

The Association for Perioperative Practice

# MEDIA PACK 2025

Advertise with the UK's leading membership organisation dedicated to  
theatre practitioners and improving perioperative care



For further information please contact Rob White  
at Open Box Media & Communications:  
T: Switchboard 0121 200 7820 | Direct Dial 0121 289 6806 | E: [afppsales@ob-mc.co.uk](mailto:afppsales@ob-mc.co.uk)



# REACH AND ENGAGE WITH THE UK'S PERIOPERATIVE COMMUNITY

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 6,000 engaged membership, and a database of over 10,000 contacts, including theatre nurses, ODP theatre managers, clinical leads and first assistants in both the NHS and private hospitals. We offer a full range of promotional activities for you to showcase your products and services to our community.

**"Advertising with AfPP has proved continually successful for Central Medical Supplies, as it reaches our target audience within the NHS and independent sectors across the perioperative environment."**

**Fiona-Jane Kenworthy**  
**Marketing Manager, Central Medical Supplies**

# Advertising Opportunities

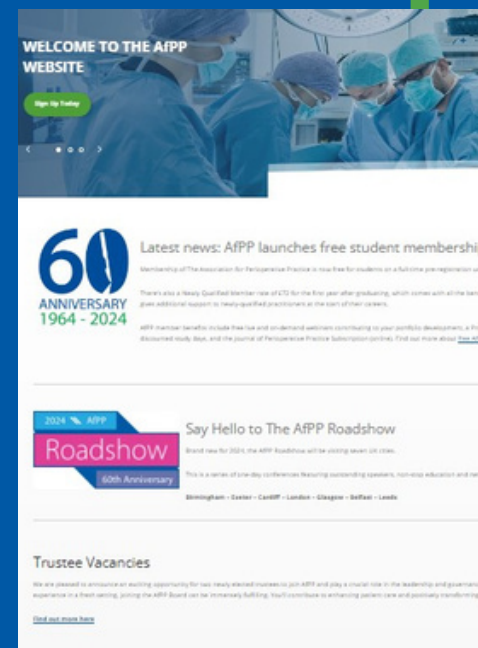


## JOURNAL OF PERIOPERATIVE PRACTICE (JPP)

- Informative professional journal
- Published ten times a year
- Peer reviewed
- Available to members and via subscription

## INNOVATION PEOPLE AND PRACTICE (IPP)

- Careers focussed publication
- Published ten times a year
- Each issue has a topic
- Available to members, non-members and perioperative professionals

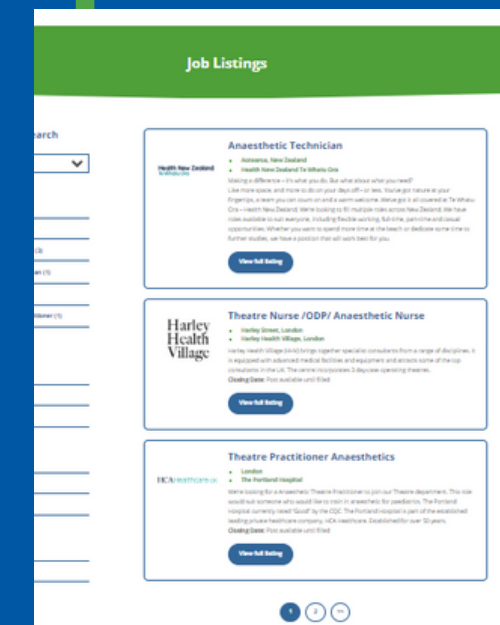


## WEBSITE

- Over 5,000 visitors per month
- Reach AfPP community of perioperative practitioners
- Advertise on our top-performing pages

## JOBS

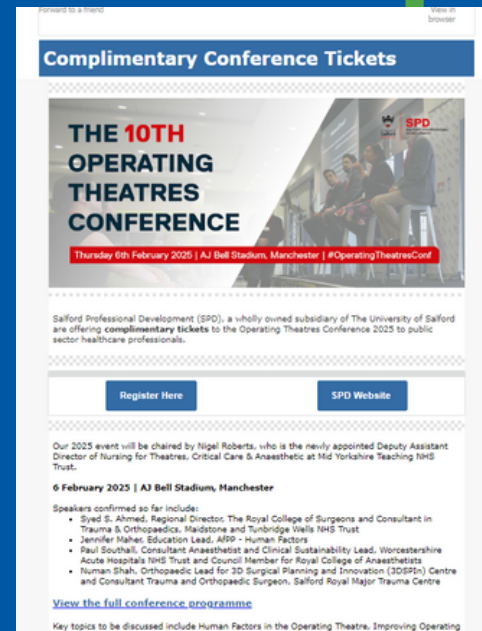
- Advertise perioperative jobs
- Advertising space available in IPP magazine and on AfPP website
- Reach perioperative professionals



# Advertising Opportunities

## DEDICATED EMAIL

- Over 10,000 perioperative contacts
- We send third-party emails directly to their inbox
- Only one per week for maximum impact



## SURVEY

- Survey perioperative practitioners in the AfPP community
- Highly engaged audience
- Passionate about sector
- Perfect for insights



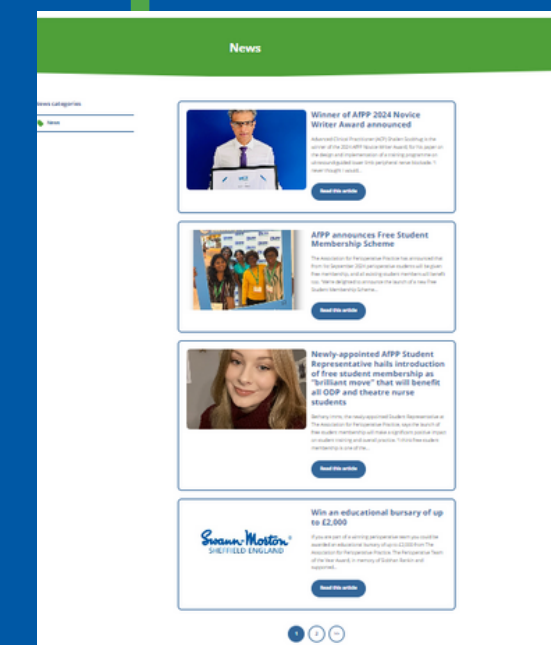
## MONTHLY E-BULLETIN

- Monthly AfPP E-Bulletin
- Sent to over 10,000 perioperative contacts
- Sent direct to inboxes
- Bookings by 2nd week of every month



## SPONSORED NEWS ITEM

- Dedicated news section
- Sponsored news item
- Highly engaged perioperative audience
- Available in private members' portal and on website







# JOURNAL OF PERIOPERATIVE PRACTICE (JPP)

## FREE TO MEMBERS

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.



84% of readers are Band 5 and above



60% read every issue



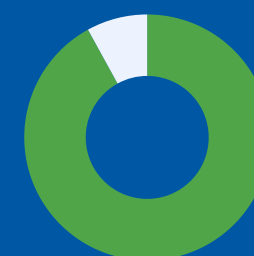
80% rated the JPP as their preferred publication



# INNOVATION, PEOPLE AND PRACTICE MAGAZINE (IPP)

## INDUSTRY, INNOVATION AND PRODUCT INFORMATION

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.



92% of members prefer to receive their publications digitally

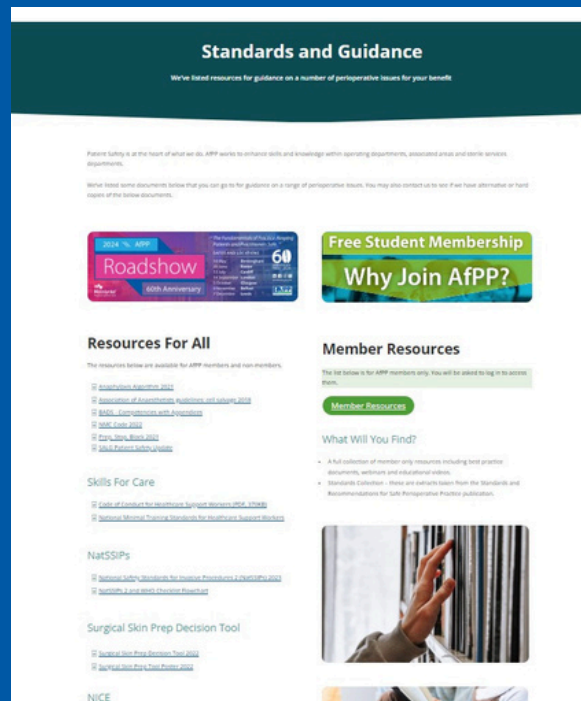


# WEBSITE

## OUR WEBSITE ATTRACTS OVER 5,000 VISITORS A MONTH

Our website [www.afpp.org.uk](http://www.afpp.org.uk) attracts over 5,000 visitors a month.

We have advertising opportunities within our site on our ‘open to all’ pages. We have selected our top-performing pages for great advertising opportunities.



### Top-performing pages:

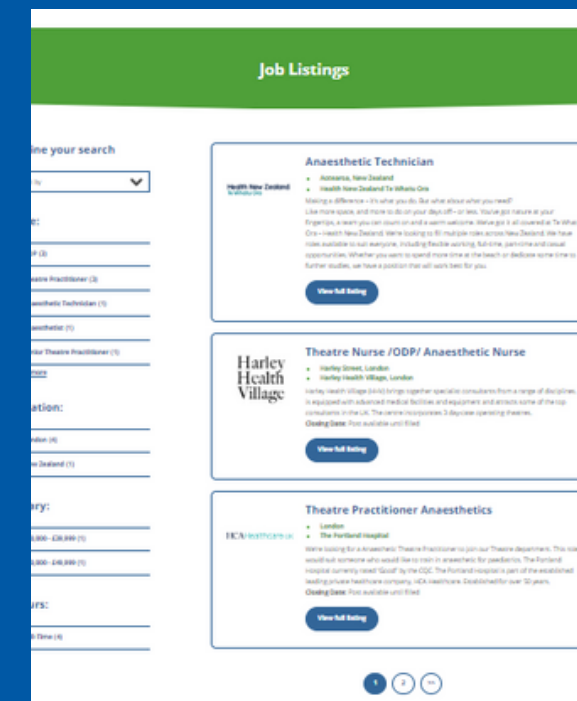
- [Standards and Guidance](#)
- [Jobs](#)
- [Events](#)
- [JPP](#)
- [Theatre Access Course](#)

# JOBS

## ADVERTISE ON OUR JOBS PAGE

AfPP’s specialist recruitment website can be accessed at [www.afpp.org.uk/jobs/](http://www.afpp.org.uk/jobs/)

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



# DEDICATED EMAIL

## COMMUNICATE DIRECTLY WITH OUR MEMBERS

The AfPP membership base is particularly engaged with an average open rate of 49.5% on our third-party emails. We have over 10,000 perioperative contacts, which is a great opportunity to communicate with theatre practitioners.



49.5% AVERAGE OPEN RATE OF THIRD-PARTY EMAILS

# SURVEY

## DIRECTLY REACH YOUR TARGET AUDIENCE

AfPP has 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.

The survey will be promoted as the second item in our monthly e-bulletin. It will also be shared on our social media channels.





# MONTHLY E-BULLETIN



## REACH 10,000 CONTACTS MONTHLY

The monthly AfPP E-Bulletin goes out to the AfPP community of over 10,000 contacts, and there is a premium advertising banner on this.



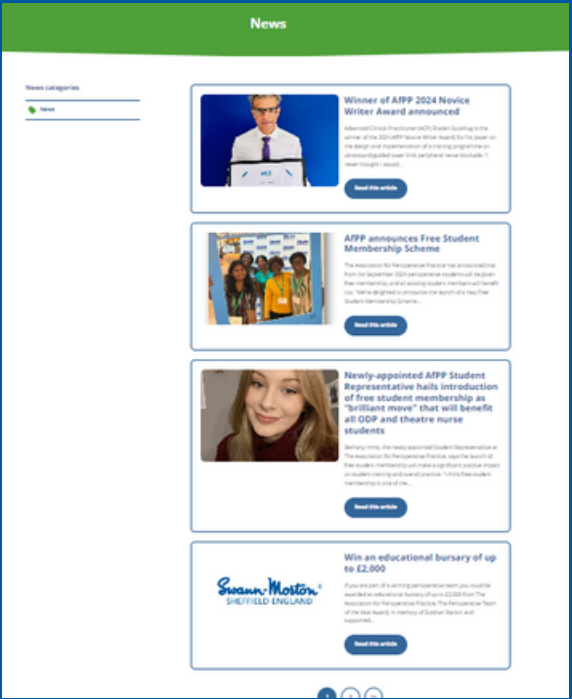
# SPONSORED NEWS ITEM



## SPREAD THE WORD

The AfPP website features a dedicated news section where we can feature a sponsored news item for all website visitors to see.

Share your news with all our website visitors - we get over 5,000 visitors a month.





# ADVERTISING RATES

2025 Rates (all rates per month unless otherwise stated)

## JPP

Position	Rate
All cover positions: IFC, IBC, OBC	£1,500

## IPP

Position	Rate
Full page	£1,175
Sponsored Content	£1,250 (£300 extra for AfPP journalist to write)
Half page	£765
Quarter page	£495
Product news	£350
Video alongside advert/content	£600
Video opposite front cover	£1,150

## Digital

Position	Rate
Dedicated Email	£1,000
Job Listing	£225 Listing £375 Premium Position
Survey	£1,000
E-Bulletin Banner	£600
Sponsored news	£300
Sponsored news item AfPP website and E-Bulletin	£550
Advert on AfPP website	£375

# IPP TOPICS FOR 2025

Issue	January	March	April	May	June	July	September	October	November	December
Topic	Anaesthesia Care Management	Sustainable Practice	Patient Safety and Surgical Site Infections	Surgical Plume	Patient Monitoring (warming, cooling, etc)	Surgical Instruments, Devices and Equipment	Anaesthesia: Airway Management	Infection Control: Precautions and Solutions	Progressing Safer Surgery: New Innovations and Practices	Theatres: Maintaining a Sustainable Future

# 2025 PUBLISHING SCHEDULE

Issue	Jan/Feb	March	April	May	June	Jul/Aug	September	October	November	December
Artwork deadline for JPP	19/11/2024	31/01/2025	28/02/2025	26/03/2025	30/04/2025	30/05/2025	31/07/2025	29/08/2025	03/10/2025	31/10/2025
Artwork deadline for IPP	06/12/2024	14/02/2025	06/03/2025	01/04/2025	07/05/2025	05/06/2025	06/08/25	04/09/2025	09/10/2025	06/11/2025
Published	03/01/2025	07/03/2025	04/04/2025	02/05/2025	06/06/2025	04/07/2025	05/09/25	03/10/2025	07/11/2025	05/12/2025



# SPECIFICATIONS

## 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](mailto:matt.hood@ob-mc.co.uk) 4 weeks prior to publication.

## Websites/Digital

### AfPP Website Adverts

5100px x 1700px

### 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](mailto:advertising@afpp.org.uk) a minimum of 1 week ahead of the agreed advertising start date.

The advertisement 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.

# DISCOUNTS AVAILABLE ON BUNDLE BOOKINGS

2025 Rates

## GOLD

6x Adverts in either IPP or JPP including x2 videos
1x Talking Heads interview IPP
1x Content - Case Study in IPP
1x Dedicated Email or Member Survey
12x Website Adverts
6x E-Bulletin Adverts

Total package rate card: £22,500  
Discounted rate: £14,625

## SILVER

4x Adverts in either IPP or JPP including
1x Talking Heads interview IPP
1x Content - Case Study in IPP
6x Website Adverts
4x E-Bulletin Adverts

Total package rate card: £11,350  
Discounted rate: £9,080

## BRONZE

2x Adverts in either IPP or JPP
1x Content – Case study in IPP
6x Website Adverts
4x E-Bulletin Adverts

Total package rate card: £9,000  
Discounted rate: £7,200

For alternative bundles please email [AfPPsales@ob-mc.co.uk](mailto:AfPPsales@ob-mc.co.uk) for a quote

# LET'S TALK!

## HOW TO CONTACT US

**"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**

**For further information please contact Lorraine Baker  
at Open Box Media & Communications:**

**T: Switchboard 0121 200 7820 | Direct Dial 0121 289 6806 | E: [afppsales@ob-mc.co.uk](mailto:afppsales@ob-mc.co.uk)**