

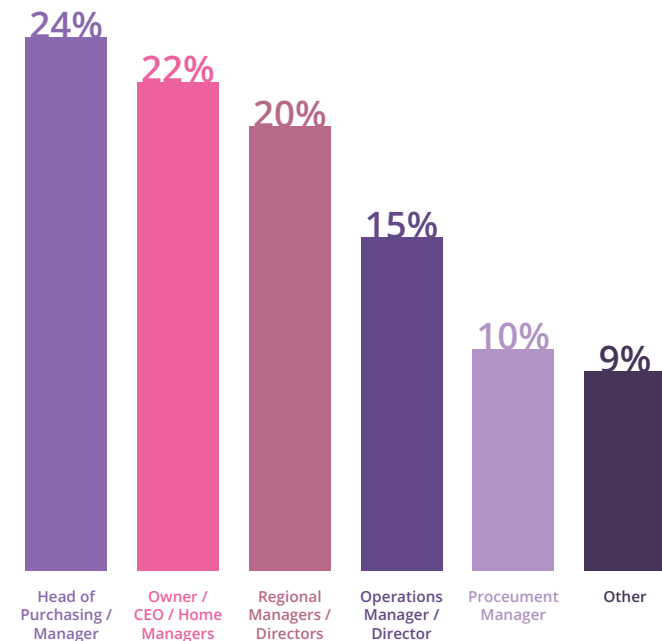
CARE BRIEFING

In association with



COMMERCIAL

Georgina Helbig
Sales Manager
g.helbig@forumevents.co.uk
01992 374058



READERSHIP OVERVIEW

OVERVIEW

Care Briefing is an industry resource delivering up to date content, news and topical discussion from across the industry, directly to the people who matter – through a dedicated online portal and a fortnightly email newsletter to **6,650 subscribers**.

FEATURES

JANUARY

Infection Control

FEBRUARY

Health & Safety

MARCH

Nurse Call Systems

APRIL

Training & Innovation

MAY

Sensory Gardens

JUNE

Bedroom &
Toilet Equipment

JULY

Infection Control

AUGUST

Dementia Products

SEPTEMBER

Pressure Care Products

OCTOBER

Computer Software

NOVEMBER

Catering Equipment

DECEMBER

Security

CARE BRIEFING

Essential News & Analysis For Care
Industry Professionals

CARE
FORUM
Organised by Nelson Events

June
London

Book
Online



The A-Z of pressure care products required by residential care homes

For individuals with reduced mobility or those confined to beds and chairs for prolonged periods, pressure sores or pressure ulcers can be a genuine concern.

[Read More](#)

ADVERT & EDITORIAL POSITIONS

INSERT BANNER

One month - **£350** / 3 months - **£825**

SPONSORED CONTENT

One month - **£200** / 3 months - **£450**

To include 50-100 words, image and URL

Q&A / INTERVIEW / PRODUCT COVERAGE

One month - **£200** / 3 months - **£450**

350 words and profile image.

INDUSTRY PRODUCT SPOTLIGHT

Per insertion - **£150** / 4 insertions - **£450**

250 words, image, and URL

GUEST BLOG

Per insertion - **£150** / 4 insertions - **£450**

350+ words, plus image and URL

SPONSORED SURVEY

Survey hosted by yourself, promoted through the Briefing newsletter - **£750**

POLL

Newsletter article promoting your poll - **£295**

All ads and content appears on the website, excluding Jobs.

PACKAGE OPTIONS

3-MONTH BRAND EXPOSURE CAMPAIGN

- 3 x sponsored editorial articles, to highlight product or service
- 3 x insert banner (separate newsletters)
- 1 x Q&A interview with a member of your team
- 4 x supported social media posts

Cost - £1,000

Plus add 1 x HTML bespoke email send for £500

WEBINAR CAMPAIGN

- 1x dedicated news story
- 3x social media posts pre-event
- Attendance and report write-up by Briefing Editor
- If recorded, webinar video to be promoted via social media post-event

Cost - £500

Add 1 x bespoke email send for £500

FEATURE BUNDLE

Promote your products and services with a dedicated themed Briefing newsletter.

- Insert banner for 1 month (2 editions)
- 1 x product article
- 1 x social media post

Cost - £500

BESPOKE EMAIL

Send a bespoke email to an audience of **3,600 decision makers**.

Cost - £1,500

NEWSLETTER TAKEOVER

Receive full coverage and brand exposure by taking over one full newsletter, promoting your services to an audience of decision makers.

- 6 articles
- 4 banner ads

Cost - £2,450