



# healthandcare.scot

*News and voices  
from Scotland's health and  
social care community*

## MEDIA PACK

Contact our publisher, John Macgill:  
[john@healthandcare.scot](mailto:john@healthandcare.scot) 07711548672

# ABOUT US

healthandcare.scot is Scotland's only news and information channel dedicated to covering health, social care and life sciences.

We reach an audience of **some 20,000** staff, researchers, leaders, and volunteers. each month.

 Advertise to our more than **2,000 highly engaged newsletter subscribers**  
- Our newsletter has an open and click through rate **double** the industry average

 Reach **key decision makers**

 Inform people who **might not read about you elsewhere**

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 John Macgill, editor/publisher  
 Frankie Macpherson, reporter  
 Esmé Pringle, reporter



# WHAT WE OFFER

The chance to **advertise job vacancies, training materials or research opportunities** on our:

## Homepage

The screenshot shows the homepage of healthandcare.scot, Scotland's Health and Care News Channel. The header includes the site name and a search bar. Below the header, there's a navigation bar with links like News, News Index, Insights, Sector News, Events, Jobs, Bulletin, and About Us. The main content area features several news articles, including 'NHS Scotland unveils plan to cut plastic packaging', 'Physical inactivity increasing threat to adult health', 'Nurturing health and unity across Scottish communities', and 'Job listing tweaks could boost care recruitment'. There are also images accompanying some articles. On the right side, there's a section titled 'Advertise Here' with the text 'Reach thousands of decision makers in Scottish health, care and life sciences' and a 'click for details' link. Below this, there's a 'Most Read' section with links to 'Turning policies into social care practice' and 'RSV vaccine rollout for Scotland to launch in August'.

## Stories

The screenshot shows a story page on healthandcare.scot. The main headline is 'Advisers kept in dark over care service plans'. Below the headline, there's a sub-headline 'Publicly owned, Publicly funded, Free at the point of use...' and a large image of a person in a wheelchair. The article text discusses the National Care Service Bill and the role of the Expert Group. There's a section titled 'Advertise Here' with the text 'Reach thousands of decision makers in Scottish health, care and life sciences' and a 'Click for more details' link. At the bottom, there's a section titled 'Common Weal and several other members have previously criticised the way the expert group has been set up...'.

## Twice-weekly newsletter



New visa rules could wipe out entire care teams



'Systemic change' needed for inclusive communication



MS rehab levels up with virtual reality games

### Advertise here!

Reach thousands of decision makers in Scottish health, care and life sciences

[Click for more details](#)

#### Care strike action

- Enable Scotland **care workers have announced strike dates**, beginning later this month.

#### Community child health services

- The Royal College of Paediatrics and Child Health has **urged the Scottish government and health boards to strengthen commu-**

# Packages from £150

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# WHAT WE OFFER

## Sponsored articles

A trusted partner in long term conditions care



by Chest Heart & Stroke Scotland

*This article is written as part of a promotional agreement between Chest Heart & Stroke Scotland and Healthcare News Scotland.*

## Conference coverage

“Relentless focus” on health inequalities



Neil Gray addressing the ALLIANCE conference in Glasgow.

## Research services



Scotland and Precision Medicines – Why not lead?

A White Paper

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