

Rate Card 2018

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Public Policy Projects



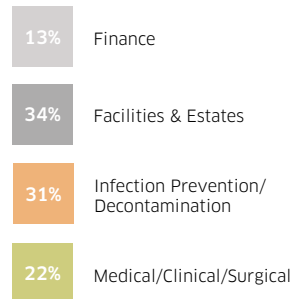
Providing news,  
influencing decisions  
and generating leads

**hospital times**  
incorporating hospital matters

Hospital Times is a printed title that provides a cost-effective and meaningful route to decision makers and influencers in NHS and private hospitals across the UK. Your news regularly shared online with a print option too.

Our highly experienced editorial and commercial teams have cultivated strong relationships with the NHS, blue chip healthcare companies and major event organisers across the globe. These relationships are the backbone of our digital platform and corresponding bi-monthly magazine. With insightful editorial, pertinent interviews, useful case studies and informative product news, we are firmly established as the go-to resource which is appreciated by an audience of senior healthcare practitioners and professionals.

## Readership data



Item	Format	Price
<b>House Journalism</b>	Print/Online	POA
<b>Advertorial</b>		
300 words / 1 image	Print/Online	£295
450 words / 2 images	Print/Online	£595
700 words / 3 images	Print/Online	£895
Product Launch or Case Study / 3 images	Print/Online	£995

Item	Format	Price
<b>Print advertising</b>		
1/2 page	Print	£950
Full page	Print	£1650
Cover positions (OBC/IFC/IBC)	Print	£1900
<b>Digital</b>		
Website banner-1 month	Online	£495
Monthly Hospital Times newsletter banner	Online	£495

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## THE PREMIUM PACKAGE - £30,000

We are delighted to share our annual premium package for your consideration. This reflects what we believe to be the best combination of marketing tools to communicate your message, using multiple mediums and networking opportunities to create insight and influence. However, we are always happy to discuss customised packages to suit more tailored campaigns. Simply call us to find out more.

This premium package brings together the following components from all elements of our portfolio:



Public Policy Projects

Subscription to both the Health and Care Network and Local Government Network.

**Benefits of these subscriptions comprise:**

- LaingBuisson Health Markets and Care Markets magazine subscriptions
- Access to the PPP Policy Library
- Invitations to our full breakfast series with high profile thought leaders including Rt Hon. Jeremy Hunt MP, Sir Andrew Dilnot, Dame Sally Davies amongst others

**Add-on** - if required, PPP also offer retained advisory and bespoke consultancy projects on a one-off or ongoing basis. Please enquire for fees and further details.



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A variety of content hosted on the ever-dynamic, AI-driven acj website, comprising:

### 12 Thought Leadership Articles

These thought leadership articles are drafted in collaboration with the sponsor partner and edited by our expert team. We advise one article per month to maximise the impact of this annual package, but alternative options can be discussed.

### Online Advertisements

- Advertisement in news article, one per month for 12 months
- Page advertisement, one-month exclusive

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Utilising a strong mix of digital and print, the premium package also offers you the following benefits with Hospital Times:

### Editorial Content

- Two interviews with your nominated spokesperson for use as Interview of the Month in print and online
- Four full page articles either drafted by you, or in collaboration with you and then edited by our expert teams.

### Advertisements

- Six full page display adverts, one per issue
- Four different banner adverts, one per quarter on a web page of your choice



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