



*The publication for Residential Nursing and Care Homes*

**The Carer** is an informative publication for the independent Nursing and Residential Care Homes sector throughout England and Wales.

Published quarterly, and distributed by direct mail to Nursing and Residential Care Home proprietors throughout England and Wales, the Carer delivers to the advertiser the person in each establishment who has purchasing authority, providing the best possible opportunity to promote your product or service to the people that matter - the decision makers.



We cover all aspects of legislation, health & hygiene, safety, security, business, property & finance plus disability and mobility markets, giving you the best possible opportunity to promote your products to decision makers within the nursing and residential care profession.

We strive to ensure our publication is informative and appealing, in which we can provide the most practical advice affecting the industry today.

**TARGET MARKET**

- **CARE HOME PROPRIETORS/MANAGERS/DIRECTORS**
- **NURSING HOMES**
- **RESIDENTIAL CARE HOMES**

**COVERAGE**

The Carer is a quarterly publication aimed at the Nursing and Residential Care Home sector.

15,000 copies are distributed free of charge by direct mail to owners/proprietors throughout all of England and Wales. providing you with a cost effective way to promote your business.



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# MISSION STATEMENT

Our mission is to continually improve both our products and services to meet customer and readership needs, and produce respected and quality publications with openness, honesty and integrity. This will allow RBC Publishing to grow and prosper. Fundamental to achieving success for the company are our core values:

- **PRODUCTS** - Our number one priority, we aim to provide the best, continually developing to suit market and customer requirements, better and faster than any of our competitors.
- **PEOPLE** - Our team are our source of strength and key to our success, providing corporate intelligence which will determine our achievements and reputation.
- **CUSTOMERS** - The focus of everything RBC Publishing does. With our customers in mind we will listen, advise and act, striving to provide complete satisfaction
- **PROFITS** - The ultimate measure of how efficiently we provide our customers and readers with the best products and services to suit their requirements. Profit will enable us to survive, develop, improve and grow.

# FEATURES

**The Carer** includes a number of regular editorial features, in addition to informative news items relevant to the industry.

For advertisers we aim to ensure that your message is delivered within the relevant editorial section to ensure the best possible response from our readers.

**These include:**

- **EQUIPMENT** - advice on specialist equipment, disability & mobility products.
- **TECHNOLOGY** - advice on all aspects of IT, management and software packages
- **REFURBISHMENT** - all aspects of interior design, furniture, flooring, heating.
- **HEALTH, SAFETY, FIRE AND SECURITY** - all aspects of fire safety, alarms, smoke alarms, nursing call systems, safety equipment.
- **HYGIENE & INFECTION CONTROL** - kitchen, bathroom, laundry and sluice room organization.
- **TRAINING, HR & RECRUITMENT** - all aspects of recruitment, agency recruitment, training, qualifications, retention
- **PROPERTY, FINANCE & PROFESSIONAL SERVICES** - all aspects of buying selling businesses, legal & accountancy advice, funding, insurance, and legislation compliance.



# DISPLAY ADVERTISING

**The Carer** offers friendly help and guidance in planning campaigns from well trained sales representatives who are keen to help you develop business by promoting to 15,000 nursing, care and residential homes.

Display advertising allows you to place your advertising around our editorial - whether you want to launch a new product, service, generate a response, or increase and maintain awareness of your brand, display advertising is the ideal solution.

Competitive advertising rates and discounts for sales campaigns are available.

In addition, for display advertising, **The Carer** offers a free artwork and design service from our professional studio.

# COLOUR SEPARATIONS

**The Carer** always tries to include the latest in industry developments, new products and services.

**The Carer** offers the option of 100-150 words company editorial, a full colour photograph and reader enquiry details to promote your company. These can be placed on the relevant feature or on the Product Portfolio feature, which includes sections relevant for your latest products such as:

**DISABILITY & MOBILITY  
TECHNOLOGY  
SAFETY  
HYGIENE  
FURNISHINGS  
EQUIPMENT  
BATHROOMS  
LAUNDRY SYSTEMS**

as well as features on the latest trade shows and industry exhibitions.

# ADVERTISING RATES

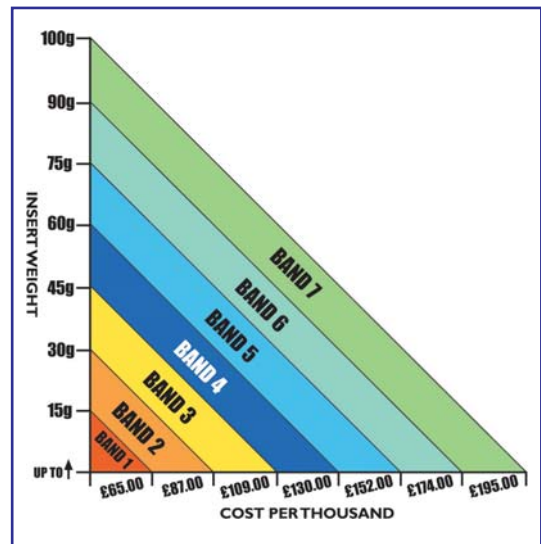
Full page	£1300		
Half page	£700		
Quarter page	£375		
Eighth page	£200		
Single column cm	£6.50	Series discount	10% off on 6 insertions
Colour Separation charge £95 for all areas		VAT	All prices exclude VAT at standard rate

# INSERT RATES

- All inserts will be weighed prior to insertion.
- Inserts must be supplied folded, to a maximum size of A4.
- Payment may be requested in advance (Subject to RBC's discretion).
- Inserts can be distributed to single areas if required.

Up to...	Price per Thousand
15 gm	£65.00
30 gm	£87.00
45 gm	£109.00
60 gm	£130.00
75 gm	£152.00
90 gm	£174.00
105 gm	£195.00

Above 105 gms - Price available on application



VAT: All prices exclude VAT at standard rate

# TECHNICAL DATA

## SENDING FILES

You may send files by email direct to us at:-

**sales@thecareruk.com**

Always include the Invoice/Order number in correspondence.

Alternatively you can supply files on CD.

Please enclose a printed proof of your advertisement as reference.

Files should be sent in the following formats.

### Text:

Text should be either included in the email or sent as a attachment in Word format.

### Graphics:

All pictures/logo's must be sent as either **JPG**, **TIF**, or **PDF** files.

All images should be a minimum of 300dpi to ensure press quality.

Please ensure all fonts are included with PDF, Quark, Illustrator and FreeHand files.

All copy should be received by the 2nd of the month of publication.

## Column Widths (mm)

1	2	3	4	5	6	7	8
31	66	100	135	170	204	239	274

### Full page:

Printable Area: 37cm deep x 8 columns wide

Edge to Edge: 395mm deep x 290mm wide.

(Please add 5mm bleed)

### Half Page:

170mm deep x 8 columns wide

or 370mm deep x 4 columns wide

### Quarter Page:

170mm deep x 4 columns wide



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