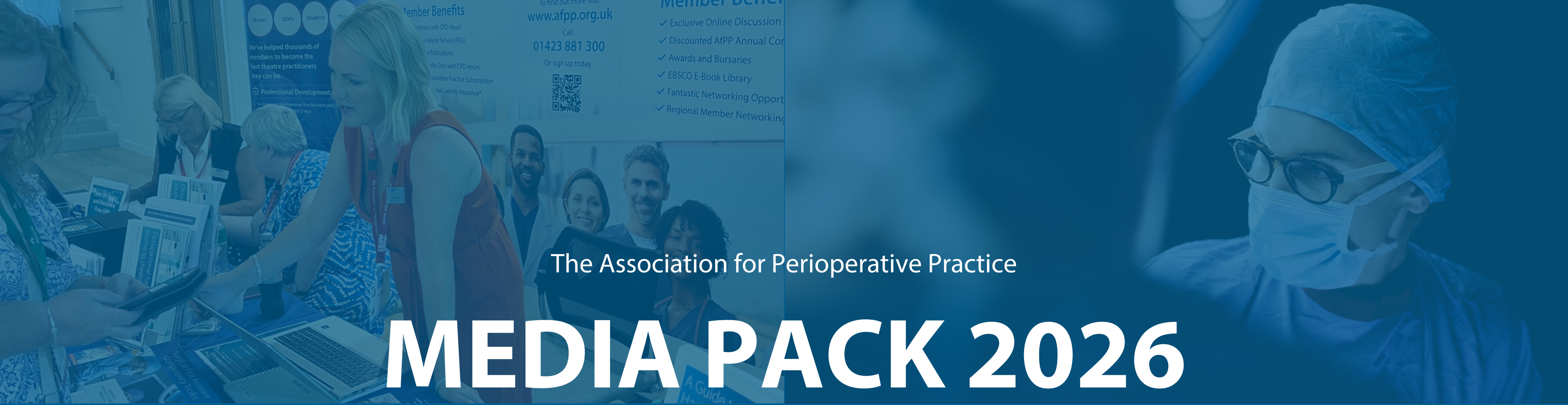




The Association for Perioperative Practice MEDIA PACK 2026

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
- Digital edition

INNOVATION PEOPLE AND PRACTICE (IPP)

- Published six times a year
- Each issue has a topic
- Available to members, non-members and perioperative professionals
- Digital and print copies

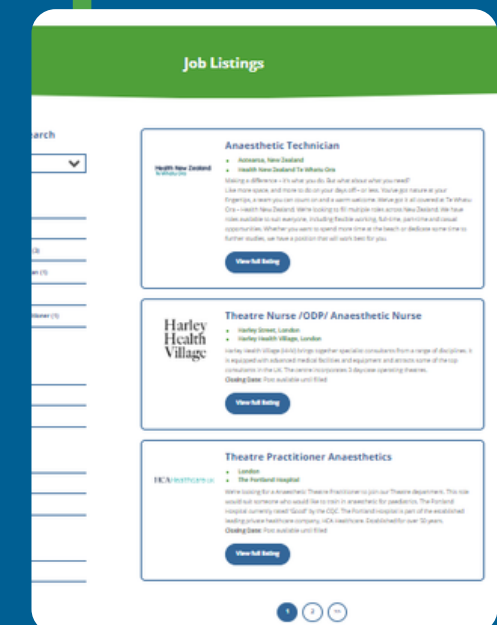


WEBSITE

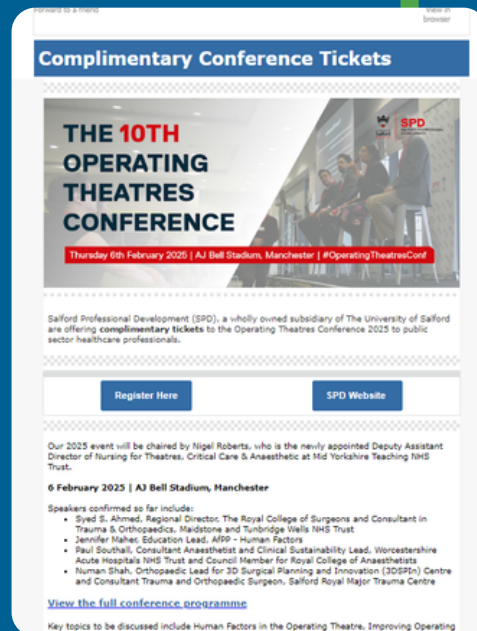
- Over 5,000 visitors per month
- Reach AfPP community of perioperative practitioners
- Advertise on our top-performing pages

JOBS

- Advertise perioperative jobs
- Advertising space available in IPP magazine and on AfPP website
- Reach over 13,000 perioperative professionals
- Send a dedicated mailer to AfPP's network



Advertising Opportunities

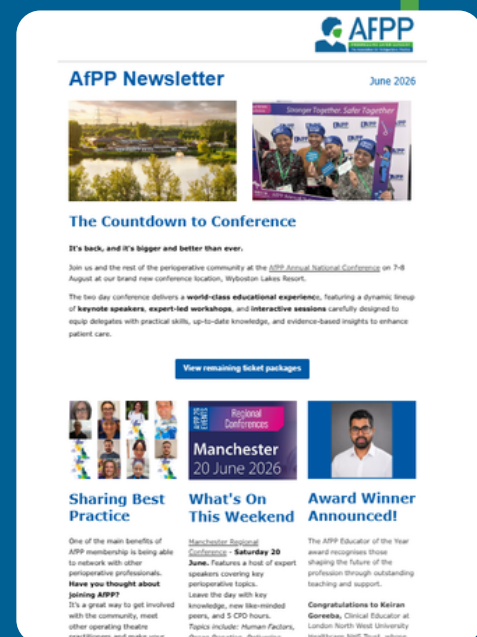


DEDICATED EMAIL

- 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





84% of readers are Band 5 and above



60% read every issue



80% rated the JPP as their preferred publication

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.



Now available in print delivered to hospital theatre staff rooms across the UK.



INNOVATION, PEOPLE AND PRACTICE MAGAZINE (IPP)

INDUSTRY, INNOVATION AND PRODUCT INFORMATION

With 6 editions per calendar year, 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.

Free digital copy to members.

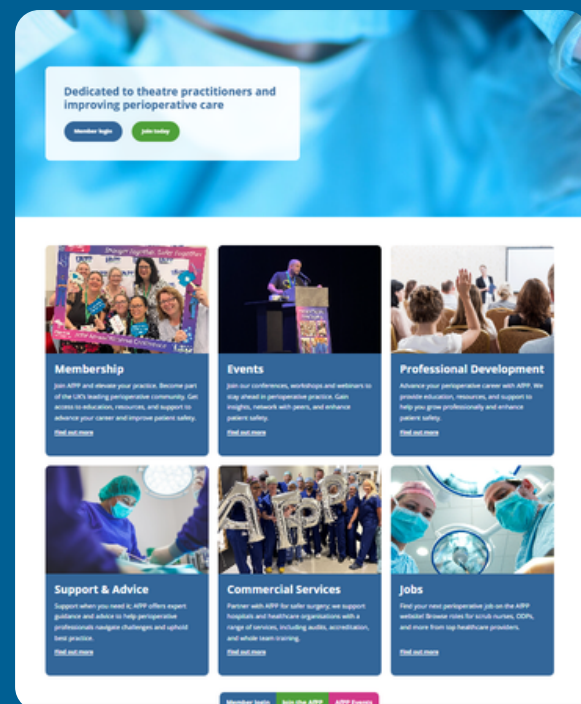


WEBSITE

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](#)

JOB

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.



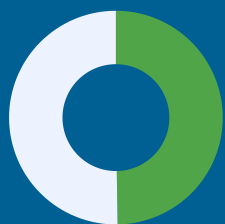
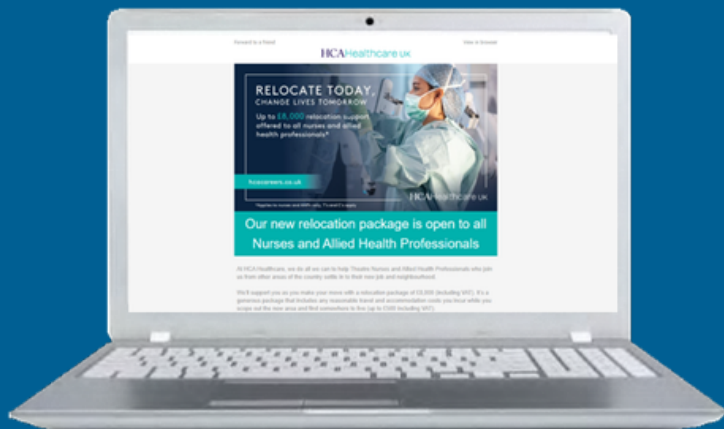
“We recently worked with AfPP to launch our new project helping theatre nurses and ODPs work in Australia and New Zealand. The AfPP team were always quick to respond, offering helpful advice on our options, and the marketing campaign delivered excellent results. We would definitely work with AfPP again. Thank you so much!”

Rosie Pugh, Director at Healthcare Abroad

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.



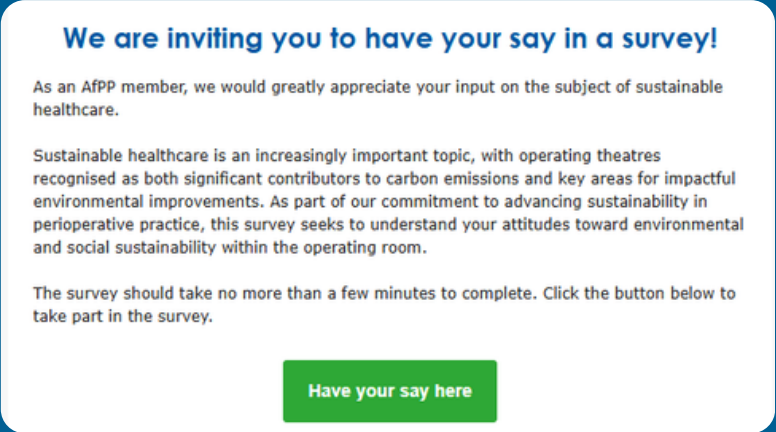
**49.5% AVERAGE OPEN RATE
OF THIRD-PARTY EMAILS**

“The conversion rate from the recent email is great! We’re so pleased and have had far more AfPP members registering for our webinar than we expected and it’s great to see such a high level of engagement.
We believe that sending communications through the AfPP gives our message extra credibility.”
Jamie Munro, Pentland Medical Ltd

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.
Distributed to our member network in a dedicated email, send us your pre-built survey, or we can create it for you.



“We have had a good response to the survey, especially given it was quite a specialist topic.”
Simon Durston-Smith, Medline

E-BULLETIN BANNER

REACH 13,000 CONTACTS

The monthly AfPP E-Bulletin goes out to our full network of over 13,000 contacts.

Get your advert seen in an edition of your choice in the style of an advertising banner.

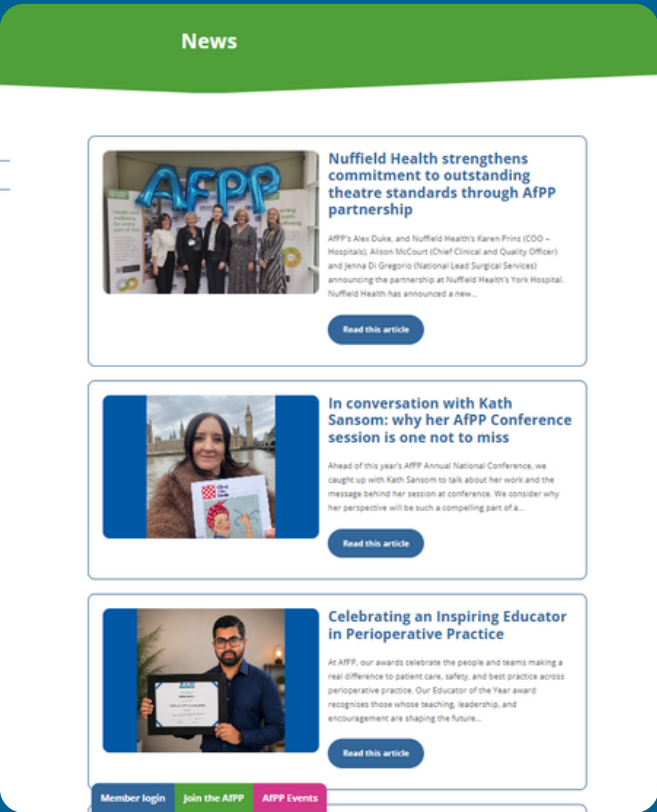


SPONSORED NEWS

SPREAD THE WORD

The AfPP website features a dedicated news section where you can feature a sponsored news item.

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



ADVERTISING RATES - 2026

Digital Advertising

Type	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 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

The JPP

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

All rates per month unless otherwise stated.

IPP 2026/2027



Make the most of 6 printed editions.



Month of Issue	November/December 2026	January/February 2027	March/April 2027	May/June 2027	July/August 2027	September/October 2027	November/December 2027
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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 page spread

Needs 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 and dedicated email content in a word document.

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.

LET'S BUILD A CAMPAIGN TOGETHER

Whether you are looking to increase brand awareness, recruit professionals, launch a new product or establish thought leadership, we can develop a tailored solution for you.

"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