

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**



**Journals
2024**



**Office for
National Statistics**

Chosen provider of independent sector
healthcare market data to the ONS



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 titles provide unparalleled coverage of the independent health and social care markets, drawing 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 2024

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	Investing/funding
Clinics	Innovation
Mental Health	Technology
Staffing	Workforce
Women's health/fertility	Regulation

Regular contributors

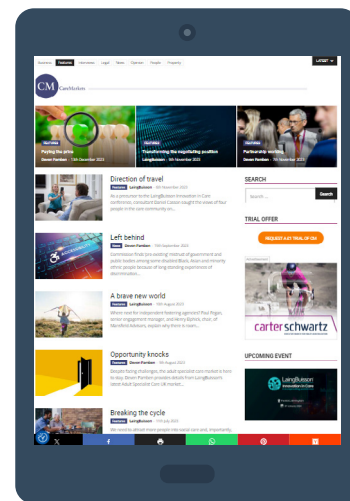


Leading business journals

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.

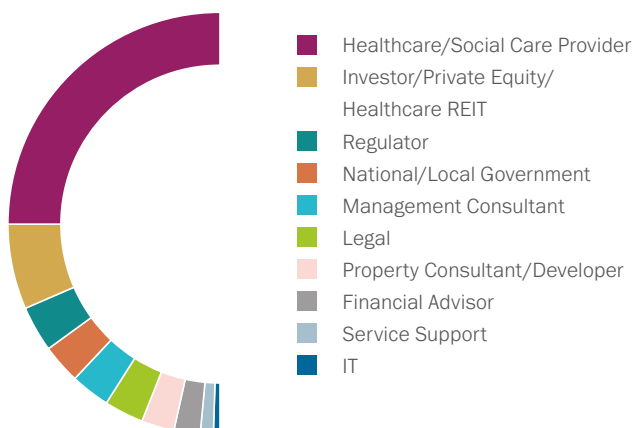


Readership

Readership is made up of senior level executives from healthcare and social care providers, as well as 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 & 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 comes from:



Prices



HealthcareMarkets & CareMarkets

DIGITAL + ARCHIVE:
£749 PER YEAR

PRINT + DIGITAL + ARCHIVE:
£999 PER YEAR



HealthcareMarkets

DIGITAL + ARCHIVE:
£499 PER YEAR

PRINT + DIGITAL + ARCHIVE:
£749 PER YEAR



CareMarkets

DIGITAL + ARCHIVE:
£499 PER YEAR

PRINT + DIGITAL + ARCHIVE:
£749 PER YEAR

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.

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



JOIN NOW

+44 (0)20 7841 0045

sales@laingbuisson.com

laingbuissonnews.com

Advertising and Sponsorship

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

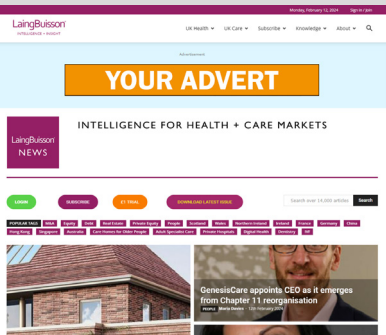
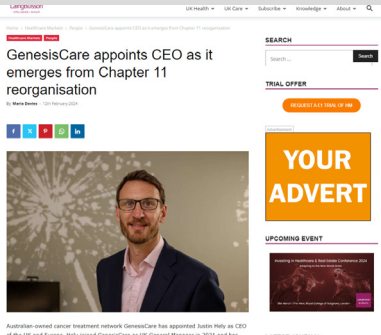
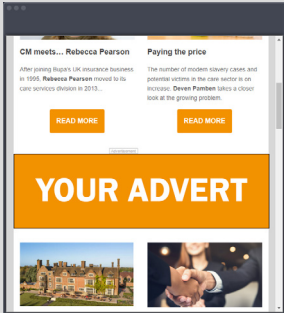
- **Online advertising** – banner adverts are available on the LaingBuisson news sites and on the newsletters
- **Advertising** – as subscription-based journals, advertising space is limited, meaning your advert will stand out. There are a range of advertising opportunities in each journal, including inside front and back cover positions
- **Sponsored data tables** – 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 2024

Print Advertising

Print Advertisement		Full Page	Half Page	Banner	Table Sponsorship
		Type area 275mm x 190mm Trim 297mm x 210mm Bleed 303mm x 216mm	Type area 138mm x 200mm Trim 148mm x 210mm Bleed 154mm x 216mm	Type area 138mm x 50mm Trim 185mm x 60mm Bleed 191mm x 66mm	Add your logo to one of LaingBuisson's exclusive provider league tables - call to find out more
Single Insert		£1,650 +VAT	£1,350 +VAT	£825 +VAT	n/a
SERIES DISCOUNTS (each)					
3	10%	£1,495 +VAT	£1,195 +VAT	£995 +VAT	n/a
5	20%	£1,350 +VAT	£1,100 +VAT	£700 +VAT	n/a
10	40%	£1,000 +VAT	£800 +VAT	£500 +VAT	£5,000 +VAT

Digital Advertising

LaingBuisson News Website		Journal Email Newsletter
		
SITE WIDE (DESKTOP/MOBILE) £825 PER MONTH	SITE SPECIFIC £350 - 1 SITE £500 - 2 SITES £600 - 3 SITES	£550 - PLACEMENT 1 £475 - PLACEMENT 2 £350 - PLACEMENT 3 Prices are per issue Series discounts available
SITE WIDE (DESKTOP) SPEC: 728x90px, 150kb max, jpg, png or gif file SITE WIDE (MOBILE): 320x50px, 150kb max, jpg, png or gif file SITE SPECIFIC SPEC: 300x250px, 40kb max, jpg, png or gif file		EMAIL BANNER SPEC: 960x276px, jpg or png file

Further enquiries, please contact

Dan Robinson, Senior Manager for Client Relations

+44(0) 207 841 0047

+44 (0)7711 917899

Dan.Robinson@laingbuisson.com