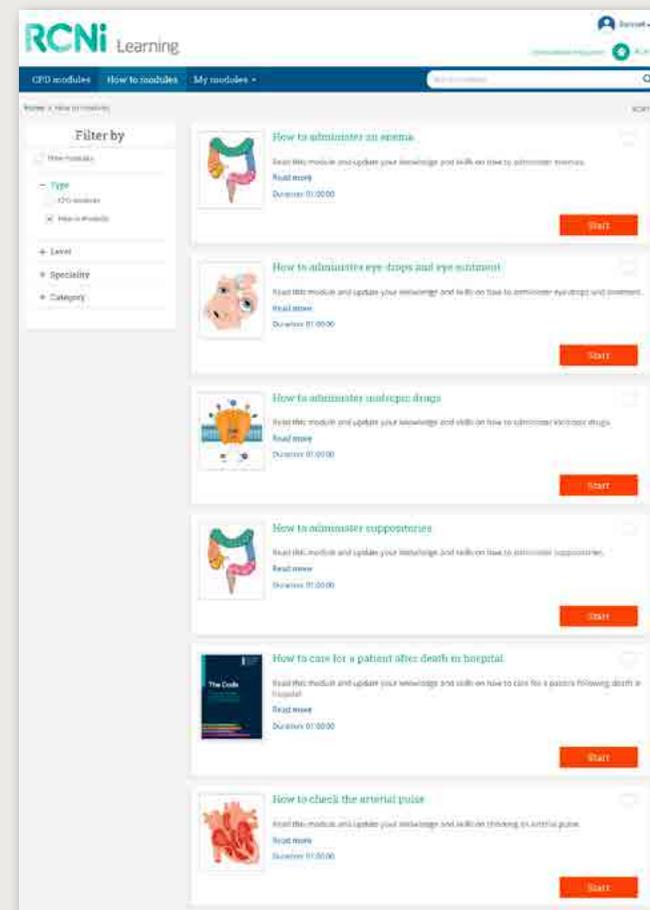
Bespoke training

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.

RCNi Learning 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.



RCNi Nurse Awards 2017

Sponsorship and networking opportunities



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 Friday 5 May 2017.

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
- ◆ Champion nurse-led innovation
- ◆ Proactively engage with nursing professionals at the forefront of patient care

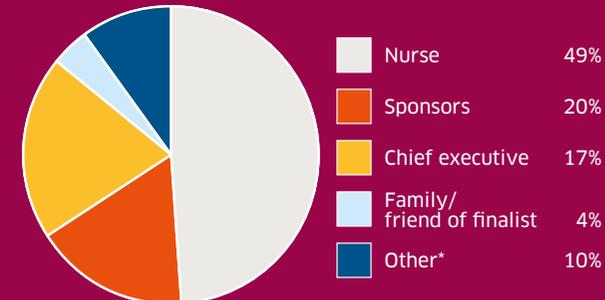
Benefits of sponsorship

- ◆ **Exposure:** Increased profile among nurses nationwide with months of coverage both before and after the event, your brand will be seen more than 600,000 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
- ◆ **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

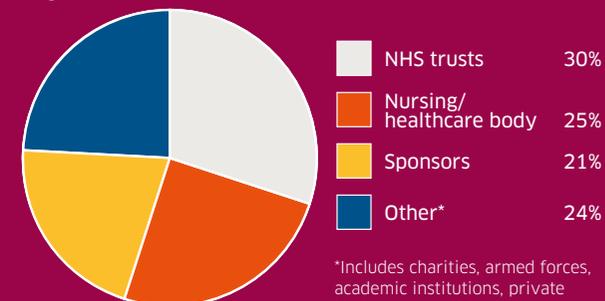
*Total opportunities to see, February-May 2017

2016 Awards ceremony demographics

Attendee breakdown



Organisation breakdown



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

Circulation
444,369*
*Dec 2016 print run



Reach over
37,000
GP practice-based
nurses

Prices start
from as little as
£1,840



Target specific
geographic areas
and age ranges



Advertising in the RCN Bulletin

Reach 444,369* nurses through the RCN Bulletin, the Royal College of Nursing's membership and recruitment magazine.

Inserts

There are almost 50 special interest groups, known collectively as the RCN Forums. All 444,369* 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.

* Dec 2016 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 £90 per 1,000, dependent on weight.

Minimum insert rate is £3,000. Please contact the sales team for a quote.

RCN Bulletin advertising rates

DPS	£9,450
Full page	£5,515
Half page	£3,150
Quarter page	£1,840

Please note: all prices quoted here exclude VAT

Sectors

Acute and urgent care	114,605
Primary and community care	90,792
Mental health	40,839
Children and young people	40,240
Practice nurses (GP setting)	37,454
Older people	33,689
Public health	25,709
Cancer and palliative care	12,722
Long term conditions	10,449
Management/leadership	9,220
Learning disabilities	9,259
Education	5,204
Women's health	3,402
Workplace and environmental health	2,909
School nursing	2,612
Quality improvement and research	2,042
Midwifery	1,298
Aesthetics	1,099
eHealth	738
Other	87
Total	444,369*

* Dec 2016 RCN Bulletin print run

RCN Bulletin issue dates 2017

Month of issue	Publication date	Booking deadline
January	11 January	5 January
February	1 February	26 January
March	1 March	23 February
April	5 April	30 March
May	3 May	27 April
June	7 June	1 June
July	5 July	29 June
August	2 August	27 July
September	6 September	31 August
October	4 October	28 September
November	1 November	26 October
December	29 November	23 November

The preview shows the '4 NEWS' section with headlines such as 'Responding to requests to hasten death', 'Name a winner and claim your prize', 'Rise in assaults may reflect workplace pressures', and 'Everything you need to know about Congress...'. It also features a '5' section with 'IN MY OWN JOB' and 'New Cook'.



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PROMOTING EXCELLENCE IN NURSING CARE

NursingStandard



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

www.nursing-standard.co.uk

Sessions*	Users*	Page Views*
162,170	100,997	427,199

*RCNi personal and institutional website data, monthly averages Jan-Dec 2016

Additional information

Frequency	Published weekly
Circulation as of December 2016	33,306
Readership	96,587
Based on a sample of 2,615 and an average pass along of 1.9	

Job titles of readers:

48%	Staff nurse
7%	Sister/charge nurse
6%	Community nurse
5%	Clinical nurse specialist
4%	Nurse manager
30%	Other

Forthcoming topics

Continece	Dementia care
Dermatology	Diabetes
Gastroenterology	IV devices
Pain management	Respiration
Stoma care	Wound care and tissue viability

Print advertising rates

Double page spread	£5,565
Full page	£3,255
Half page	£2,035
Quarter page	£1,155

Copy deadline: 7 days before publication
Published every Wednesday

Online advertising rates

Run of site banner on Nursing Standard website per month	£2,205
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Please note: All prices quoted here exclude VAT



Cancer Nursing Practice



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*
7,645	5,052	27,453

*RCNi personal and institutional web data, monthly averages Jan-Dec 2016

Additional information

Frequency	10 issues a year
Circulation as of December 2016	4,293
Readership	13,738
Based on a sample of 423 and an average pass along of 2.2	

Forthcoming topics

- Acute oncology
- Advanced practice
- Clinical nurse specialist roles
- End of life and palliative care
- Living with and beyond cancer
- Management of treatment and disease side effects

Job title of readers

- 29%** Clinical nurse specialist
- 28%** Staff nurse
- 9%** Nurse manager
- 5%** Macmillan nurse
- 4%** Sister/charge nurse
- 25%** Other

Print advertising rates

Double page spread	£4,220
Full page	£2,390
Half page	£1,365
Quarter page	£825

Contact us for publication dates and copy deadlines

Online advertising rates

Run of site banner on both the personal and institutional Cancer Nursing Practice web-sites per month	£1,500
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Please note: All prices quoted here exclude VAT



AFFILIATED WITH THE RCN EMERGENCY CARE ASSOCIATION

Emergency Nurse



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*
13,537	9,571	41,727

*RCNi personal and institutional website data, monthly averages Jan-Dec 2016

Additional information

Frequency	10 issues a year
Circulation as of December 2016	7,224
Readership	20,950
Based on a sample of 315 and an average pass along of 1.9	

Job title of readers

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

Forthcoming topics

Sepsis - identification and treatment

Managing patients with dementia in the ED

Burns management and care

Seizures in children

Handling death in the ED

Burnout and morale in the ED

Print advertising rates

Double page spread	£4,220
Full page	£2,390
Half page	£1,365
Quarter page	£825

Contact us for publication dates and copy deadlines

Online advertising rates

Run of site banner on both the personal and institutional Emergency Nurse websites per month	£1,500
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Please note: All prices quoted here exclude VAT



Learning Disability Practice



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*
8,367	5,517	30,558

*RCNi personal and institutional website data, monthly averages Jan-Dec 2016

Additional information

Frequency	6 issues a year
Circulation as of December 2016	3,019
Readership	9,661
Based on a sample of 423 and an average pass along of 2.2	

Forthcoming topics 2016

- Annual health checks
- Tackling health inequalities for people with learning disabilities
- Enhancing communication with people who have complex needs
- 'Best interests' decisions and the Mental Capacity Act
- Patient stories in the education of nursing students
- Children with foetal alcohol syndrome

Job title of readers:

- 59%** Learning disability nurse
- 19%** Clinical nurse specialist
- 8%** Charge nurse
- 4%** Nurse manager
- 4%** Community nurse
- 6%** Other

Print advertising rates

Double page spread	£4,220
Full page	£2,390
Half page	£1,365
Quarter page	£825

Contact us for publication dates and copy deadlines

Online advertising rates

Run of site banner on both the personal and institutional Learning Disability Practice websites per month	£1,500
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Please note: All prices quoted here exclude VAT



FOR NURSES INVOLVED IN MENTAL HEALTH CARE

Mental Health Practice



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*
10,210	6,795	32,767

*RCNi personal and institutional website data, monthly averages Jan-Dec 2016

Additional information

Frequency	10 issues a year
Circulation as of December 2016	8,733
Readership	30,565
Based on a sample of 802 and an average pass along of 2.5	

Forthcoming topics 2017

Meeting physical health care needs	Working with people with borderline personality disorder
Assessment of mental state	The Care Programme Approach
Nursing in secure settings	Cognitive behaviour therapy
The spiritual needs of patients	Risk management

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

Print advertising rates

Double page spread	£4,220
Full page	£2,390
Half page	£1,365
Quarter page	£825

Contact us for publication dates and copy deadlines

Online advertising rates

Run of site banner on both the personal and institutional Mental Health Practice websites per month	£1,500
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Please note: All prices quoted here exclude VAT



FORMERLY PAEDIATRIC NURSING

Nursing Children & Young People



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

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

Nursing Children and Young People Online

www.nursingchildrenandyoungpeople.com

Sessions*	Users*	Page Views*
12,834	8,830	40,137

*RCNi personal and institutional website data, monthly averages Jan-Dec 2016

Additional information

Frequency	10 issues a year
Circulation as of December 2016	8,778
Readership	28,967
Based on a sample of 1,098 and an average pass along of 2.3	

Forthcoming topics 2017

Skin	Fluid balance
Asthma management new series	Community nursing and long term ventilation
Childhood obesity	Suctioning
Neonatal care	Revalidation
Pain management	Mental health

Job title of readers:

46%	General children's nurse
14%	Nursing student
13%	Nurse specialist
10%	Community children's nurse
6%	Neonatal nurse
11%	Other

Print advertising rates

Double page spread	£4,220
Full page	£2,390
Half page	£1,365
Quarter page	£825

Contact us for publication dates and copy deadlines

Online advertising rates

Run of site banner on both the personal and institutional NC&YP websites per month	£1,575
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Please note: All prices quoted here exclude VAT



FOR NURSING LEADERS EVERYWHERE

Nursing Management



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*
17,148	12,313	47,626

*RCNi personal and institutional website data, monthly averages Jan-Dec 2016

Additional information

Frequency	10 issues a year
Circulation as of December 2016	5,130
Readership	16,416
Based on a sample of 423 and an average pass along of 2.2	

Forthcoming topics 2017

- Staff scheduling and rotas
- Leadership and management
- Maintaining clinical relevance and skills
- Dementia care
- Managing and inspiring staff morale
- Revalidation

Job title of readers:

- 34%** Nurse manager
- 20%** Sister/charge nurse
- 12%** Staff nurse
- 5%** Clinical nurse specialist
- 4%** Director of nursing
- 25%** Other

Print advertising rates

Double page spread	£4,220
Full page	£2,390
Half page	£1,365
Quarter page	£825
Contact us for publication dates and copy deadlines	

Online advertising rates

Run of site banner on both the personal and institutional Nursing Management websites per month	£1,500
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Please note: All prices quoted here exclude VAT



Nursing Older People



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*
13,175	8,868	40,054

*RCNi personal and institutional website data, monthly averages Jan-Dec 2016

Additional information

Frequency	10 issues a year
Circulation as of December 2016	7,876
Readership	23,470
Based on a sample of 398 and an average pass along of 1.98	

Forthcoming topics 2017

Care homes	Frailty
Dementia	Nutrition
End of life care	Tissue viability

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
34%	Other

Print advertising rates

Double page spread	£4,220
Full page	£2,390
Half page	£1,365
Quarter page	£825

Contact us for publication dates and copy deadlines

Online advertising rates

Run of site banner on both the personal and institutional Nursing Older People websites per month	£1,500
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Please note: All prices quoted here exclude VAT



Primary Health Care



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*
10,571	6,976	29,947

*RCNi personal and institutional web data, monthly averages Jan-Dec 2016

Additional information

Frequency	10 issues a year
Circulation as of December 2016	6,061
Readership	25,153
Based on a sample of 298 and an average pass along of 3.15	

Forthcoming topics 2017

Nutrition	Travel health
Dermatology	Heart disease
Respiratory	Wound care
Women's health	Child health
Continenence	Men's health
Diabetes	

Job title of readers:

30% Practice nurse

19% Community nurse

10% Nurse practitioner

8% District nurse

7% Staff nurse

26% Other

Print advertising rates

Double page spread	£4,880
Full page	£2,390
Half page	£1,365
Quarter page	£825

Contact us for publication dates and copy deadlines

Online advertising rates

Run of site banner on both the personal and institutional Primary Health Care website per month	£1,500
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Please note: All prices quoted here exclude VAT



Mechanical data

New journal designs. New sizes

Nursing Standard

Double page with bleed

Bleed:	270mm deep x 380mm wide
Trim:	260mm deep x 370mm wide
Type area:	228mm deep x 350mm wide (Allow 5mm overlap across the gutter)

Full page with bleed

Bleed:	270mm deep x 195mm wide
Trim:	260mm deep x 185mm wide
Type area:	228mm deep x 160mm wide

Half page vertical

Bleed:	270mm deep x 91mm wide
Type area:	228mm deep x 78mm wide

Half page horizontal

Bleed:	133mm deep x 195mm wide (Top only)
Bleed:	133mm deep x 195mm wide (Bottom only)
Type area:	112mm deep x 160mm wide (For ads appearing at both top and bottom of page)

Quarter page

Type area:	115mm deep x 78mm wide
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Specialist journals

- ♦ Cancer Nursing Practice
- ♦ Emergency Nurse
- ♦ Learning Disability Practice
- ♦ Mental Health Practice
- ♦ Nursing Children and 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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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 JPEG compression applied to the EPS files.

Single file JPEG images are acceptable provided they are not in the EPS-JPEG format, which can be unreliable. (Do not apply JPEG 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)

Leaderboard banner/website crawler

Image size: 728 x 90 pixels
Format: GIF (static or animated)

e-newsletter leaderboard banner

Image size: 728 x 90 or 528 x 90 pixels
Format: GIF (static or animated)

MPU

Image size: 250 x 250 pixels (static JPEG or GIF)

e-alert banner

Image size: 530 x 75 pixels (static JPEG or GIF)

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 (ie, .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.



RCNi

RCNi
The Heights
59-65 Lowlands Road
Harrow-on-the-Hill
Middlesex HA1 3AW

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