



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”

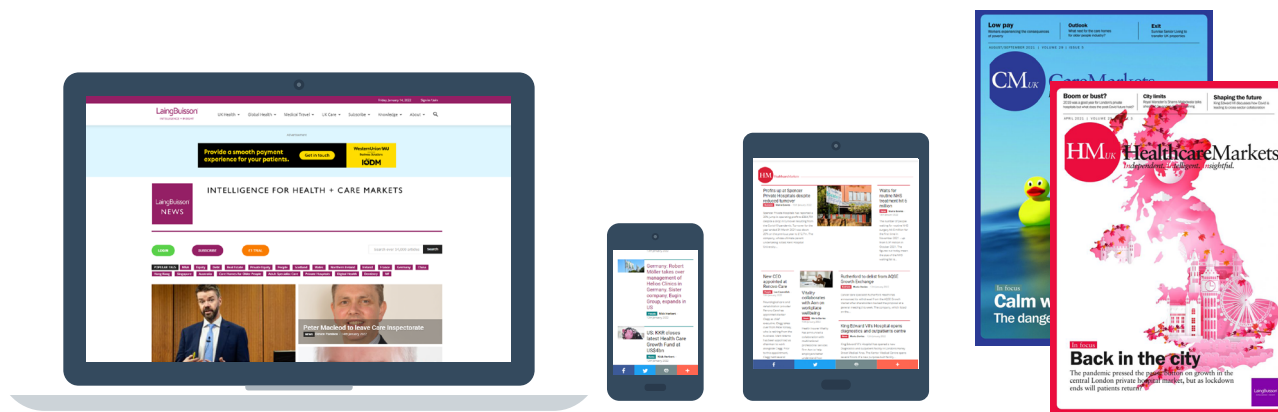
Professor Martin Green **CEO, Care England**

Journals



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 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

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

N.B. Topics are subject to change

Contributors



Leading business journals

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

CareMarkets 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.

HealthcareMarkets 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.

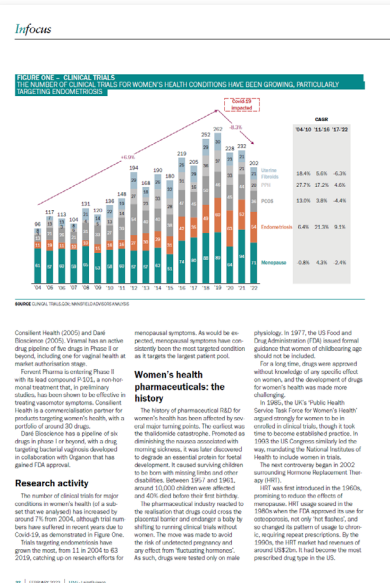
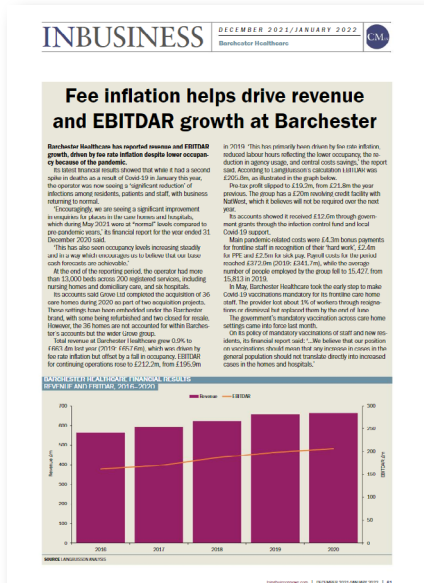
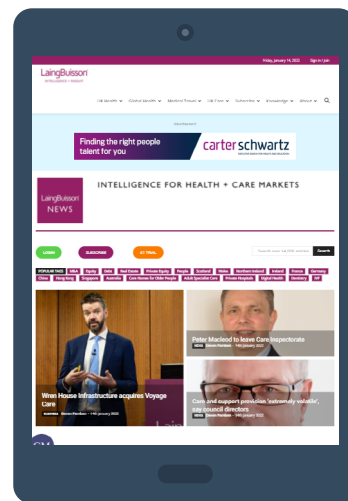
Membership

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



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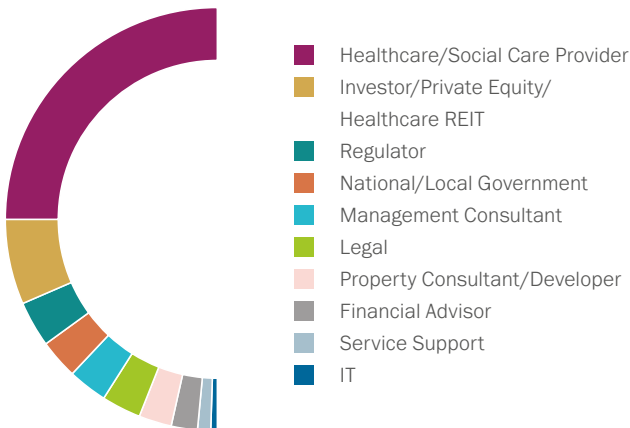
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Readership

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:



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



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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 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

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

News

Nuffield Glasgow launches osteoarthritis injection treatment



Nuffield Glasgow has launched a new osteoarthritis injection treatment, which is the first of its kind in the UK. The treatment is a minimally invasive procedure that involves injecting a special gel into the joint to reduce pain and improve mobility. It is suitable for patients with mild to moderate osteoarthritis and can be performed as an outpatient procedure. The treatment is expected to be a significant advance in the management of osteoarthritis, offering patients a faster recovery time and a return to normal activities.

Vitality incentivises members to live better for longer



Vitality has announced a new initiative to incentivise its members to live better for longer. The initiative is a part of the company's commitment to promoting a healthy and active lifestyle among its members. It involves offering various incentives and rewards to members who engage in physical activity and maintain a healthy weight. The incentives include discounts on gym memberships, health insurance premiums, and other wellness-related services. The initiative is expected to have a positive impact on the health and well-being of the members, leading to a longer and more active life.

CHALLENGES



In an ever-changing industry, be ready for whatever comes next.

MPS PARTNERSHIPS

Investment in your future

The Abbeyfield Society appoints CEO



The Abbeyfield Society has appointed a new CEO, who will be responsible for leading the organisation's strategic vision and ensuring its long-term success. The new CEO is a highly experienced professional with a strong track record in the social care sector. He will be working closely with the Board of Directors to implement the Society's strategic plan and to ensure that it remains a leading provider of care for older people. The appointment is expected to bring a new level of leadership and innovation to the Society, enabling it to continue to provide high-quality care and support to its members.

SEAMLESS



Whether you're transitioning from founder-led to corporate-driven, taking investment capital for the first time or perhaps driving towards a secondary or tertiary buyout...

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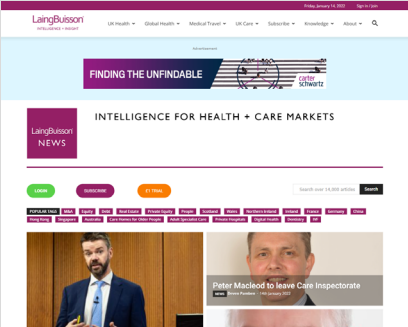
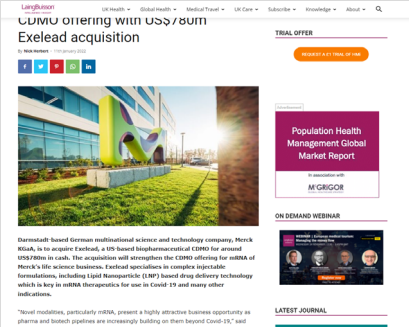
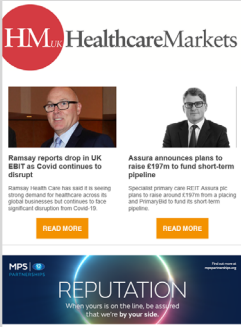
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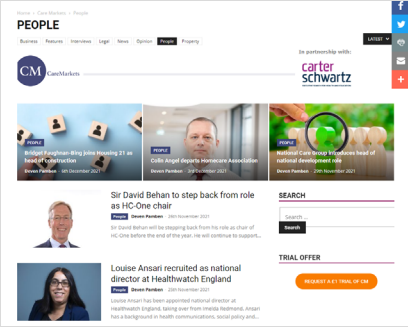
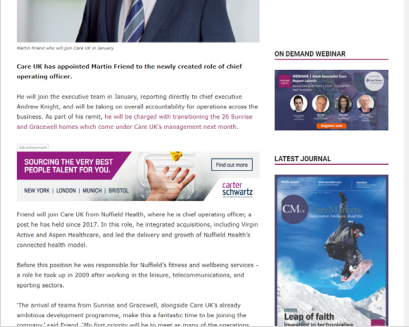
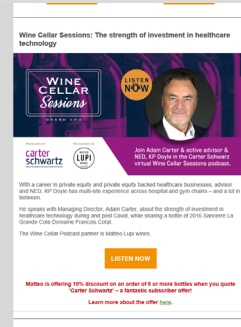
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Digital Advertising

LaingBuisson News Website		Journal Email Newsletter
		
SITE WIDE £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
BANNER SPEC: 728x90px, 70kb, jpg, png or gif file SQUARE SPEC: 300x250px, 40kb, jpg, png or gif file		BANNER SPEC: 960x276px, jpg or png file

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	Exclusive in-article banner advertising within the selected category	Advertising within the journal newsletter
		
PRICES	Exclusive Sponsorship of online news category	£14,400 +VAT 12 MONTHS/PER JOURNAL
	Advertising within journal e-newsletter	£500 +VAT PER EDITION

Discounts available for multiple sponsorships.

Further enquiries, please contact

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