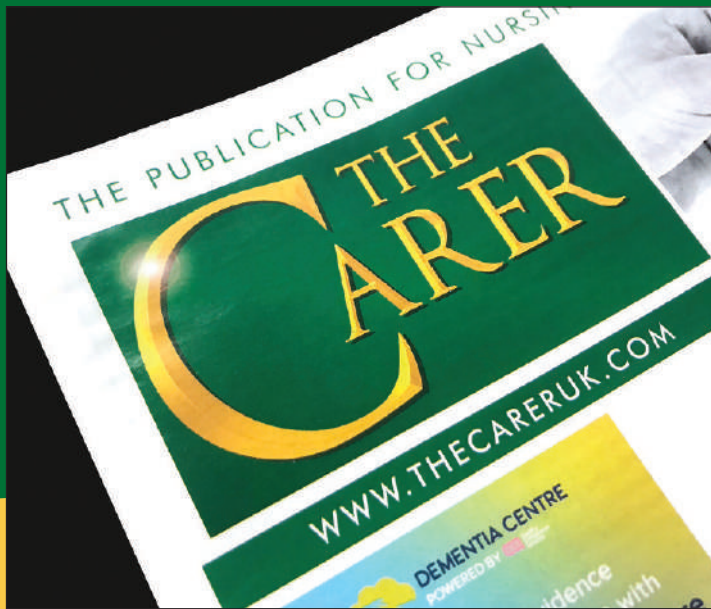




It's not what we do...

...it's what we can do for you.

MEDIA PACK



The Carer is a one-stop trade and digital publication for the independent nursing and residential care home sector.

Each edition includes the latest:

- ✓ Social care sector news
- ✓ In-depth professional comment and practical advice
- ✓ A range of suppliers, products and services to enable operators to increase quality of care and efficiency
- ✓ Market insight and current trends
- ✓ In-depth tailored features
- ✓ In fact, everything to help a busy operator manage their business!





We put you, your brand, your products and your services in front of sector relevant buyers through multiple routes to market:

**15,000**

copies distributed bi-monthly

and

**20,000**

distributed each week digitally

to

**BUYERS**

in the independent  
nursing and residential  
care home sector

Including

**Managing Directors  
Business Owners  
Purchasing Managers**



DIRECT-MAIL PRESS ADVERTISING



WEEKLY DIGITAL EDITION



WEBSITE ADVERTISING



EMAIL MARKETING



SOCIAL MEDIA MARKETING



TRADE EVENTS

Our aim is to help you by using cross-media marketing to put your clients in front of as many potential buyers as possible.

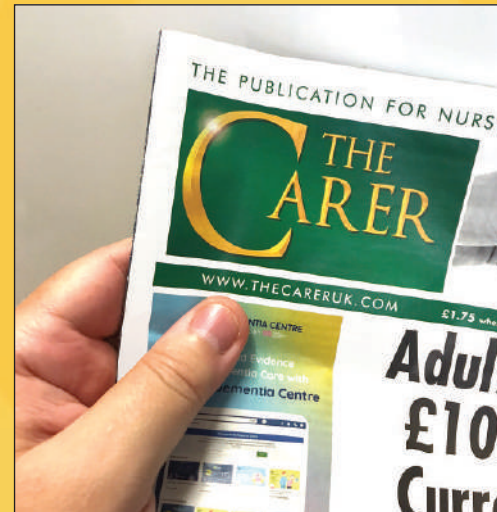


# THE POWER OF PRINT

Print media works! It is still the most trusted advertising medium of all.  
Print media allows for high-level target marketing.

- Advertising in print builds brand, and increases over all campaign effectiveness - it can increase return on investment by up to 3 times, and increase overall effectiveness of an advertising campaign by over five times.
- Print media builds up loyal and long-standing readership, helping to enforce an advertiser's message.
- Print media holds readers attention

\*Benchmarking for Newsworks.



“A man who stops advertising to save money is like a man who stops a clock to save time.”

**Henry Ford**

# THE POWER OF DIGITAL

Digital media is an effective way of marketing your business in a highly accessible platform.



## WEEKLY DIGITAL EDITION

Distributed to a database of 20,000 opt in industry professional recipients, The Carer Digital is the only weekly digital title for the care sector.

- ✓ Latest industry news
- ✓ In-depth thought led articles from industry professionals and organisations
- ✓ Comprehensive selection of products and services

**...every week**



## WEBSITE

Our website [www.TheCarerUK.com](http://www.TheCarerUK.com) is a dedicated portal for the busy care and nursing sector and is updated with news, views, products and professional comment throughout the day, each day.

Businesses can also be listed in our Products & Services section.

## DIGITAL NEWSLETTER

Our digital newsletter is emailed out twice weekly to a database of 20,000 opt-in recipients.

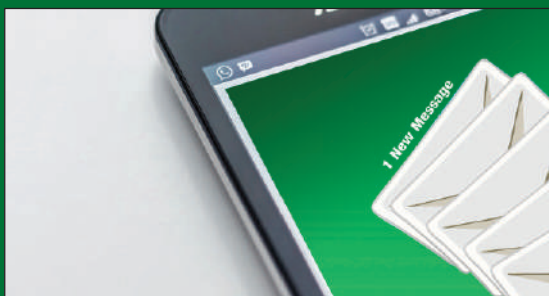
Including highlights of all the latest news, products and developments as featured on our website.



## EMAIL MARKETING

The Carer can utilise email marketing on your behalf to retain customers and drive repeat business.

We collaborate with you to develop business offers, specials, updates and deals to keep the potential buyer interested and coming back.



## SOCIAL MEDIA

We use multiple platforms of social media to keep content frequently updated and respond and engage with consumers on behalf of your business to strengthen the current customer relationship, and to solidify potential ones who want to do business with you.



On average\*, each month  
our website attracts:-

**51,500**

visits  
with over

**650,000**

page impressions

equating to each visitor reading

**13**  
pages

Our digital edition is distributed  
weekly to approximately:-

**20,000**

opt in industry professionals

Our digital newsletter is  
distributed twice-weekly  
to approximately:-

**20,000**

subscribers

\*Figures from January - December 2021



# FEATURES

## REGULAR FEATURES

Catering for Care • Cleaning, Hygiene & Infection Control • Dementia Care  
Education & Training • Furniture & Furnishings • Laundry Solutions • Nurse Call & Falls Monitoring  
Property & Professional • Recruitment • Technology & Software

### JAN/FEB 2024

Care Home Insurance  
Energy Solutions  
Floors & Floorcoverings  
Medication Management  
Nutrition and Hydration  
Pressure Care

### MAR/APR 2024

Accessible Bathing  
Cyber Security  
Fire Safety  
Lighting Solutions  
Outdoor Spaces  
Sensory Care

### MAY/JUN 2024

Continence Care  
Interactive Entertainment  
Kitchen Design & Equipment  
Medical Aids  
Patient Handling & Moving  
Payroll Solutions  
Uniforms & Workwear

### JUL/AUG 2024

Continence Care  
Dysphagia & Nutrition  
Energy Solutions  
Fire Safety  
Odour Control  
Outdoor Spaces

### SEP/OCT 2024

Assistive Technology  
Kitchen Design & Equipment  
Medication Management  
Outdoor Spaces  
Uniforms & Workwear  
Waste Management

### NOV/DEC 2024

Accessible Bathing  
Cyber Security  
Energy Solutions  
Floors & Floorcoverings  
Lighting Solutions  
Patient Handling & Moving



## PRINT & DIGITAL EDITION ADVERTISING RATES

<b>Full page</b> (274mm wide x 370mm tall )	<b>£1500</b>
<b>Half page</b> (274mm wide x 170mm tall or 135mm wide x 370mm tall)	<b>£825</b>
<b>Quarter page</b> (135mm wide x 170mm tall)	<b>£450</b>
<b>Eighth Page</b> (135mm wide x 90mm tall)	<b>£250</b>
<b>Advertorial charge</b> (100-250 words)	<b>£150</b>

**Series discount:** 10% off on 4 insertions

Options including tailored supplements, wraps and spreads are available on request

## INSERT RATES

*Price per Thousand on Application*

- 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.



**VAT:** All prices exclude VAT at standard rate

## WEB ADVERTISING RATES

<b>Banner on Front Page of Website</b> (580px wide x 80px tall)	£450 for 3 months £900 for 6 months £1600 for 12 months
<b>Button Advert on sidebar on every page of website</b> (125px square)	£450 for 3 months £900 for 6 months £1600 for 12 months
<b>Sidebar advert on every page of website</b> (300px wide x 125px tall)	£800 for 3 months £1500 for 6 months £2500 for 12 months
<b>Product and Services News Entry</b>	£300 for 3 months £500 for 6 months £900 for 12 months

## E-NEWSLETTER ADVERTISING

Costs quoted are for a four week period, sending 2 e-newsletters a week (8 in total) to approx 20,000 subscribers

<b>Banner</b> (80px high x 580px wide)	<b>£500</b>
<b>Button Advert</b> (125px square)	<b>£400</b>
<b>Product News entry, linking to full entry on website</b>	<b>£300</b>

## COMBINED ADVERTISING

(4 week period on both website and newsletter)

<b>Banner</b> (80px high x 580px wide)	<b>£650</b>
<b>Button Advert</b> (125px square)	<b>£500</b>

## DEDICATED E-SHOT

Sending to approx 20,000 subscribers.

*Price on Application*

## CONTACTS

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