

# FAST FACTS

## PracticeBusiness

### FREQUENCY

Bi-monthly

### CIRCULATION

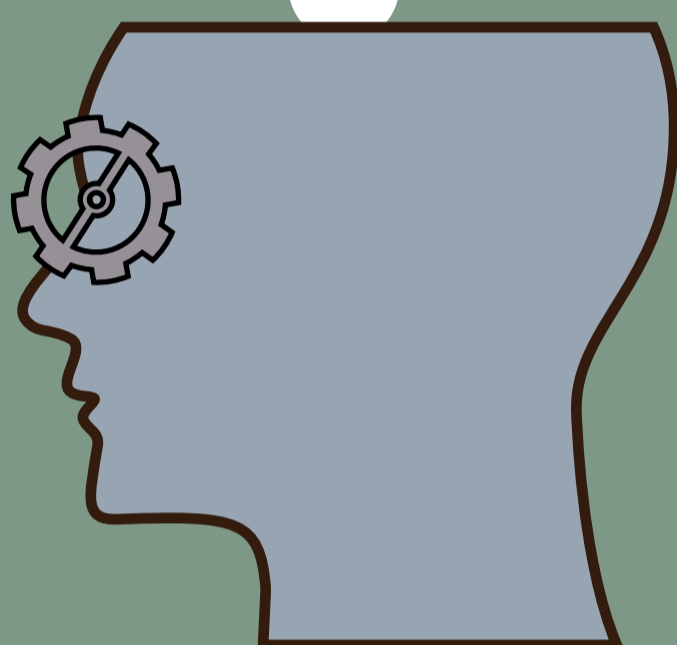
8,500

### ESTABLISHED

2005

### READERSHIP

Practice managers and GP partners

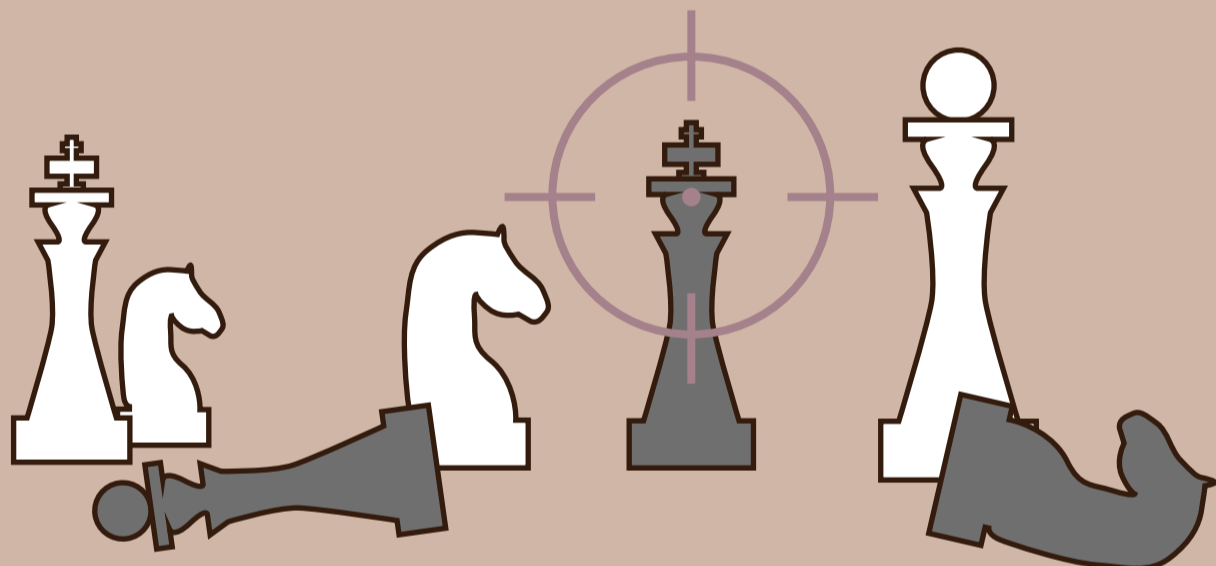


### The sector

The health sector is changing. Patients are living longer; there are more and better treatments available; but the health budget is finite. New care models are emerging, models that encourage practices to work collaboratively with other healthcare professionals, and practices are responding and expanding.

### The audience

Practice Business is carefully targeted to benefit the key decision makers in medical practices.



### Our team

Our people make us what we are. Unique, talented and innovative individuals they in turn deliver marketing solutions which break the mould and go that extra mile. You couldn't be in safer hands!

### Our strategy

Engaging and relevant content to ensure our pages are read, regularly and intently, which in turn guarantees that your marketing message is being seen and absorbed.

### Our USPs

- We lead with content
- Maximum 30% advertising
- All original, independent content
- Offering cross platform marketing solutions

### What we do for them

We provide relevant and tailored information, case studies, news and ideas that help general practice managers and partners to navigate the changing landscape of health, manage growing sector expectations and achieve better patient outcomes. Content is delivered across a range of media so that our audience can choose how they access it.

### What we can do for you

Practice Business can guarantee you the eyes and ears of general practice managers and partners across the UK. This effectively makes us the perfect platform from which to communicate effectively to the financial decision makers in health.

