

LaingBuisson®

INTELLIGENCE + INSIGHT

*"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**

CM

CareMarkets  
Independent. Intelligent.

Journals  
2026

HM HealthcareMarkets

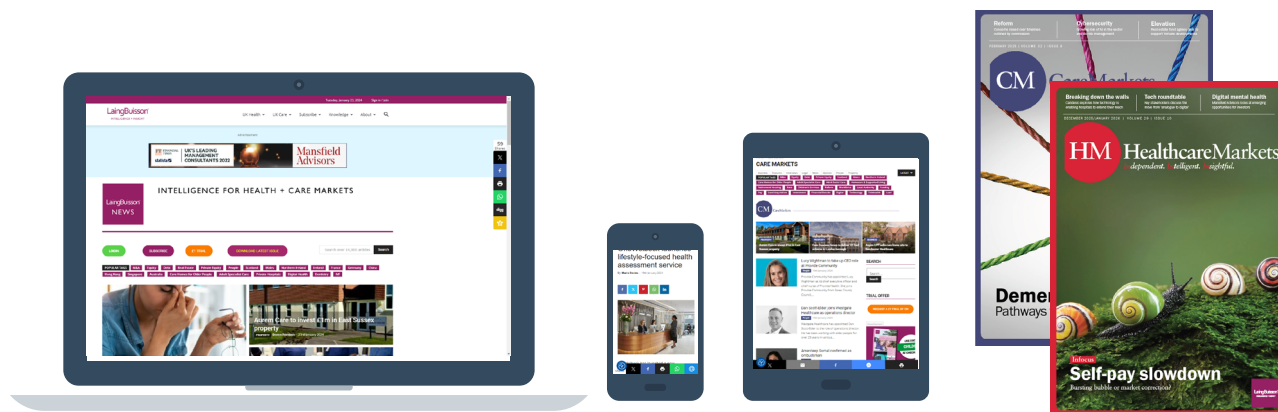
CM CareMarkets

Building Infrastructure  
Supporting innovation



Office for  
National Statistics

Chosen provider of independent sector  
healthcare market data to the ONS



## Online - Digital - Mobile

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.

Now in a digital-only format, our titles provide unparalleled coverage of the independent health and social care markets. They draw on unique data and high quality journalism to deliver in-depth analysis of the sector's stories, along with contributions from key industry associations and sector experts.

**HealthcareMarkets** and **CareMarkets** are the only independent monthly publications to focus extensively on bringing readers news, interviews and long reads covering developments and trends in the independent health and social care markets. As well as providing insight into new developments and emerging trends, they also contain proprietary data tables covering quality, finance and sector specific deals.

## Key topics for 2026

| HealthcareMarkets                 | CareMarkets           |
|-----------------------------------|-----------------------|
| Payor groups (NHS, self-pay, PMI) | Homecare              |
| Digital health                    | Care homes            |
| Diagnostics                       | Children's services   |
| Investing                         | Adult specialist care |
| Dentistry                         | Retirement housing    |
| Primary care                      | Workforce             |
| Out-of-hospital care              | Reform                |
| Mental health                     | Regulation            |
| Health cover                      | Innovation            |
| Women's health/fertility          | Property              |

## Regular contributors

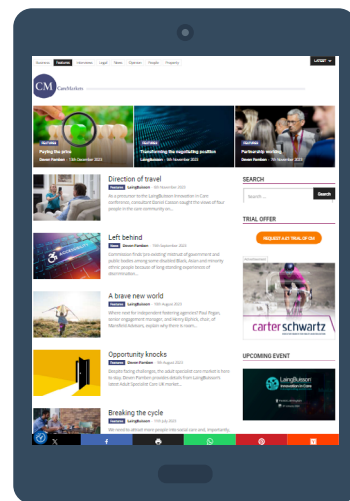


# Leading business journals

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

**CareMarkets** covers the social care market including residential care, nursing care, adult specialist care, children's services, childcare, housing with care, home care, supported living and community care.

Both titles provide readers with a comprehensive view of their respective markets, from government policy to emerging trends, provider news, M&A and financial results. Plus, subscribers get access to our **extensive online archive** which charts almost 30 years of development in independent health and social care.



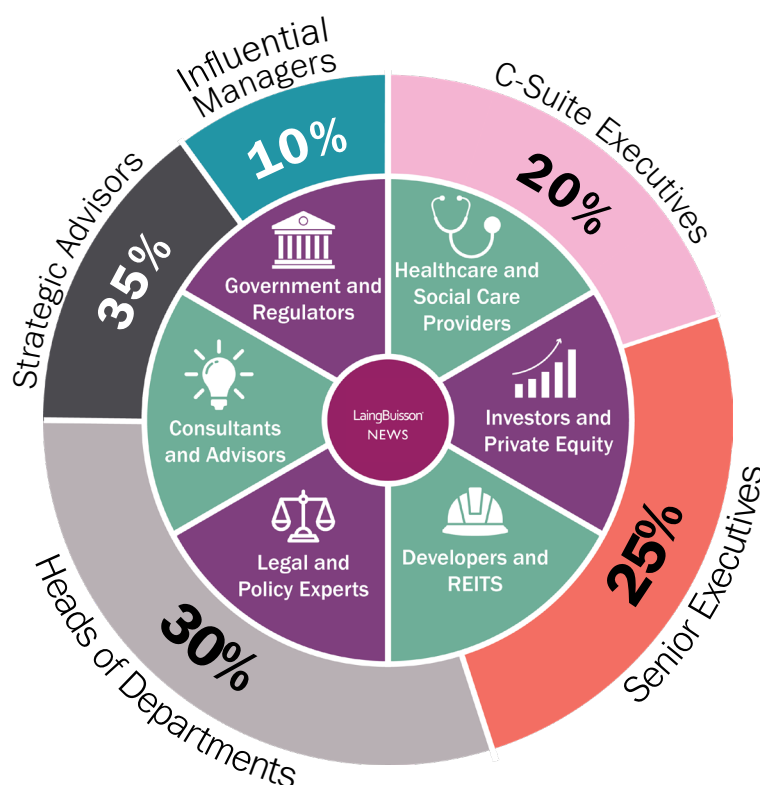
## Readership

Readership is made up of a high-value community where 65%-plus hold senior decision-making roles throughout a variety of organisations.

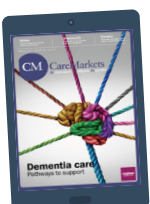
LaingBuisson's journals are also taken by the House of Commons library, the Department of Health & Social Care, the Care Quality Commission, the Independent Doctors Federation and a number of leading think tanks across Europe.

LaingBuisson News is an authorised source of Google news.

Our readership includes:



## Prices

|                                                                                                                                                                                                 |                                                                                                                                                                               |                                                                                                                                                                         |                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>HealthcareMarkets &amp; CareMarkets</b></p> <p><b>DIGITAL + ARCHIVE:</b><br/><b>£765</b> PER YEAR</p> |  <p><b>HealthcareMarkets</b></p> <p><b>DIGITAL + ARCHIVE:</b><br/><b>£510</b> PER YEAR</p> |  <p><b>CareMarkets</b></p> <p><b>DIGITAL + ARCHIVE:</b><br/><b>£510</b> PER YEAR</p> |  <p><b>Licenses - One Journal</b></p> <p><b>SINGLE LICENSE OFFICE:</b><br/><b>£1,530</b> PER YEAR</p> <p><b>MULTI-SITE LICENSES:</b><br/><b>£4,590</b> PER YEAR</p> |  <p><b>Licenses - Both Journals</b></p> <p><b>SINGLE LICENSE OFFICE:</b><br/><b>£2,295</b> PER YEAR</p> <p><b>MULTI-SITE LICENSES:</b><br/><b>£6,885</b> PER YEAR</p> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Upgrade your membership to a Knowledge or Intelligence package to gain access to market-leading reports, attend industry events and to advertise to a senior executive audience.

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# Membership

LaingBuisson's **Knowledge** and **Intelligence** membership packages include both titles. Digital and print editions options are available and both include access to our online news site.

**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
- **Events** – network and gain valuable insight at a LaingBuisson Event
- **Weekly newsletters** – complete with live links to all news stories and features
- **Members-only discounts** – on additional LaingBuisson products and services
- **Multi-user license** – both multi-site or single-site licences are available



## Partnership Opportunities

### Special Supplements

Present your expert voice to an audience of influential leaders in the healthcare and social care sectors through a targeted supplement.

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** or **CareMarkets**



## Recent Partners



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# Advertising and Sponsorship

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

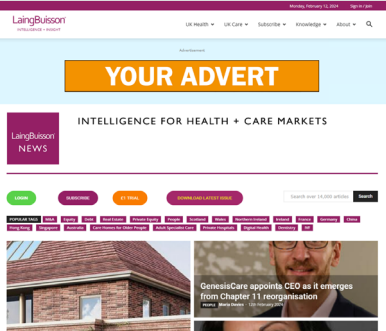
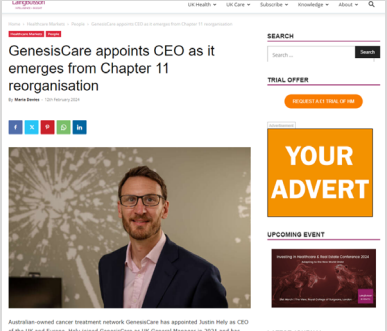
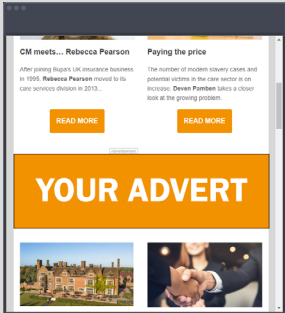
- **Online advertising** – banner adverts are available on the LaingBuisson news sites and on the newsletters
- **Advertising** – as subscription-based digital-download journals, advertising space is limited, meaning your advert will stand out. There are a range of advertising opportunities in each journal, including inside front and back cover positions
- **Sponsored data tables** – both 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 and with our exclusive data

## Rate Card 2026

### Digital Download Journal Advertising

| Digital Download Journal Advertisement |     | Full Page                                                                     | Half Page                                                                     | Banner                                                                     | Table Sponsorship                                                                               |
|----------------------------------------|-----|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------|----------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
|                                        |     | Type area<br>275mm x 190mm<br>Trim<br>297mm x 210mm<br>Bleed<br>303mm x 216mm | Type area<br>138mm x 200mm<br>Trim<br>148mm x 210mm<br>Bleed<br>154mm x 216mm | Type area<br>138mm x 50mm<br>Trim<br>185mm x 60mm<br>Bleed<br>191mm x 66mm | Add your logo to one of LaingBuisson's exclusive provider league tables - call to find out more |
| Single Insert                          |     | £1,745 +VAT                                                                   | £1,430 +VAT                                                                   | £870 +VAT                                                                  | n/a                                                                                             |
| SERIES DISCOUNTS (each)                |     |                                                                               |                                                                               |                                                                            |                                                                                                 |
| 3 to 4                                 | 10% | £1,585 +VAT                                                                   | £1,430 +VAT                                                                   | £1,060 +VAT                                                                | n/a                                                                                             |
| 5 to 9                                 | 20% | £1,430 +VAT                                                                   | £1,270 +VAT                                                                   | £740 +VAT                                                                  | n/a                                                                                             |
| 10+                                    | 40% | £1,000 +VAT                                                                   | £800 +VAT                                                                     | £500 +VAT                                                                  | £5,410 +VAT                                                                                     |

### Digital Advertising

| LaingBuisson News Website                                                                                                                                                                                                  |                                                                                     | Journal Email Newsletter                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                         |  |                                                          |
| <b>SITE WIDE (DESKTOP/MOBILE)</b><br><b>£960</b> PER MONTH                                                                                                                                                                 | <b>SITE SPECIFIC</b><br><b>£390</b> - 1 SITE<br><b>£560</b> - 2 SITES               | <b>£610</b> - PLACEMENT 1<br><b>£520</b> - PLACEMENT 2<br><b>£390</b> - PLACEMENT 3<br><br>Prices are per issue<br>Series discounts available |
| <b>SITE WIDE (DESKTOP) SPEC:</b> 728x90px, 150kb max, jpg, png or gif file<br><b>SITE WIDE (MOBILE):</b> 320x50px, 150kb max, jpg, png or gif file<br><b>SITE SPECIFIC SPEC:</b> 300x250px, 40kb max, jpg, png or gif file |                                                                                     | <b>EMAIL BANNER SPEC:</b><br>960x276px, jpg or png file                                                                                       |

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