

DIGITAL MARKETING

PracticeBusiness

We have a very strong online presence, through our website, e-newsletters and Twitter. The Practice Business website is a fantastic web platform offering enhanced content on a daily basis; it's all requested by our readers and that's why it's well received and well read! Practicebusiness.co.uk is a daily staple for practice managers, offering daily news that's relevant and filtered to their roles, filled with resource articles, blogs and comment pieces as well as discussions and advice.

We currently attract over 6,000 unique visitors to our website a month, over 1,500 followers on Twitter (and rising) and an email subscriber list of more than 5,000 – an enormous amount of traffic for this market!



GO TO →

Links not working?

Try downloading the PDF and opening in Adobe Acrobat.

SPONSORED INCLUSIONS ONLINE

Whether it's a sponsored news story, an advertorial strategically positioned within the news pages, a sponsored blog or resource article, these inclusions are information-led, thought leadership pieces that will ensure maximum content syndication. A topic written by or in association with you, which offers the reader meaningful and relevant information on a specific topic, is something that works extremely well at positioning the organisation as a thought leader and specialist in the field.

A strapline can be incorporated at the bottom of the article to ensure the reader clearly associates your brand with the useful and interesting thought leadership content the article covers. It ensures we include topics close to your agenda, it presents you as an expert in the field and there's lots of value to be had when working with our wonderful editorial team. They can be a key part of any campaign and are at their strongest when they support other inclusions like a magazine advert.

Sponsored: Blogs

We publish sponsored blog posts authored by everyone from readers to policy-makers. It can be an interview, an overview or an opinion piece relevant to your marketing campaign. It's a great way to engage with our audience. Sponsored blogs are usually 400-500 words and allows you to get your message across whilst presenting your team as experts in the field. Our website gets 6,000 unique hits a month which is a significant number within this niche space!

Rate card:
£1,089 - Includes writing & hosting
£895 - Hosting only

Sponsored: Resource Articles

A topic written by or in association with you, offering the reader meaningful and relevant information on a specific topic. This concept is something that works extremely well at positioning the organisation as knowledgeable and immersed in the field. A strapline can be incorporated at the bottom of the article to ensure the reader clearly associates your brand with the useful and interesting content the article covers. It ensures we include topics close to your agenda, it presents you as an expert in the field and there's lots of value to be had when working with our talented editorial team.

Rate card:
£1,276 - Includes writing & hosting
£996 - Hosting only

Digital case study

This is an extremely effective way to get company messages and services in front of our readers. Giving the perspective of a practice manager, our dedicated editorial team brings to life each interview and allows you to promote services in a meaningful and interesting way. Case studies are one of the most read parts of our website, so these guarantee good exposure, and what better way to get your message across than through the voice of a practice that has enjoyed a positive experience when working with you? As our readers put significant value on peer-led information and recommendations, case studies are particularly effective.

Rate card:
£1,276 - Includes writing & hosting
£996 - Hosting only

EMAIL MARKETING

We send our weekly e-newsletter to over 5,000 subscribers who have opted in to receive it – this updates them on the latest news occurring in the sector; all our digital mediums are heavily subscribed to.

Direct Solus Emails

How important is it to have an email that works? Whilst email is an excellent method of driving response, it's also important that your message is conveyed in a way that ensures that it's relevant and stands out in a crowded inbox. Our team is hand to help you do just that. Emails sent out to a database of our readers who have agreed to receive promotional messages from us – currently around 5,200 subscribers. We buck industry averages with open rates of 32% and CTR of 9% on average. This is due to the fact that our subscribers trust us to deliver information that is relevant to them. Perfect for when you want to receive a direct response, say for a competition or promotion - it can be a key part of any campaign and is at its strongest when it supports other inclusions like a magazine advert or website marketing.

Rate card:
£1,364 per email

Hot news sponsorship

Hot News is our flagship email, and as such generates a lot of interest. Of all the emails we send these generate the highest response rate (open 35%-45%, click-through 11.5%). We can combine advertorial messages or adverts in this form, wrapping your marketing around our must read content. As with direct emails we have a total email population of 8,000 and 5,200 are dedicated practice managers or GP partners. This offers extra gravitas as the main bulk of this email will be our news, always eagerly read by our audience.

RATE CARD:
£595 per inclusion

Social networking: Twitter publicity

Our use of social media, encompasses a large but relevant network of people who have a stake in the health community. We use it to develop an ongoing conversation with our readers as their input is crucial to how we engage with them. We understand how they use social media, and how they increasingly use it to help shape their purchasing decisions. Tapping into the kudos of our twitter feed enables you to influence those decisions. The way people use the internet is evolving, so how we communicate with them needs to keep step, social networks are a gift to companies that want to engage with potential and current customers, they allow input and response in real time, something that just isn't present with other media. In this day and age it's a keystone of any successful campaign. Currently our twitter followers are in excess of 1,500.

Rate card:
£335 per tweet

Banner advertising & large web button advertising

Sponsorship banners on the Practice Business website offer strategic branding, helping you to tap into the kudos and goodwill generated by Practice Business's status with health purchasers. Our websites are the regular point of contact for our readers to keep in touch with the latest goings on that affect their roles as the decision-maker in a practice. As a result we generate around 6,000 unique users a month, the majority of them budget holders in health. The site provides an excellent platform for placing strategic messages and direct calls to action. Banner advertising acts like a sponsorship position allowing you to associate with and leverage the highly regarded content we deliver on our site. Button advertising sits alongside our compelling and original content, allowing your calls to action to be strategically placed for maximum exposure.

Rate card:

Leaderboard Banner: £1,156
Skyscraper: £887
Double Button: £585
Single Button: £385
MPU: £667

Highlight Box from: £386 (home page only) available to book for 3 days exclusively, or as one of our scrolling stories for up to 4 weeks.

*Prices are per month where not otherwise stated

Podcasts

Although they have been around for a few years, podcasts are a fantastic way to get noticed on the decision-makers radar. They can be listened to anywhere, on the way to work, at lunchtime, or when readers are relaxing and enjoying the magazine. We will conduct an interview with you on the subject of your choice and develop that into a podcast for distribution on our YouTube channel and website. This will be publicised online as a news story and on our twitter feed.

Prices available on request

Video hosting & podcasts

One of the largest growth areas on the internet has been the use of video, whether a viral or a corporate overview, it is a thoroughly engaging and extremely influential medium. It's a fantastic opportunity not just for generating a positive response, but also as a piece of strategic branding that gives the impression of a vibrant forward-looking company. We will host your videos on our website or yours. The video is not taken down and will be searchable. In the first month we will publicise the video with Twitter updates, hot news inclusions and a news story on our website.

Prices available on request

A Microsite that lives at:

<http://www.practicebusiness.co.uk/yourbrandforhealth>

A jointly branded microsite, visited by clicking through from Sponsorship banners on the Practice Business website. This will offer a collection of sponsored case studies, resource articles, blogs, videos etc. (updated fortnightly) we will have a host of people contributing, a practice manager / personality from your company etc...)

Rate card:
£1,890 - £6,850+vat (dependent on final specification)

All prices exclusive of VAT. Discounts available for multiple bookings.