



healthandcare.scot

SCOTLAND'S HEALTH AND CARE NEWS CHANNEL

healthandcare.scot is Scotland's only news and information channel dedicated to covering health, social care and life sciences. Our **news website**, **social media platforms** and **online seminars** can help you reach our NHS Scotland and social care audience.

We publish **daily news reports, insights and interviews** from across health and care in Scotland, while our **Sector News** focuses on the providers, suppliers, researchers and professional groups behind health, social care and the life sciences sector in Scotland.

Our aim is simple: to help you tell the great stories of Scotland's health and social care sector.

HEALTHCARE NEWS SCOTLAND LIMITED

Registered address: 14 Rutland Square, Edinburgh EH1 2BD
Company No. SC616128

Email: editorial@healthandcare.scot

WE:

- Reach around 12,000 unique users every month via our news website:
 - we had 129,000 reads of 170 stories from January 2022 to the end of May 2022
 - some longer stories get up to 10,000 reads
- Reach more than 3,600 followers on Twitter (and growing fast) – with over 50,000 monthly impressions
- Reach up to 46,000 people through our Facebook page
- Reach 1,500 subscribers, twice a week, through our email bulletin direct to their inbox
 - The majority of subscribers work in the NHS, Government, local government and 3rd Sector
 - Over 20% of subscribers have the words ‘chief’ or ‘director’ in their job title.

WE CAN HELP YOU:

- Present your news and information to our audience
- Create permanent or temporary briefing pages that you can link readers and your stakeholders to
- Be part of one of our online events and interviews programmes
- By previewing, reporting and supporting your event or campaign as a media partner.

Contact our publisher: John Macgill

john@healthandcare.scot

07711 548672.

ADVERTISING

Advertising and Recruitment package from £350

- A news, insight or people article
- A full page advert that will stay searchable on the website until you ask for it to be taken down
- An illustrated link from the front page of the desktop website to the advert for one month
- An illustrated link to the advert in our subscribers' bulletin for one month
- Social media promotion on twitter, Facebook and LinkedIn as agreed with you for up to one month.

Sponsored Articles £250 each

- An article that we will help write and you sign off – marked as 'Advertorial' or 'Partner News'
- The advertorial will be 'pinned' to ensure it is one of the top six stories on the front page for one week
- The article will remain searchable on the website until you ask for it to be taken down
- Social media promotion of the article on twitter, Facebook and LinkedIn as agreed with you for one week.

Recruitment £50

- Be included on our jobs board, signposted from the front page, for a flat rate of £50 per role advertised.

Briefing Campaign from £1,200

- We will work with you to create a permanent or temporary section of our website, to brief everyone or just your targeted stakeholders on a key health and social care issue
- We will draft the content, find the references and source the right images
- You will then be able to choose if you want us to write a sponsored article on the main website linking to your briefing, undertake social media promotion, or simply share the link with your stakeholders and colleagues.

We reserve the right to decline any material that is offensive or undermines our editorial independence.

PARTNERSHIPS

Seminars, debates and conversations from structured mini conferences to one to one conversations with people on the front line – allowing the audience can add their own thoughts and questions

- healthandcare.scot will run a series of articles and reports ahead of and after each seminar
- we will be delighted to discuss sponsorship

Roundtables are developed alongside a partner organisation to focus discussion of an issue affecting the sector

- the meeting is invitation-only based on selecting the people who can bring particular insights to the table
- healthandcare.scot will write a detailed report on the roundtable and publish at least two associated interviews
- we will be pleased to develop your ideas into a roundtable, organise it, host it and report on what is said
 - A series of four roundtables of Scottish Care members were held around Scotland to allow a report on the findings to be submitted to the Scottish Parliament's care inquiry and a series of articles focusing on key issues to be published on healthandcare.scot

We offer a **media partnership** service for events and conferences of broad interest to our readers and subscribers:

- healthandcare.scot journalists will publish an agreed number of stories, interviews and reports before and after
- a healthandcare.scot journalist will attend your event to gather materials and tweet throughout
- we charge a nominal fee to cover our costs

BUSINESS SUPPORT

Our sister company is the health and care policy communications consultancy Ettrickburn www.ettrickburn.com

- the healthandcare.scot team supplies bespoke monitoring and research services to Ettrickburn clients
- we will be happy to discuss how the Ettrickburn or healthandcare.scot teams might support your work in Scotland