

HOME CARE INSIGHT

NEWS AND INTELLIGENCE FOR HOME CARE
PROFESSIONALS

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MEDIA PACK 2019
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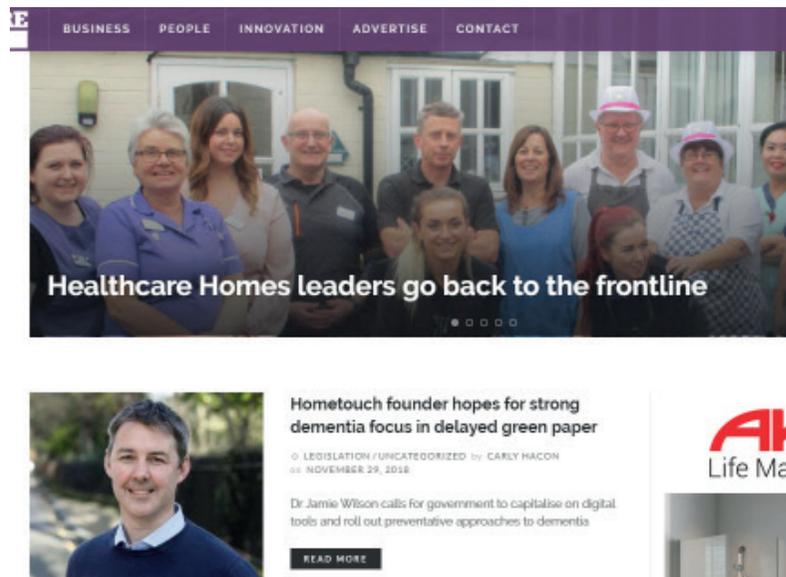
DIGITAL

Home Care Insight (HCI) provides daily news and insight on the premium home care industry, including new product launches, best practice, workforce management, technology and innovation, and information on how businesses are seeking to overcome challenges from regulation and funding, to new legislation and recruitment and retention.

The service helps home care providers connect with all aspects of the industry by providing insight into the latest trends and innovations.

Reaching thousands of home care professionals each day, HCI is an indispensable platform for suppliers looking to market new technology, products and services to this fast-growing and expansive sector.

As well as providing the latest news and features, the website includes commentary from the sector's leading executives and stakeholders and covers opinion pieces, best practice case studies and new equipment profiles.



DIGITAL

ADVERTISING ONLINE AND IN THE DAILY NEWS ALERT OFFERS NUMEROUS COMMERCIAL BENEFITS:

METRICS

Digital advertising packages include clickthrough reports that explain how visitors responded to your campaign, giving you full analysis of how many people it reached and the level of engagement.

FLEXIBILITY

Digital artwork can be changed, updated and rotated on a weekly or monthly basis, offering you a unique opportunity to customise your campaign, communicate multiple messages and promote different offers. With digital advertising you can drive traffic straight to your website.

BRANDING

Your digital artwork on this 100% dedicated commercial drone portal will ensure your brand is at the forefront of buyers' minds, helping to increase awareness of your products and enhancing the profile of your company to the industry's most influential procurement specialists.

PROMOTIONS

Online campaigns take place in real time, so if you advertise digitally, buyers can immediately take advantage of your company's offers and promotions. With banners, wallpaper and MPU positions available on the website and daily news alert, we can help you choose the online medium that best delivers your message.

In numbers

Over **15,000**
page impressions per
month*

Over **10,000**
unique users per month*

Daily newsletter goes to

1,270
domiciliary care
professionals

Average open rate*

27%

*Expected traffic based on
launch of sister-title Care
Home Professional

CONTACTS

COMMERCIAL OPPORTUNITIES

ONLINE ADVERTISING RATES

RATE CARD FOR homecareinsight.co.uk

POSITION	SPECIFICATIONS	PRICE
homecareinsight.co.uk		
Leaderboard	1040 X 120 Pixels	£1,000 per month
Tower	300 x 600 Pixels	£1,000 per month
MPU	300 X 250 Pixels	£1,000 per month
Mobile Mid Page Unit	1080 X 1920 Pixels	£750 per month
Wallpaper	1920 X 1080 Pixels	£2,000 per month
DAILY NEWS ALERT		
Leaderboard	728 X 90 Pixels	£1,000 per month
Tower	220 X 550 Pixels	£1,000 per month
Lower Leaderboard	465 X 75 Pixels	£750 per month
Dedicated email shot	N/A	£1,500 per email

Discounts available on multiple campaigns

all prices subject to VAT

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