
The Association for Perioperative Practice

Media Pack 2024



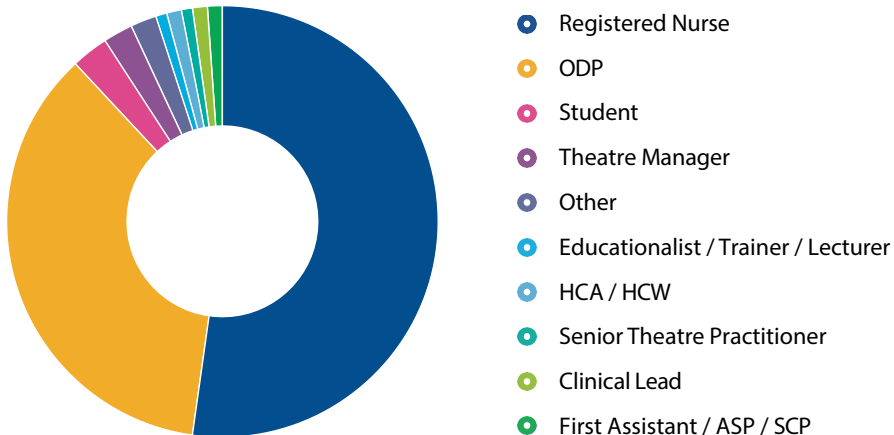
The Association for Perioperative Practice

Overview of Audience

The Association for Perioperative Practice (AfPP) is the UK's leading membership organisation dedicated to theatre practitioners and improving perioperative care. The association aims to enhance the quality of care and patient safety in the NHS and independent sector by constantly developing and promoting the leading standards for perioperative practice and practitioners.

AfPP has circa 6,500 highly engaged members, all of whom work in the perioperative environment. We offer a range of advertising opportunities to help companies reach this audience.

AfPP Membership Profile



JPP Circulation

The Journal of Perioperative Practice (JPP) is a key member benefit, published ten times a year and mailed, either physically or digitally, to our circa 6,500 members.

IPP Readership Profile & Circulation

In addition to being distributed to the full AfPP membership, Anyone can view the IPP magazine for free via our website. The IPP is also distributed via a dedicated email to over 1,500 membership prospects and over 1,500 Purchasing Managers, Commissioning Leads, universities, private hospitals and key procurement influencers.

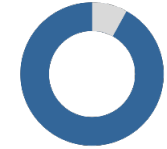
Overview of Advertising Opportunities



AfPP Publications

Published ten times a year, the JPP is an informative peer reviewed professional Journal. The IPP is our forum for industry, innovation and product information including interviews and profiles of company leaders in an easy to read format.

As part of our commitment to sustainability, the JPP and IPP are digital-first publications. Our members can opt-in to receive paper copies ensuring that they receive publications in their preferred format.



**92% of members
prefer to receive their
publications digitally**



Dedicated Email

Over 5,000 practitioners have opted in to receive our third-party emails directly to their inbox.



Member Survey

Our members are passionate about their roles and the safety of their patients and team. As such, they are an engaged audience to ask for insights.



AfPP Website

Our website provides news, resources and event information for our members and the wider perioperative community.



AfPP Job Forum Website

AfPP's specialist recruitment website provides an opportunity to reach practitioners actively looking for a new role.

Journal of Perioperative Practice

The Journal of Perioperative Practice (JPP) is an international, peer reviewed Journal with a multidisciplinary ethos across all aspects of perioperative care. The overall aim of the Journal is to improve patient safety through informing and developing practice.

The Journal promotes perioperative practice by publishing clinical research-based articles. Published ten times a year, the Journal is free to AfPP members.

Advertising Rates

Inside cover	£1,500
Outside back cover	£1,500
Double page spread	£2,050
Full page	£1,175

Statistics*



84% of readers are
Band 5 and above



60% read every issue



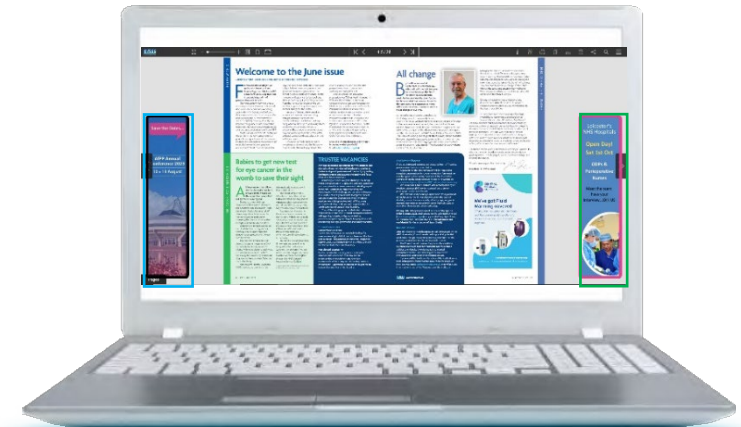
80% rated the JPP as their
preferred publication

Digital Boosts

Digital boosts are available to enhance your advert.

Skyscraper advert (desktop view only):

Left side skyscraper	£500
Right side skyscraper	£500
Both skyscrapers	£750



* Based on 2021 survey of JPP readers.

Innovation, People and Practice Magazine

The IPP magazine is well positioned with dedicated sections to inform perioperative practitioners on industry, innovation, product information and recruitment vacancies in an easy-to-read format.

Topics for 2024

January	Anaesthesia Care Management
March	Sustainable Theatres: Reducing the Impact on the Environment
April	Patient Safety & Surgical Site Infections
May	Minimally Invasive Surgery & Robotics
June	Surgical Plume
July	Theatre Consumables, Instruments & Equipment
September	Green Theatres, Target Net Zero
October	Infection Prevention & Wound Management
November	Surgical Instruments, Devices & Equipment
December	Patient Monitoring, Warming/Cooling

Advertising Rates

Inside cover	£1,500
Outside back cover	£1,500
Double page spread **	£2,050
Full page **	£1,175
Half page	£765
Quarter page	£495
Product news (text + image)	£295
Video left of front cover ** †	£1,500

Digital Boosts*

Digital boosts are available to enhance your advert.

Skyscraper advert (desktop view only):

Left side skyscraper	£500
Right side skyscraper	£500
Both skyscrapers	£750



"Working with AfPP has been a great experience for HARTMANN. Their professionalism coupled with a highly engaged audience has resulted in excellent outcomes. We have not only elevated our brand but also provided a substantial return on investment. I highly recommend AfPP to any organisation seeking impactful advertising in the healthcare sector."

Peter Cressey, Product Manager,
HARTMANN

*Mock ups for digital boosts are viewable on page 4.

** Also available in digital-only format.

† Full page is permitted in lieu of video.

Dedicated Email

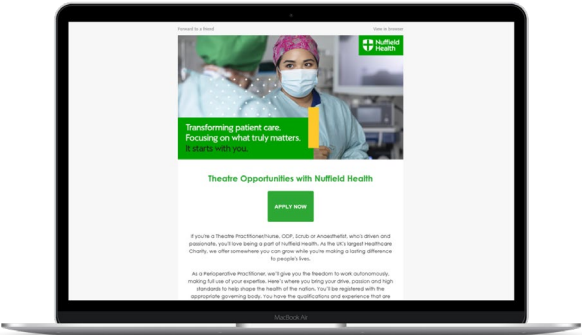
The AfPP Membership base is particularly engaged with an average open rate of 49.5% on our third-party emails. With over 5,000 perioperative professionals opted in to receive third-party emails this is a great opportunity to communicate with our member base.

Bookings must be made in advance and are subject to availability in our current email schedule.

Statistics*

Average Delivery Rate	99.6%
Average Open Rate	49.5%
Average Click To Open Rate %	4.3%

* Based on 3rd Party emails sent in 2023.



Dedicated Email

Advertising Rates

Email to Full Membership (opted in)	£600
Member Survey	£225

Member Survey

AfPP have one of the most engaged audiences in the profession. Surveys present an opportunity to directly reach your target audience for customer research, product development insights and more.

Suppliers can ask up to ten questions within the survey. If you wish to follow up with respondents, one of the questions must be used to obtain permission and contact details. All data will be supplied and unless otherwise agreed, AfPP retain the rights to use all data for our own marketing purposes.

The survey will be promoted as the second item in our monthly e-bulletin. It will also be shared on our social media channels (1x Instagram Story plus 1x post on the AfPP LinkedIn page, Facebook page and Twitter account).



Member Survey

AfPP Website

Our website www.afpp.org.uk attracts over 5,000 visitors a month. Many pages of our website are open for anyone to access while other areas are accessible to members only.

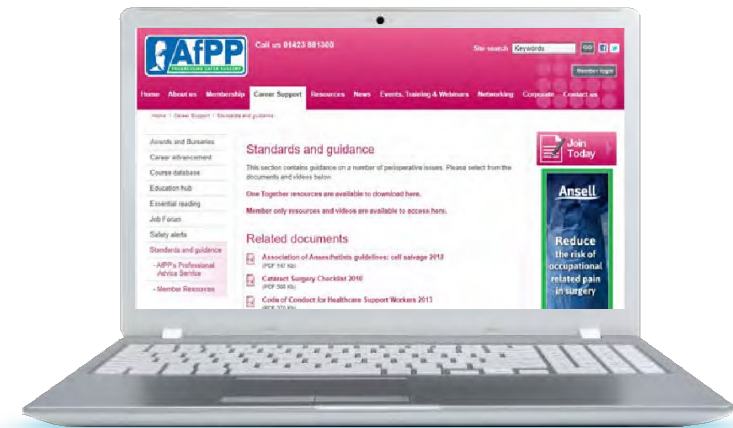
We have advertising opportunities within our site on our 'open to all' pages. Positioning of advertisements will vary according to other content on the page and current availability. Please get in touch to find out which pages we offer advertising on.

Advertising Rates

Skyscraper advert (600px x 120px) x3 pages	£300
6 Months	£1,350

Statistics*

Average Views	4919
Average Clicks	449
Average Click Through Rate %	9.1%



AfPP Website

* Statistics of a skyscraper featured on 3 pages within the AfPP website during August and September 2022.

Job Forum Website

AfPP's specialist recruitment website can be accessed at www.afppjobforum.org.uk.

Online advertising posts are accessible to both AfPP members and anyone else visiting the site.

Job Listing Rates

Premium online listing for 1 month* (Guaranteed 1st position subject to availability)	£225
Secondary listing for 1 month* (Guaranteed 2nd position subject to availability)	£200
Online listing for 1 month**	£125

Additional Online Advertising

Skyscraper advert (120x600) for 1 month	£250
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*can be reserved for a maximum of 3 consecutive months
**listed by date received



Job Forum Website

Schedule and Specifications

2024 Publishing Schedule

Issue	Jan/Feb	March	April	May	June	Jul/Aug	September	October	November	December
Artwork deadline	24/11/2023	26/01/2024	28/02/2024	27/03/2024	01/05/2024	31/05/2024	01/08/2024	30/08/2024	27/09/2024	01/11/2024
Digital deadline	13/12/2023	15/02/2024	21/03/2024	18/04/2024	16/05/2024	21/06/2024	15/08/2024	20/09/2024	18/10/2024	15/11/2024
Published	05/01/2024	01/03/2024	05/04/2024	03/05/2024	07/06/2024	05/07/2024	06/09/2024	04/10/2024	01/11/2024	06/12/2024

JPP & IPP

Full page

With bleed: 216mm x 303mm
Trim Size: 210mm x 297mm
Type Area: 180mm x 268mm

Half page (IPP Only)

180mm x 130mm (no bleed)

Quarter page (IPP Only)

87mm x 130mm (no bleed)

Double spread

Double page spreads need to be supplied as a full PDF page per advert, and not a joined spread of both. The dimensions remain as per single full page adverts.

Artwork must be provided in a high resolution PDF sent to matt.hood@ob-mc.co.uk 4 weeks prior to publication.

Websites

Job Forum Skyscraper

120px x 600px

Job Forum Banner

960px x 97px

AfPP Website Skyscraper

120px x 600px

Digital

Skyscraper Advert

150px x 600px

Full Page (no bleed or crop marks needed)

2480px x 3508px

Dedicated Email Image

600px x 300px

Video

Video advertisements are to be hosted on YouTube or Vimeo with a link to the hosting being supplied.

Digital Specification

All images, logos and banners must be supplied in PNG, JPEG or GIF format.

Please supply job listings in a word document and email content in either a word document or HTML format.

The relevant URL should be included in all digital advertising submissions. Send all content to advertising@afpp.org.uk a minimum of 1 week ahead of the agreed advertising start date.

Included in your advertisement price is the online version which can include a link to a specific page on your website, along with all links being clickable.

There will be a maximum of one set of revisions to any advertisement.

(Measurements are width x height)