

RCNi

# Advertising and Sponsorship Solutions 2022

Connecting you to the nursing community



# RCNi

## Connecting you to the nursing community

Over  
**1 million**  
unique monthly  
page views\*\*\*

Access  
to almost  
**60%**  
of nurses in  
the UK\*\*

Access to over  
**380,000**  
healthcare  
professionals



### 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 over **380,000\* 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 both large audience of general nurses and specific therapy areas. Plus, we offer bespoke packages that can be tailored to your target audience, business objective and budget.

\*September 2021 RCN Bulletin circulation

\*\*September 2020, NMC registered nurse figures (675, 803)

\*\*\*Over 1 million monthly UPVs received in six months of 2021

To discover how we can help you, call us on **020 8872 3118** or email [sales@rcni.com](mailto:sales@rcni.com)

RCNi

# Digital Solutions 2022

Connecting you to the nursing community





# Digital

Our online reach continues to grow year on year with more healthcare professionals visiting 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 2020, we saw record website visits, hitting over **1 million** unique page views per month throughout the whole year\* as more and more nurses turned to our trusted content for knowledge and support. And in 2021, we have continued to see consistent website visits, still seeing over **1 million** page views per month.\*\*

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



I have always found the RCNi sales team rapid to respond, knowledgeable and helpful providing quotes with supporting information. RCNi products have consistently provided reliable and targeted results we feel confident offering to our clients.

**GAVIN COETZEE**  
BUSINESS DIRECTOR M3 (EU) LTD



RCNi website traffic Jan – Jun 2021

<b>1,550,831</b> ↑	<b>367,820</b> ↑	<b>21%↑</b>
Average monthly page views	Average monthly users	Increase in pages viewed per session from 2020

\*Over 1 million UPV's received each month in 2020  
\*\*Over 1 million UPV's received in the first six months of 2021



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# Digital

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

## Online advertising rates:

### Leaderboard banners and site crawlers

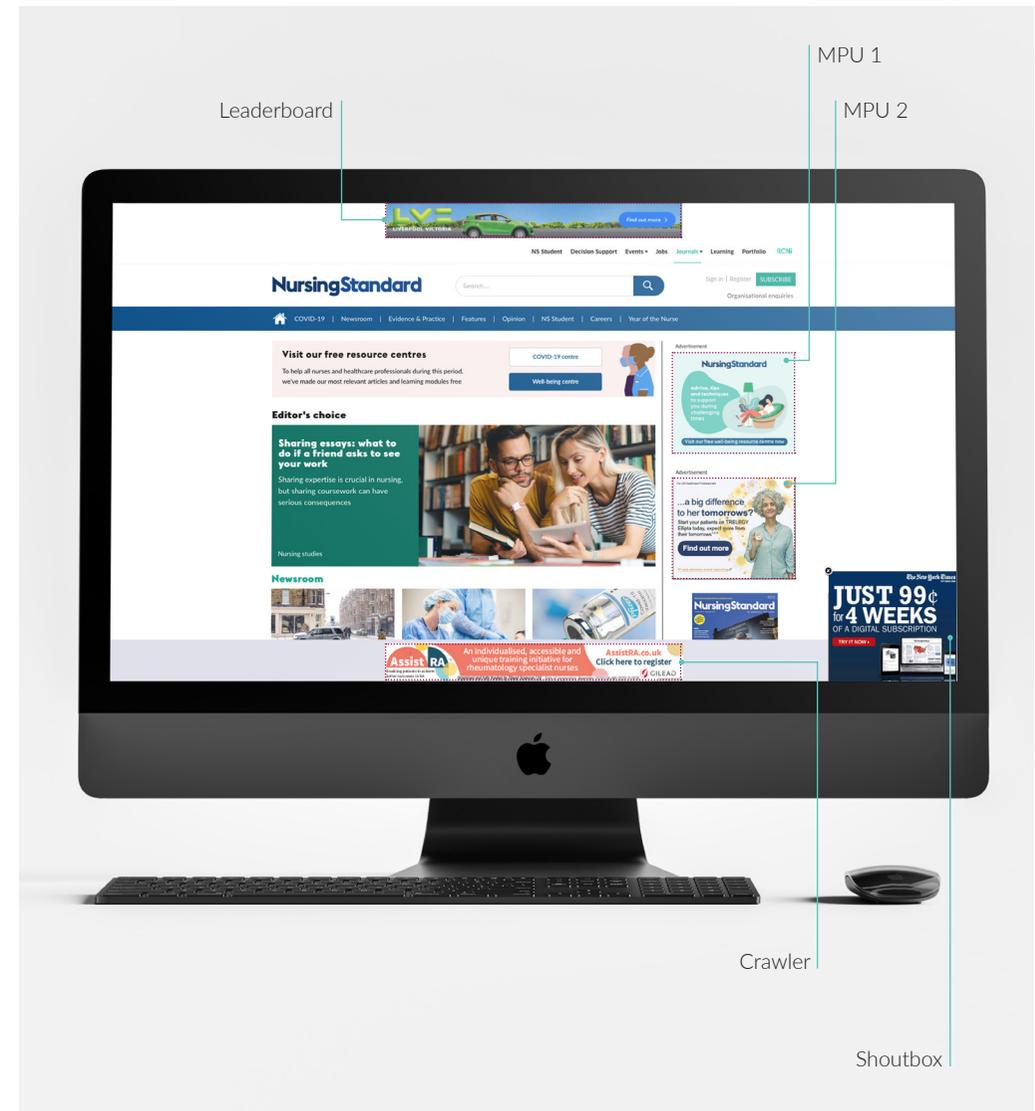
- Nursing Standard or rcni.com homepage leaderboard banner or crawler: **£2,785 per month**
- Run of site leaderboard banner – across all RCNi websites: **£3,865 per month**
- Expandable (leaderboard position): **£4,640 per website**
- RCNi Learning crawler: **£1,755 per month**

### Website

- Specialist journal leaderboard banner, crawler & MPU: **£1,920 per position, per month**

### MPUs

- Nursing Standard MPU: **£2,705 per month**
- Flip MPU: **£3,245 per website**
- Shoutbox MPU: **£4,640 across all journal websites** (only available site-wide)
- Expandable MPU: **£4,640 for the MPU per website**
- Carousel MPU: **£3,245 per website**
- Video MPU: **£3,245 per website**



RCNi

# Email

Solutions 2022

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 **18,000** third-party opted-in healthcare professionals

Reach over **90,000** 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 18,000\* opted-in nurses.

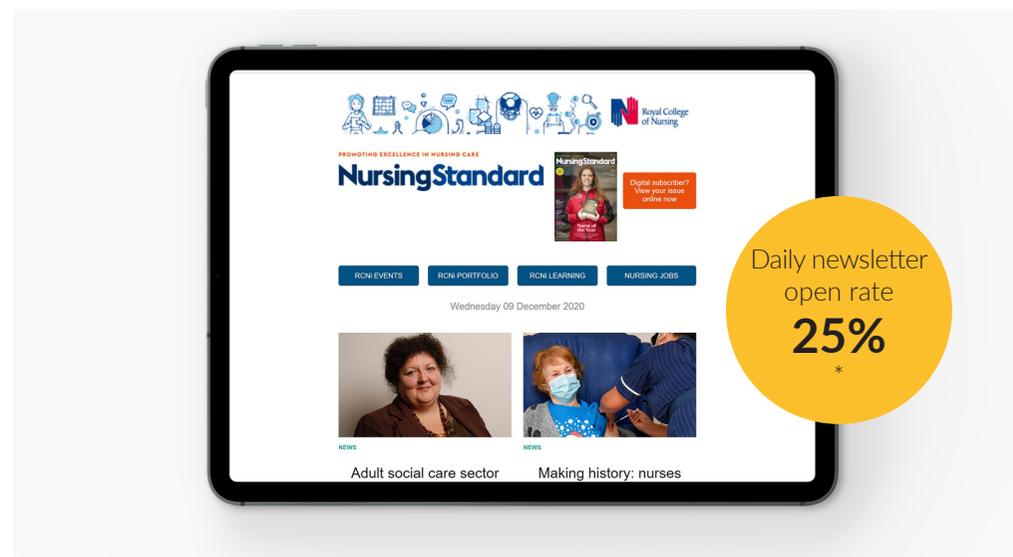
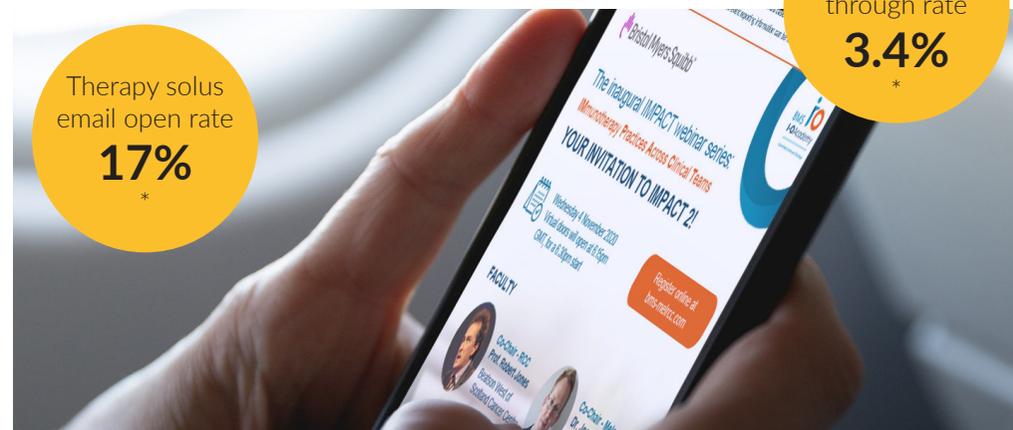
Rates from £3,065

## Nursing Standard daily e-newsletter

RCNi delivers daily emails to our entire subscriber and registered database – an audience of more than 90,000\* nurses nationwide. The newsletters contains 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) – £755
- 5 sends – £2,920



\*June 2021 averages

RCNi

**Event**

Solutions 2022

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.

All our projects are ABPI compliant.



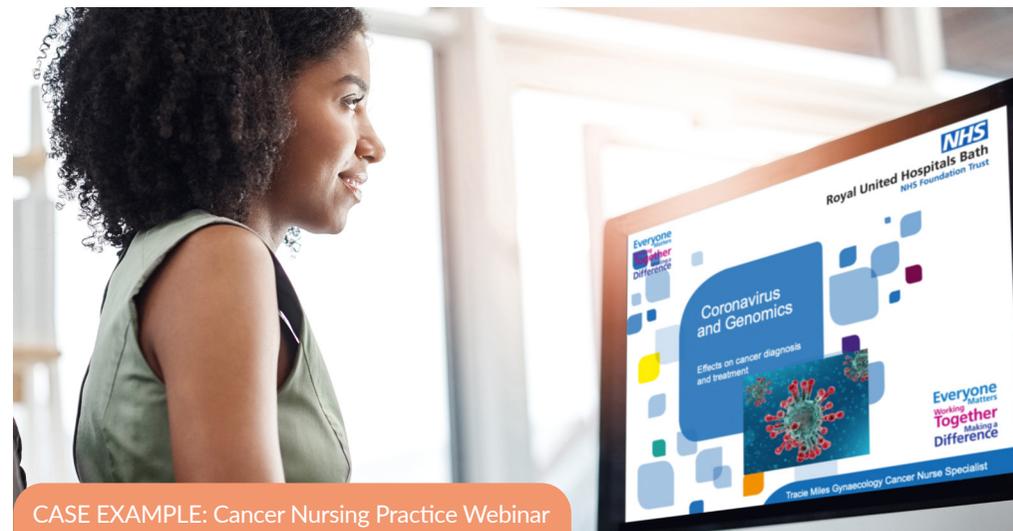
## Conferences

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 £1,260

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: Cancer Nursing Practice Webinar

We worked with Cancer Research UK, Health Education England and UKONS to successfully convene a sponsored webinar on cancer nursing challenges during COVID-19 in just six weeks, seeing more than 600 delegates attend\*.

## Study days

Our study days give you 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 £15,000

## 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.

Rates from £5,250  
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

For more information, click here to visit the RCN Nursing Awards media pack.



## 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 have successfully held two virtual awards ceremonies amidst the pandemic so we could continue to recognise the outstanding achievements of healthcare professionals during this period. As we emerge from the pandemic and return to normal life, we are planning on hosting a live, face to face awards ceremony for the RCN Nursing Awards 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 £1,000



To discuss the benefits of being involved in an RCNi event, please contact us on 020 8872 3118 or email [sales@rcni.com](mailto:sales@rcni.com)



# Events

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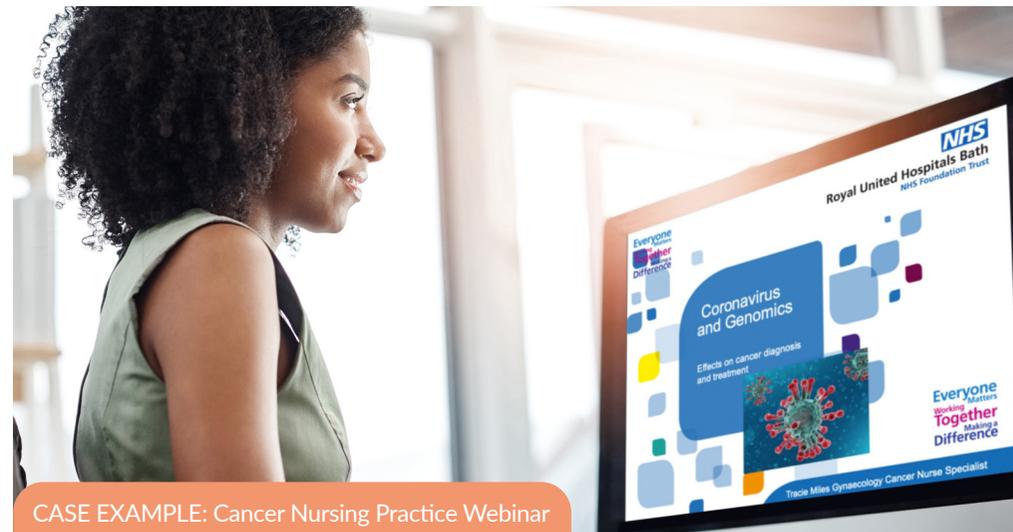
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\*Total number of delegates

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RCNi

**Print**

Solutions 2022

Connecting you to the nursing community





# Print RCN Bulletin

## Quarterly

The RCN Bulletin provides you with a cost-effective marketing tool that allows you to put your brand in front of the single biggest print audience of UK nurses.

There are almost 50 special interest groups, known collectively as the RCN Forums. All 380,000\* members of the Royal College of Nursing are entitled to join forums for their relevant specialism(s).

## RCN Bulletin advertising rates

- Double page spread: **£11,025**
- Full page: **£6,450**
- Half page: **£3,685**
- Quarter page: **£2,155**

## Edition Issue Date

- Spring – March 2022
- Summer – June 2022
- Autumn – September 2022
- Winter – December 2022

\* September 2021 RCN Bulletin circulation

## Targeted

For a more targeted solution, you may want to consider using inserts and bound outserts. These can be segmented by therapy area to ensure you are targeting to the most relevant audience.

Please contact the team for more information on prices and therapy areas.

## Inserts and bound outserts rates

Rates from £100 per 1,000 depending on weight. Minimum insert or outsert rate is £3,405

## Examples of the RCN Forums are:

- General Practice Nursing
- Cancer & Breast Care
- Respiratory
- Diabetes
- Dermatology

Reach over  
**380,000**  
nurses



Some of our clients have been using RCNi products as part of their core marketing mix for many years with great ROI success. The profiles that they reach are highly desirable and easily defined making it very attractive for advertisers.

**GAYNOR GARTON**  
DIRECTOR AT SQUARE 7 MEDIA



To discuss your options, call us on **020 8872 3118** or email [sales@rcni.com](mailto:sales@rcni.com)

**RCNi**



Connect with up to **50,000** print and digital subscribers\*

# 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 50,000 subscribers\* across our family of nursing journals, you can put your advert in front of nurses from a range of specialities by choosing to advertise in 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

\*August 2021 – active subscribers  
 \*\*Learning Disability Practice is online only

## Nursing Standard advertising rates

- Double page spread: **£6,510**
- Full page: **£3,805**
- Half page: **£2,385**
- Quarter page: **£1,350**

## RCNi Specialist titles advertising rates

- Double page spread: **£4,930**
- Full page: **£2,795**
- Half page: **£1,600**
- Quarter page: **£960**

## 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.



Half page vertical



Half page horizontal

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



# Print Nursing Standard

## Monthly

Over 18,500 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](http://www.nursingstandard.com)

\*August 2021 – active subscribers

### Job title of readers

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

## Themes 2022

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

Over  
**18,500**  
subscribers



To discuss your options, call us on **020 8872 3118** or email [sales@rcni.com](mailto:sales@rcni.com)



# Print Nursing Standard

## Print advertising rates

Double page spread	£6,510
Full page	£3,805
Half page	£2,385
Quarter page	£1,350

Combine your print advertising with our online opportunities.

## Online advertising rates

Leaderboard or crawler banner per month	£2,785
MPU per month	£2,705

## Website traffic

Avg. monthly sessions	346,886*
Avg. unique monthly users	236,692*

\*January - June 2021 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 2,000 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](http://www.cancernursingpractice.com)

## Print advertising rates

Double page spread	£4,930
Full page	£2,795
Half page	£1,600
Quarter page	£960

Combine your print advertising with our online opportunities.

## Online advertising rates

Leaderboard banner, crawler and MPU per position, per month	£1,920
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## Themes 2022

Immunotherapy
Chemotherapy
Living with and beyond/ recovery and survivorship
Palliative care
Research
Patient experience
Childhood cancer
Professional issues

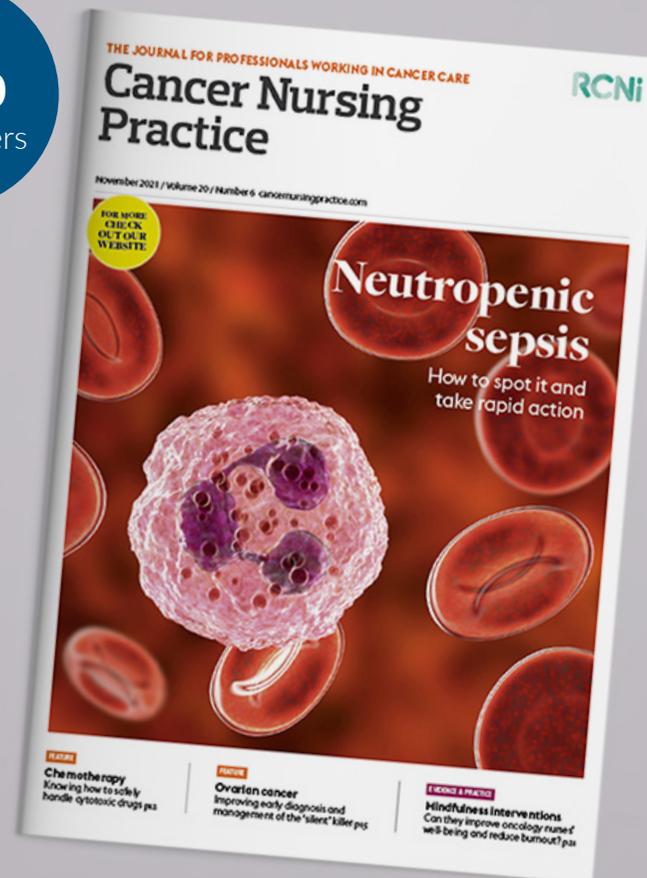
## Job title of readers

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  
**2,000**  
subscribers



\*August 2021 – active CNP subscribers

\*\*January – June 2021

To discuss your options, call us on **020 8872 3118** or email [sales@rcni.com](mailto:sales@rcni.com)



# Print Emergency Nurse

## 6 issues per year

Over 4,000 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](http://www.emergencynurse.com)

## Print advertising rates

Double page spread	£4,930
Full page	£2,795
Half page	£1,600
Quarter page	£960

Combine your print advertising with our online opportunities.

## Online advertising rates

Leaderboard banner, crawler and MPU per position, per month	£1,920
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## Themes 2022

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	16,407**
Avg. unique monthly users	13,112**



\*August 2021 - active EN subscribers

\*\*January - June 2021

To discuss your options, call us on **020 8872 3118** or email [sales@rcni.com](mailto:sales@rcni.com)



# Digital Only Learning Disability Practice

## 6 issues per year

Over 1,000 subscribers (digital only)

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.

[www.learningdisabilitypractice.com](http://www.learningdisabilitypractice.com)

## Advertising rates (digital)

Double page spread	£4,930
Full page	£2,795
Half page	£1,600
Quarter page	£960

## Online advertising rates

Leaderboard banner, crawler and MPU per position, per month	£1,920
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## Themes 2022

Autism
Improving communication
Physical healthcare
Independent living
Behaviours that challenges/ positive behaviour support
Person-centered care

## 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	9,834**
Avg. unique monthly users	7,214**

\*August 2021 – active LDP subscribers

\*\*January – June 2021

Over  
**1,000**  
subscribers



To discuss your options, call us on **020 8872 3118** or email [sales@rcni.com](mailto:sales@rcni.com)



# Print Mental Health Practice

## 6 issues per year

Over 4,500 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](http://www.mentalhealthpractice.com)

## Print advertising rates

Double page spread	£4,930
Full page	£2,795
Half page	£1,600
Quarter page	£960

Combine your print advertising with our online opportunities.

## Online advertising rates

Leaderboard banner, crawler and MPU per position, per month	£1,920
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## Themes 2022

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	15,568**
Avg. unique monthly users	11,943**

Over  
**4,500**  
subscribers



\*August 2021 – active MHP subscribers

\*\*January – June 2021

To discuss your options, call us on **020 8872 3118** or email [sales@rcni.com](mailto:sales@rcni.com)



# Print Nursing Children and Young People

## 6 issues per year

Over 4,500 subscribers\* (print and digital)

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

[www.nursingchildrenandyoungpeople.com](http://www.nursingchildrenandyoungpeople.com)

## Print advertising rates

Double page spread	£4,930
Full page	£2,795
Half page	£1,600
Quarter page	£960

Combine your print advertising with our online opportunities.

## Online advertising rates

Leaderboard banner, crawler and MPU per position, per month	£1,920
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## Themes 2022

Acute care
Community
Complex 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	16,332**
Avg. unique monthly users	13,014**



\*August 2021 – active NCYP subscribers

\*\*January – June 2021

To discuss your options, call us on **020 8872 3118** or email [sales@rcni.com](mailto:sales@rcni.com)



# Print Nursing Management

## 6 issues per year

Over 2,000 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](http://www.nursingmanagement.com)

## Print advertising rates

Double page spread	£4,930
Full page	£2,795
Half page	£1,600
Quarter page	£960

Combine your print advertising with our online opportunities.

## Online advertising rates

Leaderboard banner, crawler and MPU per position, per month	£1,920
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\*August 2021 – active NM subscribers

\*\*January – June 2021

## Themes 2022

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	18,536**
Avg. unique monthly users	14,043**

Over  
**2,000**  
subscribers



To discuss your options, call us on **020 8872 3118** or email [sales@rcni.com](mailto:sales@rcni.com)



# Print Nursing Older People

## 6 issues per year

Over 4,000 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](http://www.nursingolderpeople.com)

## Print advertising rates

Double page spread	£4,930
Full page	£2,795
Half page	£1,600
Quarter page	£960

Combine your print advertising with our online opportunities.

## Online advertising rates

Leaderboard banner, crawler and MPU per position, per month	£1,920
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## Themes 2022

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	14,037
Avg. unique monthly users	10,277

Over  
**4,000**  
subscribers



\*August 2021 – active NOP subscribers

\*\*January – June 2021

To discuss your options, call us on **020 8872 3118** or email [sales@rcni.com](mailto:sales@rcni.com)



# Print Primary Health Care

## 6 issues per year

Over 3,000 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 centers and schools.

[www.primaryhealthcare.com](http://www.primaryhealthcare.com)

### Print advertising rates

Double page spread	£4,930
Full page	£2,795
Half page	£1,600
Quarter page	£960

Combine your print advertising with our online opportunities.

### Online advertising rates

Leaderboard banner, crawler and MPU per position, per month	£1,920
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### Themes 2022

Diabetes
Respiratory disease
Cardiovascular disease
Wound management
Mental health
Continence

### Job title of readers

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

### Website traffic

Avg. monthly sessions	12,855**
Avg. unique monthly users	10,116**



Over  
**3,000**  
subscribers

\*August 2021 – active PHC subscribers

\*\*January – June 2021

To discuss your options, call us on **020 8872 3118** or email [sales@rcni.com](mailto:sales@rcni.com)

**RCNi**

# **Sponsored Content** Solutions 2022

Connecting you to the nursing community





# Sponsored Content

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

## Resource centres

Resource centres bring together our peer-reviewed content and your resources for healthcare professionals who specialise in a specific practice area. These resources include peer-reviewed content with the option to link to external materials.

**Rates from £15,000**

## 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 £4,725**



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



## 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 for CPD includes acknowledgement of sponsorship and promotion of your logo and a full page advert alongside the CPD article. Plus, your CPD article will be listed in our online clinical archive.

Rates from £8,665

## Sponsored RCNi Learning module

RCNi Learning is an integral part of healthcare professionals' learning and development and allows you to create a 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 £13,520

## 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:

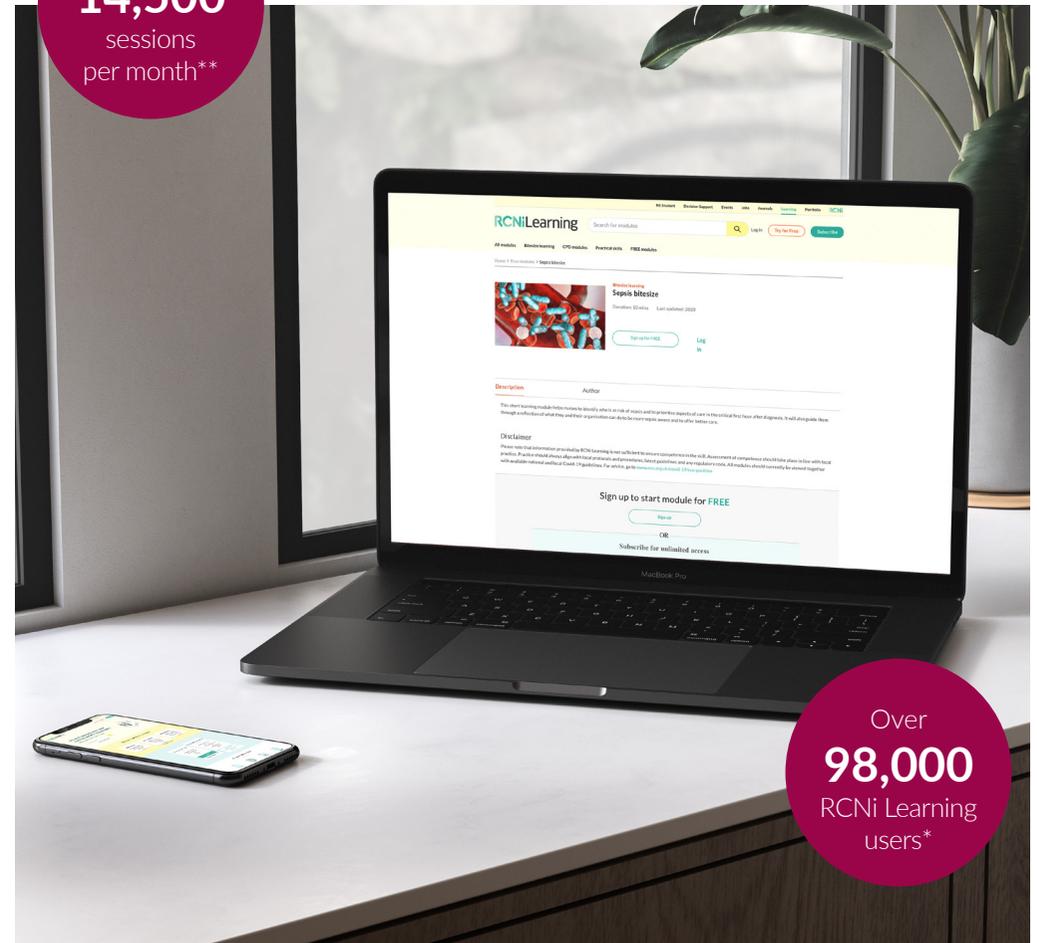
- Webinars
- Podcasts / collaboration with Nursing Standard Podcast

Webinars from £7,500 and podcasts from £5,000

\* July 2020 - June 2021 users

\*\* July 2020 - June 2021 monthly average

Over  
**14,500**  
sessions  
per month\*\*



Over  
**98,000**  
RCNi Learning  
users\*

**RCNi**

**Surveys and  
Market Research  
Solutions 2022**

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 £7,550**

### 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 £9,950**

