



WHAT WE DO

The next pages have a lot of words. Like everybody, you're probably put off by words, but they're useful words and you should read them.

Failing that, there's a summary below.

Our readers need, fast, focused and filtered information that adds value

We target purchasers in the ever changing health sector

A vital source of information

Practice Business's audience has always been those dealing with business and financial management in general practice. At its inception we ensured that the only people who received the magazine were decision makers, purse string holders, practice leaders, GP partners and practice managers. *Practice Business* has long been a vital source of information, support, advice and guidance for those dedicated to primary care.

Fast, reliable and insightful

With such a wide-ranging and growing remit, practice leaders demand a focused publication that supports the decision makers role exclusively; that's what *Practice Business* delivers. Launched in 2005, the magazine champions leadership in the 21st century healthcare sector. Providing fast, reliable insight into general practice matters, along with informative content to assist in the effective running of practices, readers are kept informed and up-to-date.

Facilitating good communication

Our role is to facilitate good communication across what is acknowledged to be a key purchasing audience within the health sector. Our audience is by far the most important point of influence for health supplies and services. However, because they are extremely busy people with varied roles it's a difficult for suppliers to get their messages across without strong marketing vehicles. This is where our high-quality, focused publications come in.



Kings of content

Practice Business has always embraced new developments in an effort to improve the way our readers can enjoy our material. But there's one thing that we simply refuse to alter and that's the high-quality of our original content. Gimmicks may come and go but our targeted, informative editorial will always maintain the same high levels.

No outsourcing necessary

Unlike many of our competitors, our content is written or commissioned by our dedicated in-house editorial team, all of whom have extensive experience of the subject matter and a nose for the stories our readers want to know about. Our unrivalled editorial excellence means that rather than simply regurgitating the news of the day, we offer analysis and develop the latest events and trends into in-depth features dealing with the big issues that affect our target audience.



It's good to be different

The magazine works very differently to others in the market, it is a bi-monthly publication, filled with management content, specifically targeting those who manage the GP practice. Ours are market leading publications, very well received and respected within the general practice community. Because of our long standing in the sector, we have an immense and loyal readership – they read and interact with our magazine and websites regularly, so we know that they're a captive audience.