Overview of Advertising Opportunities

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 over 7,000 highly engaged members, all of whom work in the perioperative environment. We offer a range of print and digital advertising opportunities to help companies reach this audience.

Membership Profile

Theatre Nurses, Operating Department Practitioners, Theatre Managers, Healthcare Assistants, Educators and Students.

- Registered Nurse
- ODP
- Student
- Theatre Manager
- Other
- Educationalist / Trainer / Lecturer
- HCA / HCW
- Senior Theatre Practitioner Clinical
- Lead
- First Assistant / ASP / SCP
Print Advertising Opportunities

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 literature reviews, research-based articles, advice on clinical issues and current news.

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 printed in the IPP magazine. It's published ten times a year and mailed with the JPP to our 7,000 members.
Additionally, the digital version of the IPP is publicly available via our website, thus increasing the reach of recruitment adverts.

For further information on advertising in the Journal of Perioperative Practice, IPP, the AFPP website or Job Forum, please contact Frances Murphy at Open Box Media & Communications:
T: 0121 353 1469 | E: frances.murphy@ob-mc.co.uk
Online Advertising Opportunities

**AfPP Website**
Our website provides news, resources and event information for our members and the wider perioperative care community. It attracts over 6,500 visitors a month.

**Webinar Sponsorship**
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.

**Member Survey**
Our members are passionate about their roles and the safety of their patients and teams. As such, they are an engaged audience to ask for insights and opinions on topics relating to practice and safety.

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

**AfPP Job Forum Email**
Approximately 5,300 practitioners have opted in to receive our dedicated Job Forum emails. Bookings for third-party recruitment emails are subject to availability in our email schedule.

For further information on advertising in the Journal of Perioperative Practice, IPP, the AfPP website or Job Forum, please contact Frances Murphy at Open Box Media & Communications:

T: 0121 353 1469 | E: frances.murphy@ob-mc.co.uk
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, literature reviews, topical discussions, advice on clinical issues, current news items and product information.

Published ten times a year, the Journal is free to AfPP members.

Our members receive the Journal by post.

Circulation

The Journal of Perioperative Practice (JPP) is published ten times a year and mailed to our 7,000 members.

Print Months

January, March, April, May, June, July, September, October, November and December.

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.

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
- Flyer insert: £800

(material provided by supplier)

For further information on advertising in the Journal of Perioperative Practice, IPP, the AfPP website or Job Forum, please contact Frances Murphy at Open Box Media & Communications:

T: 0121 353 1469 | E: frances.murphy@ob-mc.co.uk
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.

Circulation

The IPP is delivered to members along with the Journal. Anyone can view the magazine via our website. Additionally, the IPP is distributed via a dedicated email to 2,000 Purchasing Managers, Commissioning Leads, universities, private hospitals and key procurement influencers.

Readership Profile

Theatre Nurses, Operating Department Practitioners, Theatre Managers, Healthcare Assistants, Educators, Students, Purchasing Managers, Commissioning Leads, universities, private hospitals and key procurement influencers.

Print Months

January, March, April, May, June, July, September, October, November and December.

Advertising Rates

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front cover</td>
<td>£1,500</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>£1,500</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>£1,500</td>
</tr>
<tr>
<td>Double page spread</td>
<td>£2,050</td>
</tr>
<tr>
<td>Talking Heads interview</td>
<td>£1,800</td>
</tr>
<tr>
<td>Full page</td>
<td>£1,175</td>
</tr>
<tr>
<td>Half page</td>
<td>£765</td>
</tr>
<tr>
<td>Quarter page</td>
<td>£495</td>
</tr>
<tr>
<td>Product news (text + image)</td>
<td>£295</td>
</tr>
<tr>
<td>Flyer insert (material provided by supplier)</td>
<td>£800</td>
</tr>
</tbody>
</table>
Innovation, People and Practice Magazine

Each edition 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. I am always pleased to see the journal and IPP repeatedly being read by theatre staff in their break rooms as part of their chosen reading material. AfPP publications are very effective at keeping our audience aware of our products as our adverts are printed alongside interesting and informative articles.’

Matthew Peskett, Managing Director, Peskett Solutions Ltd

Topics for 2022

<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Infection Control: Precautions &amp; Solutions</td>
</tr>
<tr>
<td>March</td>
<td>Surgical Instruments, Devices &amp; Equipment</td>
</tr>
<tr>
<td>April</td>
<td>Sustainable Theatres: Going Green</td>
</tr>
<tr>
<td>May</td>
<td>Infection Prevention &amp; Wound Management: Haemostasis &amp; Surgical Wound Care</td>
</tr>
<tr>
<td>June</td>
<td>Smoke Evacuation</td>
</tr>
<tr>
<td>July</td>
<td>Minimally Invasive Surgery</td>
</tr>
<tr>
<td>September</td>
<td>Anaesthetic Care Management</td>
</tr>
<tr>
<td>October</td>
<td>Infection Prevention Solutions: Surgical Site Infections</td>
</tr>
<tr>
<td>November</td>
<td>Theatre Consumables: PPE, Footwear, Scrubs &amp; Gloves</td>
</tr>
<tr>
<td>December</td>
<td>Patient Warming/Cooling &amp; Monitoring</td>
</tr>
</tbody>
</table>

’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
AfPP Website Advertising

Our website [www.afpp.org.uk](http://www.afpp.org.uk) attracts over 6,500 visitors a month. Many pages of our website are open for anyone to access whilst 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

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper advert</td>
<td>(600px x 120px)</td>
<td>£300</td>
</tr>
<tr>
<td>Banner advert</td>
<td>(525px x 225px)</td>
<td>£300</td>
</tr>
<tr>
<td>Additional Month</td>
<td>(per month)</td>
<td>£250</td>
</tr>
<tr>
<td>6 Months</td>
<td></td>
<td>£1,350</td>
</tr>
</tbody>
</table>
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 5 minute educational session during the webinar.

Webinar Statistics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average delegate registrations</td>
<td>140</td>
</tr>
<tr>
<td>Average attendance</td>
<td>116</td>
</tr>
<tr>
<td>Average conversion rate</td>
<td>82%</td>
</tr>
<tr>
<td>Average interest rate</td>
<td>89%</td>
</tr>
<tr>
<td>Average attentiveness</td>
<td>93%</td>
</tr>
</tbody>
</table>

Advertising Rates

- Webinar Sponsorship: £225

For further information on advertising in the Journal of Perioperative Practice, IPP, the AfPP website or Job Forum, please contact Frances Murphy at Open Box Media & Communications:

T: 0121 353 1469  |  E: frances.murphy@ob-mc.co.uk
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 10 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 also 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 posts 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 £250
Promotion of Survey in Solus Email £600
The AfPP Job Forum – Print

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.

Circulation

Job Forum is printed in the IPP magazine. It’s published ten times a year and mailed with the JPP to our 7,000 plus members. Anyone can view the magazine via our website.

Additionally, the IPP is distributed via a dedicated email to 2,000 Purchasing Managers, Commissioning Leads, universities, private hospitals and key procurement influencers.

Readership Profile

Theatre Nurses, Operating Department Practitioners, Theatre Managers, Healthcare Assistants, Educators, Students, Purchasing Managers, Commissioning Leads, universities, private hospitals and key procurement influencers.

Print Months

January, March, April, May, June, July, September, October, November and December.

Advertising Rates

<table>
<thead>
<tr>
<th>Page Type</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Full page</td>
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<tr>
<td>Half page</td>
<td>£765</td>
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<tr>
<td>Quarter page</td>
<td>£495</td>
</tr>
</tbody>
</table>

For further information on advertising in the Journal of Perioperative Practice, IPP, the AFPP website or Job Forum, please contact Frances Murphy at Open Box Media & Communications:

T: 0121 353 1469 | E: frances.murphy@ob-mc.co.uk
The AfPP Job Forum – Digital

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* £225
  (Guaranteed 1st position subject to availability)
- **Secondary listing** for 1 month* £200
  (Guaranteed 2nd position subject to availability)
- **Online listing** for 1 month** £125
  Additional months £100

Additional Online Product and Job Advertising
- **Skyscraper** advert (120x600) for 1 month £250
- **Banner** advert (960x97) for 1 month £50

*cannot be reserved for consecutive months
**listed by date received

Job Forum Email Advertising
It’s possible to reach approximately 5,300 practitioners with a dedicated Job Forum email to our members who accept third party emails. Bookings must be made in advance and are subject to availability in our current email schedule.

Email Advertising Rates
- Full membership (opted in) £600
- Members by geographical region £POA

For further information on advertising in the Journal of Perioperative Practice, IPP, the AfPP website or Job Forum, please contact Frances Murphy at Open Box Media & Communications:
T: 0121 353 1469 | E: frances.murphy@ob-mc.co.uk
## Schedule and Specifications

### 2022 Publishing Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Jan/Feb</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>Jul/Aug</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artwork deadline</td>
<td>24/11/2021</td>
<td>01/02/2022</td>
<td>01/03/2022</td>
<td>25/03/2022</td>
<td>03/05/2022</td>
<td>24/05/2022</td>
<td>02/08/2022</td>
<td>06/09/2022</td>
<td>04/10/2022</td>
<td>01/11/2022</td>
</tr>
<tr>
<td>Insert deadline</td>
<td>08/12/2021</td>
<td>16/02/2022</td>
<td>16/03/2022</td>
<td>19/04/2022</td>
<td>17/05/2022</td>
<td>15/06/2022</td>
<td>15/08/2022</td>
<td>20/09/2022</td>
<td>18/10/2022</td>
<td>15/11/2022</td>
</tr>
<tr>
<td>Published</td>
<td>04/01/2022</td>
<td>04/03/2022</td>
<td>01/04/2022</td>
<td>06/05/2022</td>
<td>03/06/2022</td>
<td>01/07/2022</td>
<td>02/08/2022</td>
<td>07/10/2022</td>
<td>04/11/2022</td>
<td>02/12/2022</td>
</tr>
<tr>
<td>Online publication</td>
<td>04/01/2022</td>
<td>07/03/2022</td>
<td>04/04/2022</td>
<td>06/05/2022</td>
<td>06/06/2022</td>
<td>04/07/2022</td>
<td>06/08/2022</td>
<td>10/10/2022</td>
<td>07/11/2022</td>
<td>05/12/2022</td>
</tr>
</tbody>
</table>

### JPP Print Advertising

- **Full page**
  - With bleed: 216mm x 303mm
  - Trim Size: 210mm x 297mm
  - Type Area: 180mm x 268mm

### IPP Print Advertising

- **Full page**
  - With bleed: 216mm x 303mm
  - Trim Size: 210mm x 297mm
  - (no bleed)

- **Half page**
  - 180mm x 130mm
  - (no bleed)

- **Quarter page**
  - 87mm x 130mm
  - (no bleed)

### Digital Advertising

- **Job Forum Skyscraper**
  - 120px x 600px

- **Job Forum Banner**
  - 960px x 97px

- **AfPP Website Banner**
  - 525px x 225px

- **AfPP Website Skyscraper**
  - 600px x 120px

### 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 [mark.lamsdale@ob-mc.co.uk](mailto:mark.lamsdale@ob-mc.co.uk) 4 weeks prior to publication.

### 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) ahead of the agreed advertising start date.