“LaingBuisson journals are a vital source of healthcare and social care news, analysis and opinion. They provide comprehensive coverage and are essential reading”

Professor Martin Green  CEO, Care England
### Online - Digital - Mobile - Print

LaingBuisson’s journals have been supporting clients to understand their markets, make informed decisions and deliver better outcomes by providing market intelligence for over 30 years.

Our three titles cover the UK and international healthcare and social care markets, drawing upon unique data and high quality journalism to deliver in-depth analysis of the sector’s stories, alongside contributions from key industry associations and sector experts.

**HealthcareMarkets UK**, **CareMarkets UK** and **HealthcareMarkets international** are the only independent monthly publications to focus extensively on bringing readers news, interviews and in-depth articles covering developments and trends in their respective markets. In addition, we also publish proprietary data tables on quality and finance and sector specific deals.

#### Forward Features Planner

<table>
<thead>
<tr>
<th>Month</th>
<th>HealthcareMarkets UK</th>
<th>CareMarkets UK</th>
<th>HealthcareMarkets international</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>NHS waiting times and backlogs</td>
<td>Homecare</td>
<td>Women’s health</td>
</tr>
<tr>
<td>March</td>
<td>Payor Groups (NHS, Self-Pay, PMI)</td>
<td>Care homes</td>
<td>Veterinary</td>
</tr>
<tr>
<td>April</td>
<td>Digital Health</td>
<td>Children’s services</td>
<td>Middle East</td>
</tr>
<tr>
<td>May</td>
<td>Diagnostics</td>
<td>Adult specialist care</td>
<td>CROs</td>
</tr>
<tr>
<td>June</td>
<td>Investing</td>
<td>Retirement housing</td>
<td>Asia</td>
</tr>
<tr>
<td>July</td>
<td>Dentistry</td>
<td>Investing/funding</td>
<td>-</td>
</tr>
<tr>
<td>July/Aug</td>
<td>-</td>
<td>-</td>
<td>Healthcare real estate</td>
</tr>
<tr>
<td>Aug/Sept</td>
<td>Clinics</td>
<td>Innovation</td>
<td>-</td>
</tr>
<tr>
<td>Sept</td>
<td>-</td>
<td>-</td>
<td>Dentistry</td>
</tr>
<tr>
<td>Oct</td>
<td>Regulation</td>
<td>Technology</td>
<td>Mental health</td>
</tr>
<tr>
<td>Nov</td>
<td>Staffing</td>
<td>Workforce</td>
<td>MedTech/Digital health</td>
</tr>
<tr>
<td>Dec/Jan</td>
<td>Women’s health/fertility</td>
<td>Regulation</td>
<td>Australia</td>
</tr>
</tbody>
</table>

N.B. Topics are subject to change

#### Contributors
Leading business journals

Healthcare Markets UK covers all areas of independent healthcare including hospitals, primary care, mental healthcare, cosmetic surgery, flexible staffing, private medical insurance, dentistry and IVF.

Care Markets UK covers the social care market including residential care, nursing care, adult specialist care, children’s services, childcare, housing with care, homecare, supported living and community care.

Healthcare Markets international GLOBAL covers industry trends, policy and regulation, technology innovation, cross border best practice, M&A, financial results, investor views, investment cases and people moves.

Membership

LaingBuisson’s Insight Membership can include single titles, two titles or all three journals together. Digital and print* options are available.

Membership includes:

• Unique content – news, market data and other content that you won’t find anywhere else
• Real insight – commentary from the sector’s leading trade associations including Care England, Independent Healthcare Providers Network and UK Homecare Association
• Online archive – over 14,000 searchable articles
• Supplements – including roundtable reports, cost surveys, policy supplements and infographics
• Weekly news alerts – complete with live links to all news stories and features
• Conference discounts – early-bird rates for delegate passes

* HMI is offered as a digital-only subscription
Readership

Readership is made up of senior level executives from healthcare and social care providers, as well as from organisations offering advisory services, including management consultants, accountants, lawyers, construction firms, banks and investors. LaingBuisson’s journals are also taken by the House of Commons library, the Department of Health (DH), the Care Quality Commission (CQC), the Independent Doctors Federation and a number of leading think tanks across Europe.

LaingBuisson News is an authorised source of Google news.

Our readership comes from:

- Healthcare/Social Care Provider
- Investor/Private Equity/
- Healthcare REIT
- Regulator
- National/Local Government
- Management Consultant
- Legal
- Property Consultant/Developer
- Financial Advisor
- Service Support
- IT

Monthly Readership Footprint

- UNIQUE NEWS SITE USERS p.a.
  - 1 million+
- EMAIL SUBSCRIBERS
  - 30,000+
  - 27% Open Rate

SOCIAL MEDIA

- 50,000+

Partnership Opportunities

Special Supplements

Promote your sector-specific research within a specialist survey through a targeted supplement. Present your expert voice to an audience of influential leaders in the healthcare and social care sectors through an authoritative forum.

Your supplement can also be distributed at LaingBuisson’s seminars and conferences.

Roundtables

Engage directly with stakeholders in a private forum at a roundtable event, chaired by a LaingBuisson consultant or editor. Topics can include tailored LaingBuisson market data.

A record of the discussion can be published in either HealthcareMarkets UK, CareMarkets UK or HealthcareMarkets international.

Recent Partners
Advertising and Sponsorship

We deliver online and print advertising across our platform to reach your target audience.

- **Online advertising** – banner adverts are available on the LaingBuisson news sites and on the newsletters
- **Advertising** – as subscription-based journals, advertising space is limited, meaning your advert will stand out. There are a range of advertising opportunities in each journal, including inside front and back cover positions
- **Sponsored data tables** – all three journals feature exclusive sector data tables in every edition. These are populated with proprietary LaingBuisson data. Opportunities exist to associate your brand with these tables by placing your logo within them

## Rate Card 2023

### Print Advertising

<table>
<thead>
<tr>
<th>Print Advertisement</th>
<th>Full Page</th>
<th>Half Page</th>
<th>Banner</th>
<th>Table Sponsorship</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Type area</td>
<td>Type area</td>
<td>Type area</td>
<td>Add your logo to one of LaingBuisson's exclusive provider league tables - call to find out more</td>
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<tr>
<td></td>
<td>275mm x 190mm</td>
<td>138mm x 200mm</td>
<td>138mm x 50mm</td>
<td></td>
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<td>297mm x 210mm</td>
<td>148mm x 210mm</td>
<td>185mm x 60mm</td>
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<td>191mm x 66mm</td>
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<td>£1,350 +VAT</td>
<td>£825 +VAT</td>
<td>n/a</td>
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<tr>
<td><strong>SERIES DISCOUNTS</strong> (each)</td>
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<td>3</td>
<td>£1,495 +VAT</td>
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<td>5</td>
<td>£1,350 +VAT</td>
<td>£1,100 +VAT</td>
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<tr>
<td>10</td>
<td>£1,000 +VAT</td>
<td>£800 +VAT</td>
<td>£500 +VAT</td>
<td>£5,000 +VAT</td>
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</tbody>
</table>
## Category Sponsorship

A high profile branding opportunity to be featured as the *exclusive partner* for one of the journal news categories including *people*, *legal*, and *property*.

### Exclusive branding of the category landing page

- **PRICES**
  - **SITE WIDE**: £825 PER MONTH
  - **SITE SPECIFIC**
    - 1 SITE: £350
    - 2 SITES: £500
    - 3 SITES: £600

  BANNER SPEC: 728x90px, 70kb, jpg, png or gif file
  SQUARE SPEC: 300x250px, 40kb, jpg, png or gif file

### Exclusive in-article banner advertising within the selected category

- **PRICES**
  - **SITE SPECIFIC**
    - 1 SITE: £550
    - 2 SITES: £475
    - 3 SITES: £350

  Prices are per issue
  Series discounts available

BANNER SPEC: 960x276px, jpg or png file

### Advertising within the journal newsletter

- **PRICES**
  - **£14,400 + VAT**
    - 12 MONTHS/PER JOURNAL
  - **£500 + VAT**
    - PER EDITION

Discounts available for multiple sponsorships.
Further inquiries, please contact
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