Association for Perioperative Practice Media Pack 2016

Journal of Perioperative Practice,
Procurement Guide & Website

For more information call Frances Murphy on 0121 353 1469

AfPP
PROGRESSING SAFER SURGERY

AfPP, enhancing the quality of perioperative care throughout the UK

AfPP

Perioperative care is our area of expertise, so our publications focus on perioperative issues.

AfPP is a registered charity working to enhance skills and knowledge within operating departments, associated areas and sterile services departments. It aims to enhance the quality of care in the NHS and the independent sector throughout the UK.

Journal of Perioperative Practice

The Journal of Perioperative Practice (JPP) is the official journal of the Association for Perioperative Practice (AfPP). It is an informative professional journal which keeps members of AfPP and other staff working in the perioperative environment and sterile service departments informed of clinical, management and educational developments. Each member of AfPP receives 10 copies of the JPP each year and in addition there are over 500 individuals and institutions who subscribe to the journal giving a print run of around 7500.

Procurement Guide

The perioperative area covers anaesthetics, theatres and recovery, plus other associated areas including sterile services departments. These hospital areas require a large amount of sophisticated equipment and use a significant volume of consumable items. The theatre manager and other senior theatre staff are key budget holders and decision makers in the buying process. With the challenge ahead for the NHS to deliver substantial savings by 2020, procurement needs to be considered a strategic priority.

For this reason manufacturers and suppliers of products used in the perioperative department find the journal an invaluable medium for reaching this important audience. Published 6 times a year the Procurement Guide will also have a separate dedicated distribution to procurement professionals in the NHS and independent sectors.

Online advertising

www.afpp.org.uk receives in excess of 9000 unique visitors each month. As part of our advertising solution we have options to advertise on the website to make your adverts visible to a broad range of people from the healthcare sector. We offer a broad range of advert options to cater to all budgets, for more information see page 4.

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Journal of Perioperative Practice
Advertising Rates

Readership

Job roles:
- Theatre Nurses
- Operating Department Practitioners
- Theatre Managers
- Education/Trainers
- Students
- Healthcare Support Workers
- Supplies and Purchasing Managers

Sectors:
- NHS
- Independent
- Higher Education
- Medical Device Companies

Advertising Rates:

Inside Front Cover	£1500
Inside Back Cover	£1500
Outside Back Cover	£1500
Full Page	£1175
Half Page	£765
Quarter Page	£495
Double Page Spread	£2050
Insert	*from £1000*
Belly Wrap	£2250*
Product News	£295

Prices are subject to a 10% discount for 5 Issues and 15% for 10 issues.

** Price quoted is for the belly wrap to be supplied. For us to print add on an additional £650.*

Booking and copy deadline: 5 weeks prior to publication. The Journal of Perioperative Practice is published on the 1st Friday of the following months: January, March, April, May, June, July, September, October, November and December (Jan/Feb and Jul/Aug are combined issues).

All rates quoted are subject to VAT.

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Procurement Guide

Published bi-monthly.
January, March, May, July, September & November

Readership:
- Over 20,000+ readership
- Sent to over 11k+ key decision makers including'
  - 7k+ National AfPP Membership
  - 4k+ Dedicated distribution to Supplies and Purchasing Managers throughout the NHS supply chain

Sectors:
- NHS
- Independent
- Higher Education
- Medical Device Companies
- Subscribers; individuals and institutions

Company News
Company News provides you with an opportunity to inform readers of company developments, research results, company achievements, appointments, financial results and any other relevant company news.

Product News
The Product News section is the backbone of the supplement, allowing you to quickly and effectively inform readers of new, recently introduced or improved products, as well as reinforcing the benefits of established products.

Manufacturer's Profile & Interviews
Manufacturers are given the opportunity to write a profile on themselves, outlining their company's past, present and future as well as providing a window through which to outline their product ranges.

Articles
Topical editorial features attract and maintain the reader's attention. Editorial features are designed to support Product News wherever possible.

Procurement Guide Schedule:
The Procurement Guide is published six times per annum on the 1st Friday of the following months: January, March, May, July, September and November.

- **January / February 2016: Patient Warming / Patient Monitoring**
- **March 2016: Medical Instruments / Devices / Equipment**
- **May 2016: Infection Control / Infection Prevention / Decontamination**
- **July/August 2016: Consumables**
- **September 2016: Anaesthesia / Airway Management / Difficult Airways**
- **November 2016: Safety / Sharps Safety / Patient Safety**

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Procurement Guide
Advertising Rates

Advertising Rates:

Single Issue:

Front Cover	£1500
Outside Back Cover	£1500
Full Page	£1175
Half page	£765
Quarter page	£495
Product News articles (100 words + small plc)	£295

Prices are subject to a 10% discount for 5 Issues. If Product News articles are taken in conjunction with an advertising package the cost is £95 per Product news article.

All rates quoted are subject to VAT.

Annual Package 1: £12,480

- DPS in each issue.
- 2 single pages of editorial / company profile to be pre-booked to appear in any one of the 5 issues during the campaign.
- 6 months web advertising - Skyscraper.

Annual Package 2: £8,600

- 3 single pages during the campaign – pre-booked.
- 3 DPS spreads during the campaign – pre-booked and to appear in different editions to the single pages.
- 1 page editorial / company news to appear in one edition – pre-booked.
- 6 months web advertising - Button 2

Annual Package 3: £6,200

- 6 single pages.
- Single page of editorial / company news to be pre-booked.
- 6 months subscription to web advertising - Button 1

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Website Advertising Rates

www.afpp.org.uk

- In excess of 8000 unique visitors per month
- Various audience types (B2B and B2C)
- Specialist pages
- 5000+ e-newsletter subscribers

Booking and copy deadline:

- Online adverts - 48 hours prior to listing if artwork supplied

Advertising Rates:

Banner:

1 Month	£200
Additional Month	£150 per month
6 Months	£800

Button 1:

1 Month	£100
Additional Month	£75 per month
6 Months	£450

Button 2:

1 Month	£150
Additional Month	£100 per month
6 Months	£600

Vertical:

1 Month	£200
Additional Month	£150 per month
6 Months	£800

Skycraper:

1 Month	£250
Additional Month	£200 per month
6 Months	£1,000

Clinical partner event listing:

£300 (listed until date of event)

Online Advertising Rates all figures quoted are subject to VAT.

For more information call Frances Murphy on 0121 353 1469

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Journal of Perioperative Practice & Procurement Guide
Mechanical Information

Print Advertising:

Full Page:
210mm x 297mm
(+3mm bleed to all edges)

Half Page Horizontal:
190mm x 130mm *(no bleed)*

Half Page Vertical:
88mm x 267mm *(no bleed)*

Ouarter Page Vertical:
88mm x 130mm *(no bleed)*

Belly Wrap / Insert:
Information on request

Procurement Guide Front cover:
190mm x 168mm *(no bleed)*
Information on request

Advertising Sizes
(Measurements are width x height)

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

Online Advertising:

Banner:
468px x 60px

Button 1:
120px x 60px

Button 2:
120px x 90px

Vertical:
120px x 240px

Skycraper:
120px x 600px

Advertising Sizes
(Measurements are width x height)

Artwork to be provided in a high res GIF (can be animated) sent to ***advertising@afpp.org.uk***

For further information on advertising in the Journal of Perioperative Practice, Procurement Guide or Website please contact ***Frances Murphy*** *at Open Box Publishing:*

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T: 0121 353 1469
F: 0121 353 2278
E: francesmurphy60@yahoo.com

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