

The Association for Perioperative Practice

Media Pack

2023



@SaferSurgeryUK

For further information please contact Wendy Parker or Mandy Boyle
at Open Box Media & Communications:

T: 0121 200 7820 | E: wendy@ob-mc.co.uk | E: mandy@ob-mc.co.uk



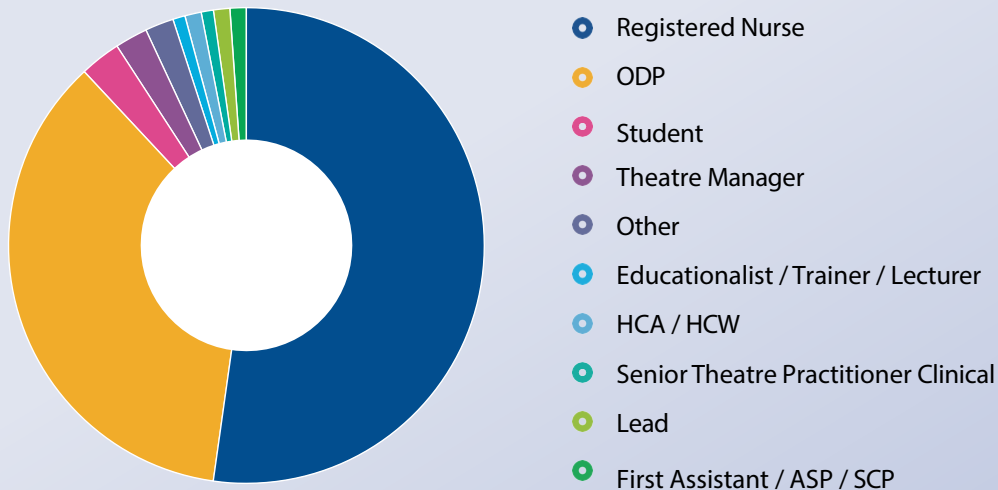
The Association for Perioperative Practice

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.

JPP Readership 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.

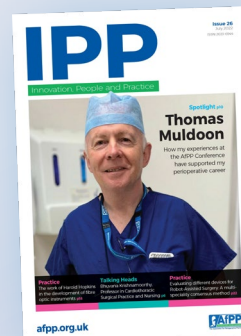
Overview of Advertising Opportunities

As part of our commitment to sustainability, the Journal of Perioperative Practice and Innovation People and Practice Magazine are digital-first publications. Our members can still opt-in to receive paper copies ensuring that they receive publications in their preferred format.



Journal of Perioperative Practice (JPP)

Published ten times a year, the JPP is an informative peer reviewed professional Journal. It aims to improve patient safety through informing and developing practice. The Journal promotes perioperative practice by publishing research-based articles and advice on clinical issues.



Innovation People and Practice (IPP)

Also published ten times a year, the IPP magazine covers a variety of topics including news and information, special focus pieces, best practice items, wellbeing, education and training. The IPP is also our forum for industry, innovation and product information including interviews and profiles of company leaders in an easy to read format.



AfPP Job Forum

Job Forum is a dedicated section in the IPP magazine.

It's published ten times a year and mailed with the JPP to our circa 6,500 members.

Additionally, the IPP is publicly available via our website, thus increasing the reach of recruitment adverts.

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 front cover	£1,500
Inside back 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

* Based on 2021 survey of JPP readers.

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
Issue Sponsorship	£200



Innovation, People and Practice Magazine

As procurement within the NHS has changed, so have the methods suppliers must use to ensure their product message reaches those influencing the procurement process.

Following the Lord Carter report, the NHS Supply Chain were tasked with engaging directly with clinicians and end users to ensure that the criteria for clinically assured, quality products meet expected standards.

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

Advertising Rates

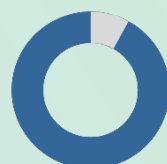
Inside front cover	£1,500
Inside back cover	£1,500
Outside back cover	£1,500
Double page spread **	£2,050
Talking Heads interview	£1,800
Full page **	£1,175
Half page	£765
Quarter page	£495
Product news (text + image)	£295
Video left of front cover ** †	£1,500
Video right of back cover ** †	£1,500

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
Issue Sponsorship	£200



92% of members prefer to receive their publications digitally



* Mock ups for digital boosts are viewable on page 4. ** Also available in digital-only format. † Full page is permitted in lieu of video.

Innovation, People and Practice Magazine

Each issue of the IPP magazine centres around a specialist topic. This allows you to ensure your advertisement is surrounded by relevant articles.

'Peskett Solutions has been advertising with AfPP for more years than I can remember. AfPP publications are very effective at keeping our audience aware of our products as our adverts are published alongside interesting and informative articles.'

Matthew Peskett, Managing Director, Peskett Solutions Ltd

Topics for 2023

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



'I think the IPP provides a good mix of content. I like that it's laid back and relaxing to read. I look forward to it each month.'

AfPP Member, IPP Survey

The AfPP Job Forum

The AfPP Job Forum has a dedicated section, 'Education, Careers and Job Forum', at the back of the Innovation, People and Practice (IPP) magazine. This section includes postings for vacancies in preoperative assessment, anaesthetics, operating theatre and recovery roles for both the NHS and private sectors. It also includes advertisements for higher education and roles within medical device companies such as product development and representatives.



Advertising Rates

Full page	£1,175
Half page	£765
Quarter page	£495

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
Issue Sponsorship	£200

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

Overview of Other Advertising Opportunities



AfPP Website – Page 9

Our website provides news, resources and event information for our members and the wider perioperative community. It attracts over 5,000 visitors a month.



Dedicated Email – Page 10

Over 5,000 practitioners have opted in to receive our third-party emails. Bookings for third-party emails are subject to availability in our email schedule.



Member Survey – Page 11

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 and opinions relating to practice and safety.



AfPP Job Forum Website – Page 12

AfPP's specialist recruitment website provides an opportunity to reach perioperative practitioners actively looking for a new role via job listings and advertising banners.



Webinar Sponsorship – Page 13

AfPP run a programme of webinars designed to educate, challenge and inform. Our webinars reach a broad spectrum of healthcare professionals at every stage of their career.

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.

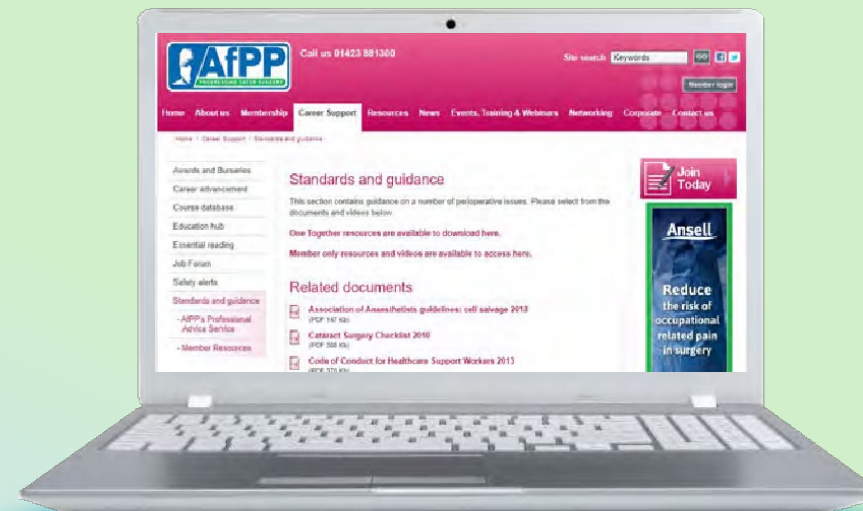
Positioning of advertisements will vary according to other content on the page and current availability. Please get in touch to find out which pages we offer advertising on.

Advertising Rates

Skyscraper advert (600px x 120px) x3 pages	£300
Additional Month (per month)	£250
6 Months	£1,350

Statistics*

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



Skyscraper advert

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

Dedicated Email

The AfPP Membership base is particularly engaged with an average open rate of 44% 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.

Email Advertising Rates

Full Membership (opted in) £600

Statistics*

Average Delivery Rate 99.6%

Average Open Rate 44%

Average Click To Open Rate % 4.1%



Dedicated Email

* Based on 3rd Party emails sent in 2022.

Member Survey

AfPP have one of the most engaged audiences in the profession. Our members are passionate about their roles and about patient and practitioner safety. As such, when asked for their opinion on important subjects relating to practice and safety, they are likely to give their honest feedback.

Surveys therefore present an opportunity to directly reach your target audience for customer research, product development insights and more.

Specifications

Suppliers can ask up to ten questions which can be answered by either yes / no, multiple choice, rating scale, ranking of importance or open free text answers. If you wish to follow up with respondents directly, one of the questions must be used to obtain their permission and contact details.

All response data will be supplied after your selected closing date for the survey. Unless otherwise agreed, AfPP retain the rights to use all data for our own marketing purposes.

Circulation

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).

For an additional fee, we will promote the survey in a dedicated solus email to our members who accept third party emails.

Advertising Rates

Survey (promoted via our e-bulletin and on social media)	£250
Promotion of Survey in Solus Email	£600



The AfPP Job Forum – Website

Job Forum Website Advertising

AfPP's specialist recruitment website can be accessed at www.afppjobforum.org.uk or via the www.afpp.org.uk website.

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

Online 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 months	£100

Additional Online Advertising

Skyscraper advert (120x600) for 1 month	£250
Banner advert (960x97) for 1 month	£50

*can be reserved for a maximum of 3 consecutive months

**listed by date received



Webinar Sponsorship

AfPP run a programme of webinars designed to educate, challenge and inform. Our webinars are suitable for a broad spectrum of healthcare professionals at every stage of their career. This includes theatre nurses, operating department practitioners, assistant theatre practitioners, healthcare assistants, managers, educators and students, many of whom are influencers in their environment.

Sponsorship of an individual session, or a series of webinars, is a great opportunity for suppliers and recruiters to demonstrate their commitment to the ongoing educational needs of practitioners whilst raising awareness of their brand. Sponsors are able to promote their brand, website links, a video and literature to delegates. Additionally, there is the opportunity to present a five minute educational session during the webinar.

Webinar Statistics

Average delegate registrations	109
Average attendance	91
Average conversion rate	83%
Average interest rate	89%
Average attentiveness	93%

Advertising Rates

Webinar Sponsorship	£225
---------------------	------

Webinar Deliverables

- Logo included on webinar marketing, including emails, social media and flyers
- Opportunity to provide a 5 minute educational presentation to attendees
- Opportunity to supply a downloadable PDF and Video for attendees
- Solus email post-webinar to all registrants



Schedule and Specifications

2023 Publishing Schedule

Issue	Jan/Feb	March	April	May	June	Jul/Aug	September	October	November	December
Artwork deadline	22/11/2022	25/01/2023	28/02/2023	24/03/2023	24/04/2023	31/05/2023	25/07/2023	30/08/2023	27/09/2023	25/10/2023
Digital deadline	13/12/2022	15/02/2023	21/03/2023	18/04/2023	16/05/2023	21/06/2023	15/08/2023	20/09/2023	18/10/2023	15/11/2023
Published	07/01/2023	04/03/2023	07/04/2023	06/05/2023	03/06/2023	08/07/2023	02/09/2023	07/10/2023	04/11/2023	02/12/2023
Online publication	09/01/2023	07/03/2023	09/04/2023	09/05/2023	06/06/2023	10/07/2023	06/09/2023	10/10/2023	07/11/2023	05/12/2023

Advertising

JPP

Full page

With bleed: 216mm x 303mm

Trim Size: 210mm x 297mm

Type Area: 180mm x 268mm

(Measurements are width x height)

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.

IPP

Full page

With bleed: 216mm x 303mm

Trim Size: 210mm x 297mm

Quarter page

87mm x 130mm (no bleed)

Half page

180mm x 130mm (no bleed)

Schedule and Specifications

Digital Advertising

Websites

Job Forum Skyscraper
120px x 600px

Job Forum Banner
960px x 97px

AfPP Website Skyscraper
120px x 600px

JPP & IPP

Skyscraper Advert
150px x 600px

Full Page (no bleed or crop marks needed)
2480px x 3508px

Edition Sponsorship
Company logo is required in JPEG or PNG format

Email

Dedicated Email Image
600px x 300px

Video

Video

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

(Measurements are width x height)

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.