

# Nursing Times

MEDIA INFORMATION 2012

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# Brand overview

**Nursing Times** is the leading source of nursing news and practice for nurses in the United Kingdom. The magazine and its website [nursingtimes.net](http://nursingtimes.net) publish original nursing research and clinical articles to help nurses at all stages in their career improve their practice.

Nursing Times has been redesigned and reshaped, after in-depth communications with nurses throughout the UK. In response to their feedback, we've added more accessible clinical content, more accessible news sections, more opinion and additional career advice and stories from inspiring nurses. We've also launched The Nursing Times Leadership Academy, to give nurses with staff management responsibilities support in their roles.

In addition, the magazine features clinical supplements covering four main areas of practice - infection control, respiratory, continence and wound care.

Nursing Times is a must-read for nurses who are serious about improving their practice and developing their careers and those of their staff.



**Nursing Times Awards 2012**

**89%** of subscribers think *Nursing Times* is good at keeping them in touch with what is going on in nursing\*

**75%** of subscribers trust what they read in *Nursing Times*\*

**75%** of readers think *Nursing Times* has quality news and practice information\*

# Nursing Times audience profile

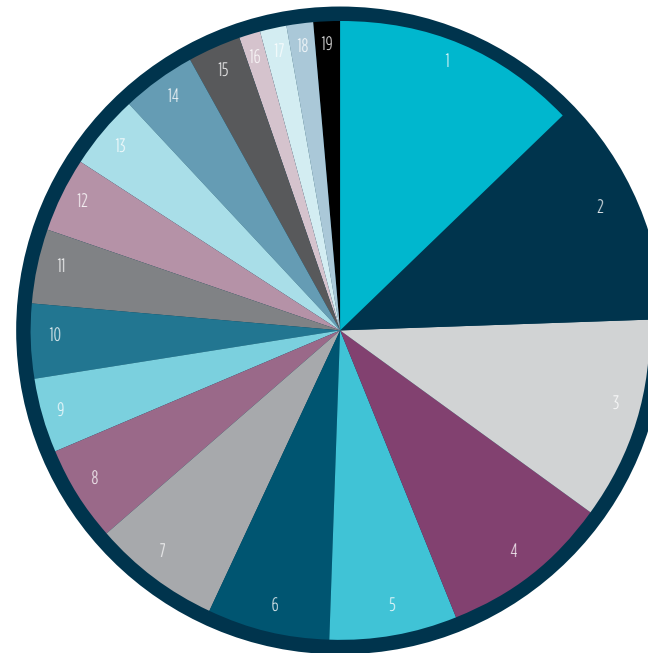
## Nursing Times circulation

With a weekly circulation of 19,795<sup>1</sup> per week and a readership of 70,000+<sup>2</sup>, *Nursing Times* reaches nurses of all specialties, in all types of organisations throughout the UK. Latest readership survey figures<sup>2</sup> highlight the importance of *Nursing Times* to the nursing sector:

- **87%** of subscribers rated the publication as useful<sup>3</sup>
- **89%** of subscribers read every issue always/often<sup>3</sup>
- *Nursing Times* subscribers are represented in key nursing specialties<sup>3</sup> (see pie chart opposite)
- A quarter of readers have overall purchasing responsibility for their organisation<sup>3</sup> (see table below)

Areas of purchasing responsibility			
Computer products/services	18%	IT	18%
Consultancy	5%	Legal services	2%
Continence products	28%	Other medical/surgical products	57%
Drugs/pharmaceuticals	28%	Staff/human resources	38%
Health & Safety	30%	Tissue viability products	31%
Hospital furnishings	35%	Training/education/learning	51%
Hotel services	10%	Wound care products	46%
Infection control products	40%		

## Key nursing specialties



- 1 Community **10%**
- 2 Mental health **9%**
- 3 Care of the older person **8%**
- 4 Acute medicine **7%**
- 5 Surgical **5%**
- 6 Accident & emergency **5%**
- 7 Critical care **5%**
- 8 Cancer care **4%**
- 9 Paediatrics **3%**
- 10 Theatres **3%**
- 11 Orthopaedic **3%**
- 12 Palliative care **3%**
- 13 Cardiac care **3%**
- 14 Respiratory care **3%**
- 15 Public health **2%**
- 16 Midwifery **1%**
- 17 Infection control **1%**
- 18 Continence/urology **1%**
- 19 Tissue viability **1%**

Source for charts:  
Fusion Communications report 2008

1. ABC (Jan-Dec'10) 2. Publishers Statement 3. Fusion Communications report 2008

# Print advertising & sponsorship opportunities

**Display advertising** – double page spread, full page, half page and quarter page.

*Full page £2,893, half page £1,703, quarter page £1,029*

**Inserts** – both stitched and loose available. *Investment from £2,000*

**Roundtable** – exclusive sponsorship of a roundtable session focusing on a special subject. *£POA*

**Sponsored surveys** – exclusive sponsorship of a survey covering a specific theme. *£POA*

**Sponsored supplements** – solus sponsor of a *Nursing Times* bound-in supplement. *Investment from £20,000*

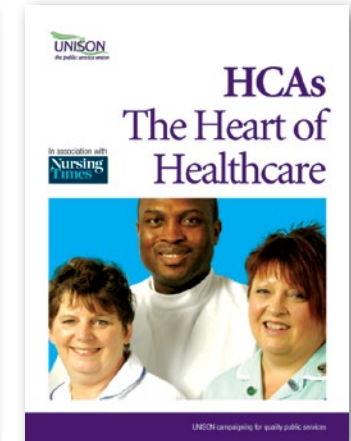
**Sponsored columns** – editorial inclusion in *Nursing Times* by providing an objective article that recognises the author and sponsoring company. *£POA*

**Sponsored Pocket Guides** – a *Nursing Times* branded 12-page Pocket Guide booklet, co-produced with the sponsor, on a specialist clinical area of choice. Pocket Guides are bound into the magazine, branded “in association with” sponsor, and advertised in full page colour on the inside front and outside back cover of the pocket guide. *Investment from £16,000*

**Sponsored Wall Charts** – an exclusively endorsed *Nursing Times* Educational Wall Chart on a subject area of sponsor’s choice. Wall Charts are a perfect way for sponsors to endorse best practice. *Investment from £6,000*



▲ Sponsored supplements (showing sponsor logo)



▲ Sponsored pocket guide



▲ Full page display advertisement

Please contact James Priest on 020 7728 5238 or [james.priest@emap.com](mailto:james.priest@emap.com) for more information on the above sponsorship opportunities

# Nursingtimes.net site and email advertising

Nursingtimes.net is the UK's largest nursing website and the largest in the world outside of the USA. The site supplies our audience with the latest news, over 5,000 clinical articles and a range of online CPD units.

**Unique Users: 300,950<sup>1</sup>**      **Page Impressions: 870,650<sup>1</sup>**  
**Registered Users: 226,640<sup>2</sup>**      **UK Traffic: 70%**

Standard advertisement formats			
Targeting	Creative	CPM	Suggested campaign size 50,000 Pls
Run of site	MPU	£45	£2,250
	Leaderboard	£40	£2,000
	Skyscraper	£30	£1,500
Clinical Practice	MPU	£55	£2,750
	Leaderboard	£50	£2,500
	Skyscraper	£40	£2,000

Email advertising			
Email type	No. of recipients	Frequency	Rates
Daily news	30,000	Daily	£2,000/week
Channel newsletter	20,000 (avg)	Weekly	£3,800 per month
Solus email	Up to 90,000	3 per week (max)	£1,500 first 1,000 + £350 per additional 1,000

**Additional targeting options:** Channel specific and geo-targeting are available on request.

**Non-standard advert formats:** Overlays, page peels, video creative and expandables are available on request.

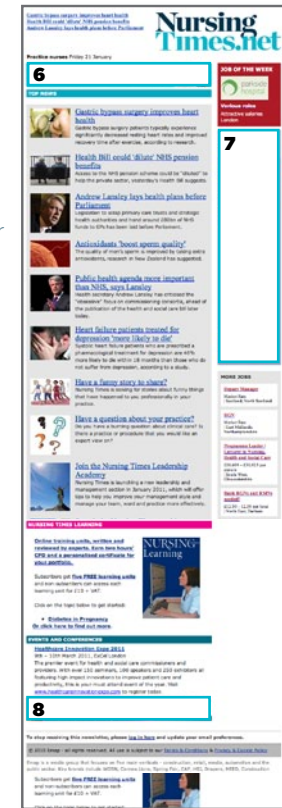
**Nursing Times Mobile:** A banner ad at the top of the mobile site: £POA

## Site advertising



1. Leaderboard
2. Top MPU
3. Skyscraper
4. Bottom MPU
5. Bottom Leaderboard
6. Top banner
7. Skyscraper
8. Bottom Banner

## Email newsletter



## Mobile banner



## Solus email



Source: 1. Webtrends (Jun - Nov 2011) 2. Webtrends (Nov 2011)

# Clinical channel sponsorship, e-learning & webcasting

## Clinical channel sponsorship

Sponsorship of one of our targeted clinical channels provides you will all ad units on the page (see site advertising page) and the ability to target niche nursing groups.

Duration	Added value	Rate per month
1 month		£2,000
3 months +	Client info box	£1,800
6 months +	Client info box + 6 week e-newsletter	£1,700
12 months +	Client info box + 6 week e-newsletter + 2 x solus email	£1,600

## E-learning

Sponsorship of pre-existing or bespoke online CPD units for nurses

Pre-existing unit	£7,000/6 months
Commissioned unit (bespoke)	£15,000/6 months

## NursingTimesTV

Live and on-demand webcasting for all nurses

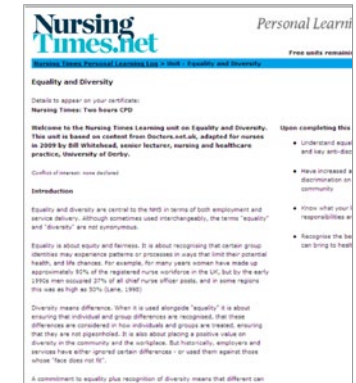
Live audio webcast with slides	£3,000
On-demand video interview	£5,000
On-demand video case study	£8,000
Live video studio webinar	£15,000
On-location live video webinar	£25,000

**NEW! Case study-led lead generation:** Prices from £50 CPL.

### ▼ E-learning sponsorship



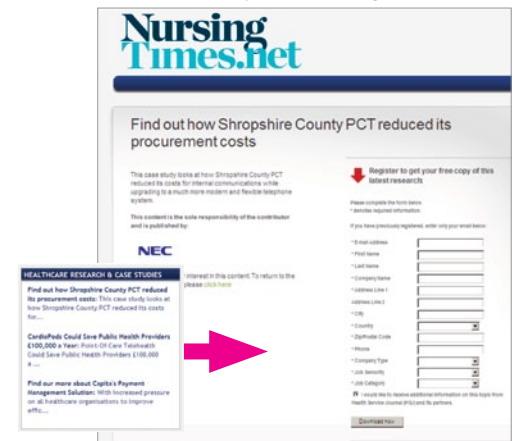
### ▼ E-learning sponsorship



### ▼ NursingTimesTV



### ▼ Case study-led lead generation



Please call James Priest on 020 7728 5238 or email james.priest@emap.com for more information

# Nursing Times – more than a magazine and website...

## Nursing Times Awards

The Nursing Times Awards exist to ensure that individual nurses or teams are both recognised and rewarded for work that raises the standard of nursing practice and health care in the UK. The awards also raise the profile of the profession, highlighting the quality of work being undertaken by nurses in all specialities and settings.

**Please contact James Priest on 020 7728 5238 or [james.priest@emap.com](mailto:james.priest@emap.com) for more information.**

## Nursing Times Conferences

Nursing Times Conferences tackle the critical issues in nursing today. They deliver insight, practical guidance and an independent voice to the senior nurses that attend. As such they represent an excellent opportunity to reach an audience of the UK's leading nurses with your message. Please visit [nursingtimes.net/events](http://nursingtimes.net/events) for a full list of forthcoming conferences and events.

**Please contact Ceyda Djemal on 020 7728 3742 or [ceyda.djemal@emap.com](mailto:ceyda.djemal@emap.com) for more information.**



# Specifications

## Print specifications

### Display page areas (height x width)

#### Full page

Type area: 275 x 195mm  
Trim: 297 x 210mm  
Bleed: 303 x 216mm

#### Half page

Landscape: 125 x 195mm  
Portrait: 260 x 90mm

#### Quarter page

125 x 90mm

#### Double page spread

Type area: 275 x 380mm  
Trim: 297 x 420mm  
Bleed: 303 x 426mm

### Production specifications

CMYK only. No spot colours.  
Digital files as high res PDF to pass4press standards on email or FTP.

Image resolution 300 dpi. All high res images must be embedded within the file. Do not use OPI settings.

### Booking deadlines

For weekly issue:  
10 days prior to publication.

For supplements:  
2 weeks prior to publication.

## Contact

### Advertising Sales Manager

James Priest  
020 7728 5238  
james.priest@emap.com

### Senior Sales Executive

Louise Collings  
020 7728 4594  
louise.collings@emap.com

### Sales Production

Jo Lambert  
020 7728 4110  
jo.lambert@emap.com

## Web specifications

### Site advertising

	AD POSITION	Width in pixels	Height in pixels	File size*
Slot 1	Top leaderboard	728	90	40k
Slot 2	Top MPU	336	280	40k
Slot 3	Skyscraper	160	600	40k
Slot 4	Bottom MPU	336	280	40k
Slot 5	Bottom leaderboard	728	90	40k

Banners running on newsletters can only be GIF/JPEG format

### Newsletter advertising

	AD POSITION	Width in pixels	Height in pixels	File size*
Slot 1	Top banner	468	60	30k
Slot 2	Skyscraper	160	600	30k
Slot 3	Bottom banner	468	60	30k

### Mobile advertising

AD POSITION	Width in pixels	Height in pixels	File size*
Top banner	320	50	40k

\* Initial downloads only

### Guidelines

- Files must be no larger than 40K (larger files will be slow to download to viewers)
- All files should have a target URL supplied for the advert to link to
- Where a white background is used a border must be present
- Sound must be user-initiated (on click)
- Video must be user-initiated (on click)
- Emap reserves the right to refuse ads due to design/editorial content
- Emap requires 24/78 hours notice to set files on site

All files should be emailed to [adops@emap.com](mailto:adops@emap.com)

### Accepted file types

Static GIF / JPEG .GIF, .JPEG  
Animated GIF .GIF  
Flash .SWF  
video files .WMV, .AVI, .MOV

Video spec sheet available

3rd party redirects

### Animation length

Maximum time: 30sec  
Maximum rotations: 5

### Expanding banner

Close button on non expanding portion "Close X"

### Flash banner specifications

So our adserver can count clicks on the ad the following needs to be added to the flash file.

- Build to Flash Version 8
- Create a transparent button covering the clickable area
- Apply the below action script to the button:  
on (release)  
{  
getURL(\_root.clickTAG, "\_blank");  
}  
4 Provide a .GIF version of the banner for users that can't view Flash files  
5 Send us the final .SWF and .GIF files with the corresponding click-through URL

**Nursing  
Times**

**Nursing  
Times.net**

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