

The Association for Perioperative Practice

MEDIA PACK 2026

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

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 13,000 contacts, including theatre nurses, ODPs, theatre managers, clinical leads and surgical 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)

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

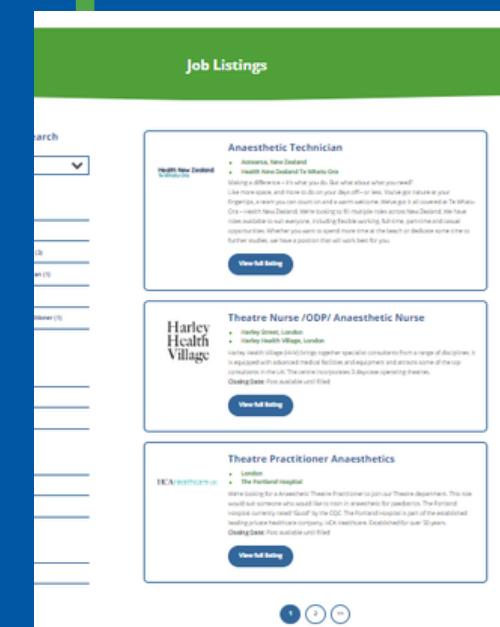


WEBSITE

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

JOBS

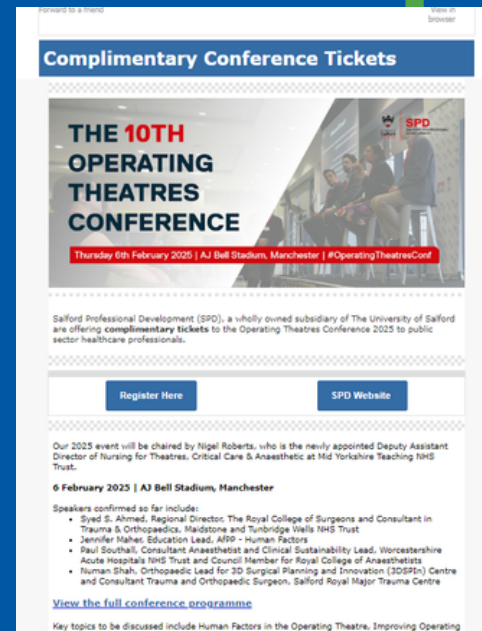
- Advertise perioperative jobs
- Advertising space available in IPP magazine and on AfPP website
- Reach perioperative professionals



Advertising Opportunities

DEDICATED EMAIL

- Over 13,000 perioperative contacts
- We send third-party emails directly to their inbox
- Only one per week for maximum impact



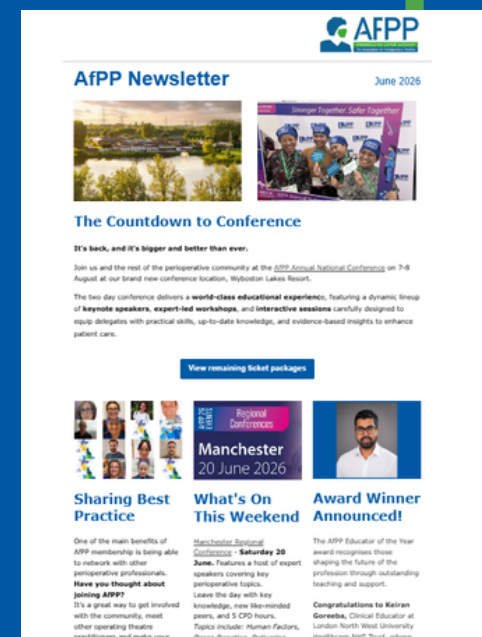
SURVEY

- 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 13,000 perioperative contacts
- Sent direct to inboxes
- Bookings by 2nd week of every month



SPONSORED NEWS ITEM

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

The Journal is accessible to thousands of universities and other institutions around the world via Sage Journals. This gives students easy access to searchable topics, papers, and citations. Readership is strong, with 139,065 downloads from the platform in the past year, reflecting its value as a trusted academic and professional resource.



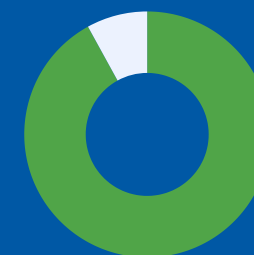
84% of readers are Band 5 and above



60% read every issue



80% rated the JPP as their preferred publication



92% of members prefer to receive their publications digitally

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.



WEBSITE

OUR WEBSITE ATTRACTS OVER 5,000 VISITORS EACH MONTH

The AfPP website www.afpp.org.uk is the UK's leading online hub for perioperative professionals.

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:

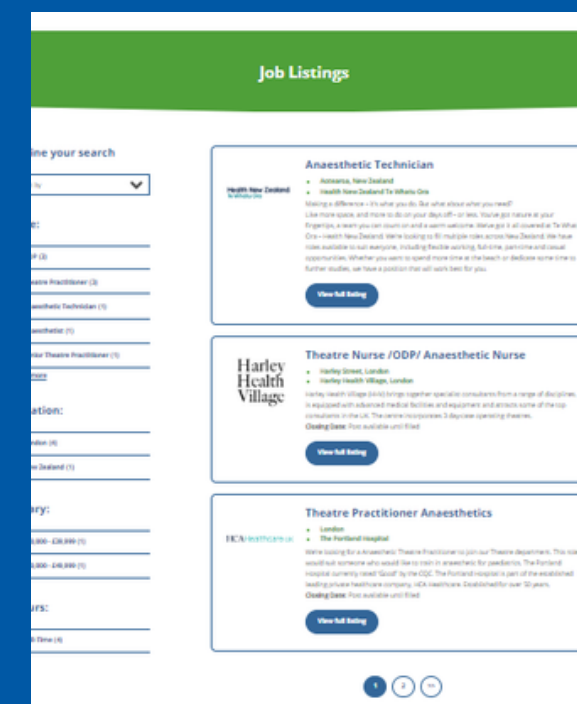
- [Standards and Guidance](#)
- [Jobs](#)
- [Events](#)
- [JPP](#)
- [Membership](#)

JOBS

ADVERTISE ON OUR JOBS PAGE

AfPP's specialist recruitment website can be accessed at 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 13,000 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.

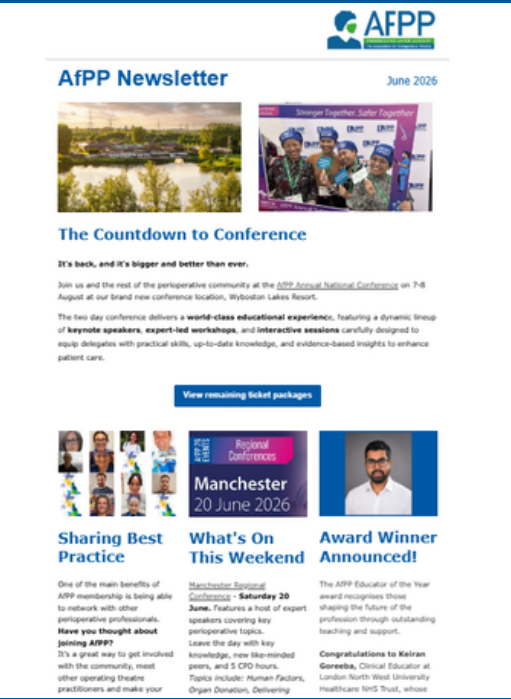


MONTHLY E-BULLETIN



REACH 13,000 CONTACTS MONTHLY

The monthly AfPP E-Bulletin goes out to the AfPP community of over 13,000 contacts, and there is a premium advertising banner available on the E-Bulletin.



SPONSORED NEWS ITEM



SPREAD THE WORD

The AfPP website features a dedicated news section where you 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

2026 Rates (all rates per month unless otherwise stated)

The JPP

Position	Rate
All cover positions: Inside Front Cover, Inside Back Cover, Outside Back Cover	£1,500

IPP Magazine

Position	Rate	Description
Full page	£1,175	A4 full page ad
Sponsored Content	£1,250 (£300 extra for AfPP journalist to write)	Advertorial article including 1 image
Half page	£765	Half page ad
Quarter page	£495	Quarter page ad
Product news	£350	Quarter page size. Supply 1 image, logo and text

Digital Advertising

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 2026

Issue	January	March	April	May	June	July	September	October	November	December
Topic	Innovations and Advancing Practice	Productive Theatres, Surgical Devices and Instruments	Sustainability in Practice	Patient Safety and Operating Theatre Culture	Anaesthesia Management	Operating Theatres: Design and Instrumentation	Infection Control	Green Operating Theatres	Theatre Consumables: Practitioner Safety	Patient Monitoring/Warming and Recovery

2026 PUBLISHING SCHEDULE

Issue	Jan/Feb	March	April	May	June	Jul/Aug	September	October	November	December
Artwork deadline for JPP	19/11/2025	23/01/2026	25/02/2026	25/03/2026	23/04/2026	27/05/2026	24/07/2026	26/08/2026	25/09/2026	27/10/2026
Talking Heads content deadline	28/10/2025	08/01/2026	06/02/2026	06/03/2026	08/04/2026	08/05/2026	03/07/2026	07/08/2026	04/09/2026	02/10/2026
Artwork deadline for IPP	21/11/2025	06/02/2026	04/03/2026	01/04/2026	01/05/2026	05/06/2026	04/08/2026	03/09/2026	06/10/2026	03/11/2026
Cover month	January 2026	March 2026	April 2026	May 2026	June 2026	July 2026	September 2026	October 2026	November 2026	December 2026

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 by the artwork due date.

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 a minimum of 1 week ahead of the agreed advertising start date.

The advertisement can include a direct link to a specific page on your website, with all embedded links fully clickable.

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

DISCOUNTS AVAILABLE ON BUNDLE BOOKINGS

2026 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
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 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 Karen Wasley at AfPP.

Email: sales@afpp.org.uk

Phone: 01423 881300

Your Pathway to Theatre Access

For company representatives

AfPP's on-demand Theatre Access Course provides medical device representatives, pharmaceutical representatives and service engineers with the competencies required to be in operating theatres during surgical procedures.

About the course:

- Recognised training provider for MIA/LSI register
- On-demand recorded teaching
- Online assessment
- Theatre Access Course card and certificate delivered in the post
- Valid for two years
- FREE copy of the AfPP Theatre Etiquette Guide
- Course completion in under one hour

**Scan here
to begin**

