



*MEDIA PACK 2022*



*the social care leader with products  
that drive brands and innovations*

## ABOUT US

*Caring Times* is regarded as the leading care home publication and the one advertisers should consider first in their search for a marketing partner.

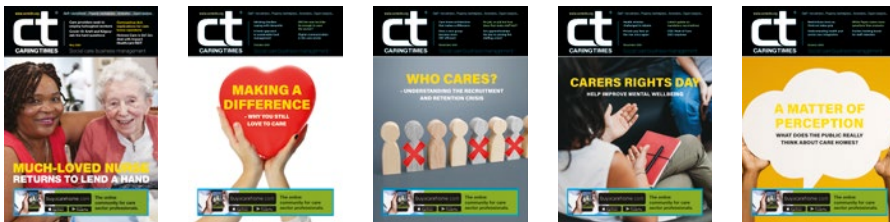
*Caring Times* contains news, analysis, business and financial pages, property market information, expert professional advice, people and quality care company profiles, product reviews, general features and much, much more!

*Caring Times* is the longest established publication with the most experience in the sector.

## EXPERIENCE

*Caring Times* has been published for over 33 years making it the most recognised brand in the sector.

*Caring Times* is published by Nexus Media Group, publisher of *HealthInvestor UK*, *EducationInvestor Global*, *NutritionInvestor*, *Nursery Management Today* and *Independent School Management*. Nexus Media Group is a media organisation responsible for sector-renowned annual events, providing market intelligence and networking opportunities.



## THE MARKET LEADER

**33** Years *Caring Times* has been published

**8,000+** Social media followers

**11** Magazine editions each year



**Anna Dobbie**  
Editor, *Caring Times*  
[anna.dobbie@nexusgroup.co.uk](mailto:anna.dobbie@nexusgroup.co.uk)





# MULTI-MEDIA PRODUCT OFFERINGS

## advertising opportunities...

- in the publication of *Caring Times*

## cover position and false cover opportunities...

- in the publication of *Caring Times*

## website advertising opportunities...

- offering superb opportunities for sponsorship and other advertising

## social media outreach opportunities...

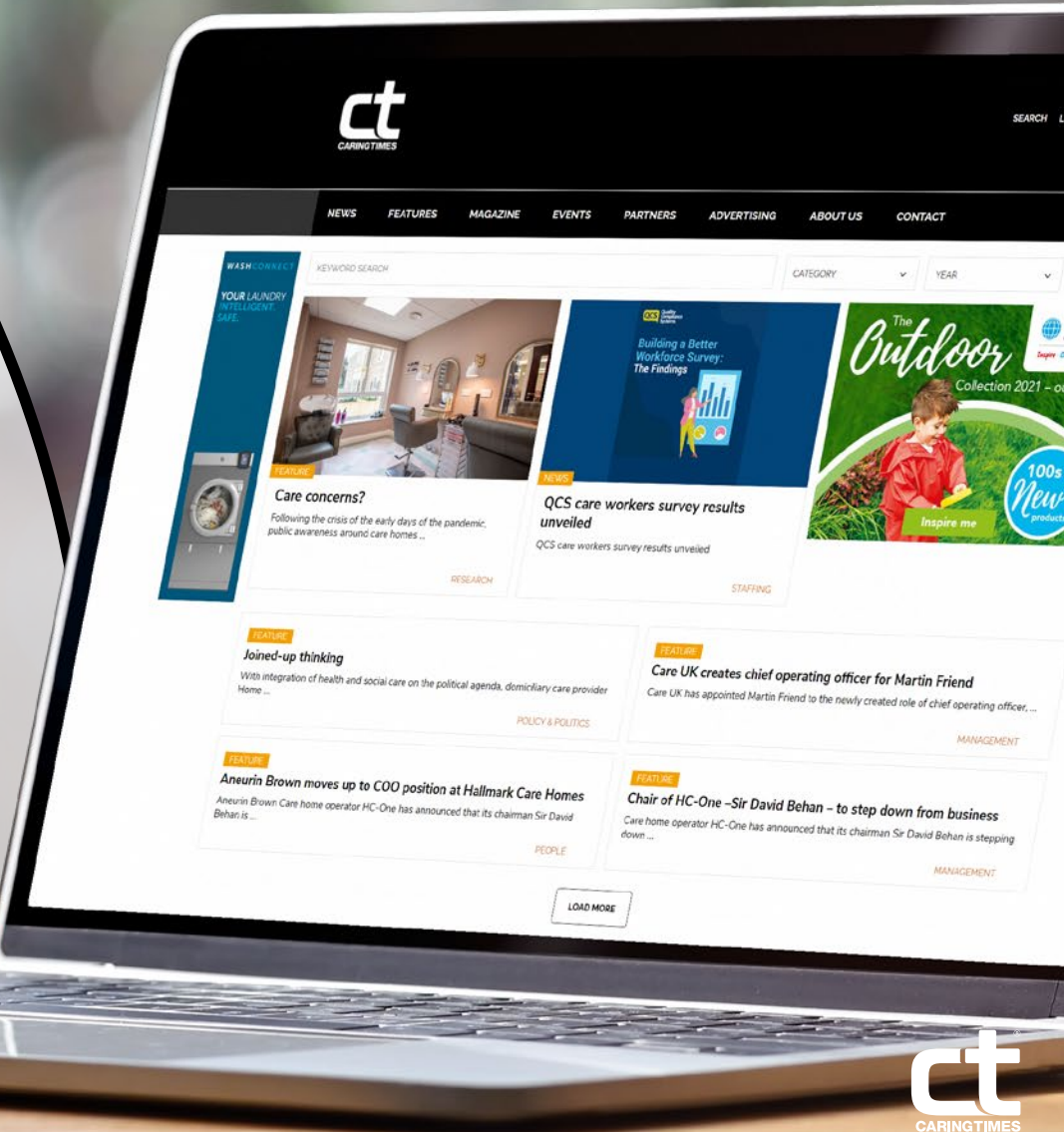
- with an approximate following of over 8,000 people across our social media channels on Facebook and Twitter

## sponsorship opportunities...

- including the National Care Awards, Caring Times Special Features, webinars and CT Virtual Breakfast Club round tables

## webinar and newsletter sponsorship opportunities

“ I HAVE BEEN DEALING WITH CARING TIMES FOR OVER 22 YEARS AND TO ME IT IS STILL A LEADING MAGAZINE IN THE HEALTHCARE MARKET. THE MAGAZINE IS EASY TO READ AND VERY INFORMATIVE. AS A MANUFACTURER WE ARE PLEASED WITH THE LEADS WE GET AS A RESULT OF ADVERTISING. ”  
DEREK TIMONEY, MEDICARE SYSTEMS LTD



## OUR AUDIENCE

### THE MARKET YOU REACH

We reach out to private companies, public companies, not-for-profit organisations and charities working in the long term care sector. Additionally we target financial institutions, architects, inspection and registration authorities, consultants, business transfer agents and other professionals and organisations serving the market.

91%

of *Caring Times* readers pass their copy to a colleague/s

6

Each individual copy of *Caring Times* is read by 6 people, on average

80,000

Average number of *Caring Times* readers per issue



### CIRCULATION

*Caring Times* is published eleven times a year. We focus on the larger care homes with 20 or more beds, which have the greater purchasing budgets. Based on our August 2019 Reader Survey, our total readership is 80,000. According to NHS England, there are around 17,000 registered care homes in the UK.

### VALUED EDITORIAL ENVIRONMENT

*Caring Times* wants to stand out and ensure therefore that your marketing is noticed:

- Well researched format that offers a suitable editorial environment for all your marketing needs
- Up-front News section which offers popular early positions
- Review and Columnist sections which offer knowledgeable readers in-depth and challenging analysis
- Business and property section offers a targeted audience to suppliers with an interest in this area
- Product News offers suppliers an opportunity to highlight new products
- Highly respected, popular Special Features offer suppliers unique sponsorship and advertising opportunities to reach targeted audiences.

### UNIQUE MARKETING PORTFOLIO

The *Caring Times* portfolio is the widest and most respected in the sector, able to satisfy a wide range of marketing needs. We encourage our partners to mix and match to make the most cost effective use of their budget. In addition to *Caring Times* there is:



### 24<sup>TH</sup> NATIONAL CARE AWARDS 2022

For the last 24 years (November each year) the largest, most appreciated and respected Awards have offered sponsorship and other opportunities to our marketing partners. The six month campaign culminates in the sector's most prestigious annual event - the Gala Night - for over seven hundred people.

### SPECIALIST EVENTS

- Bespoke events (including talks, courses & seminars) aimed at carefully targeted audiences
- Bespoke events tailored to sponsors' individual requirements
- Caring Times Virtual Breakfast Club round tables
- Webinars

## SPECIALIST AREAS

### COMPANY PROFILES / CASE STUDIES

*Caring Times* successfully introduced the opportunity for long term care providers and manufacturers to buy a Company Profile or Case Study in *Caring Times*. These have worked extremely well providing a great opportunity to promote your business.

### REGULAR MONTHLY FEATURES

Each month we focus specialist features (please refer to our annual features list in this pack). There are opportunities to buy space in the feature or to sponsor a feature.

**“ WE HAVE WORKED CLOSELY WITH THE TEAM AT CARING TIMES, ON BEHALF OF OUR CLIENTS, FOR A NUMBER OF YEARS NOW AND HAVE ALWAYS FOUND THEM TO BE PROACTIVE, HELPFUL AND DEDICATED. THEY REALLY CARE ABOUT WHAT THEY DO AND ABOUT ADDING VALUE TO THE CARE SECTOR - WE ALWAYS KNOW THAT OUR CLIENTS’ CAMPAIGNS ARE IN SAFE HANDS. WE LOOK FORWARD TO A CONTINUED WORKING RELATIONSHIP WITH CARING TIMES.”**

JACQUI ATKINSON, ASSOCIATE DIRECTOR,  
WILLIAM MURRAY COMMUNICATIONS

To explore sponsorship opportunities within *Caring Times* contact  
Caroline Bown on [caroline.bown@nexusgroup.co.uk](mailto:caroline.bown@nexusgroup.co.uk)

## FEATURES LIST 2022

### JANUARY

- Care Home Interiors
- IT Services
- Technology
- Heating/Insulation
- Finance

### FEBRUARY

- Hygiene & Infection Control
- Care Home Interiors
- Tax
- Falls

### MARCH

- Nursecall Systems
- Laundry Equipment & Supplies
- Uniforms and badges
- Catering & Nutrition

### APRIL

- Legal
- Recruitment
- Training
- Software & Technology

### MAY

- Kitchen Equipment & Supplies
- Heating
- Food & Nutrition
- e-Learning

### JUNE

- Care Home Insurance
- Advisory
- Bathroom Equipment & Supplies
- Nursecall Systems
- Laundry Equipment & Supplies

### JULY/AUGUST

- Catering Equipment
- Fire & Safety
- Care Home Interiors
- Finance

### SEPTEMBER

- Recruitment
- Hygiene & Infection Control
- Food & Nutrition
- Tax
- Falls

### OCTOBER

- Catering & Nutrition
- Legal Services
- Waste Management
- Nursecall Systems

### NOVEMBER

- Dementia
- Dysphagia
- Laundry Equipment & Supplies
- Compliance Systems

### DECEMBER

- Waste Management
- Property Services
- Security



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## SURVEYS AND RESEARCH

### READ BY SENIOR EXECUTIVES

- 23% of our readers are owners or directors
- 69% of our readers are manager/matrons
- 81% of our readers are those responsible for making purchasing decisions

### READERS ARE EXPERIENCED

- 84% of our readers have worked in the sector for five or more years

### READERS HAVE WIDESPREAD INTERESTS

- 71% are involved in dementia care
- 29% are work with people with learning difficulties
- 28% are involved in sheltered housing/assisted living
- 13% are involved in domiciliary care

### VALUED BY ITS READERS

- 98% read *Caring Times* to keep up to date
- 92% read *Caring Times* as a source of information and advice
- 67% read *Caring Times* to ensure they follow good practice
- 89% read *Caring Times* Product Pages
- 96% regard *Caring Times* Training Features as 'important'
- Almost a third (33%) read *Caring Times* for its advertising content
- 49% of *Caring Times* readers spent 10-30 minutes reading each issue and a further 49% spend more than 30 minutes
- 84% of *Caring Times* readers find the publication 'readable, clear and enjoyable'
- *Caring Times* readers are actively looking to purchase equipment in the next 12 months including uniforms and clothing, furniture (bedroom/ lounge/dining/ garden), infection control products, catering equipment, laundry equipment, bathroom equipment, training packages and software

## ADVERTISING POSITIONS

### FALSE COVER

- Trim size (w x h): 420mm x 297mm
- *add 3mm bleed to all edges*
- *Keep text at least 10mm from edges*

### DOUBLE PAGE SPREAD

- Trim size (w x h): 420mm x 297mm
- *add 3mm bleed to all edges*
- *Keep text at least 10mm from edges*

### FULL PAGE

- Trim size (w x h): 210mm x 297mm
- *add 3mm bleed to all edges*
- *Keep text at least 10mm from edges*

### HALF PAGE

- Vertical (w x h): 90.3mm x 269.8mm
- Horizontal (w x h): 184.6mm x 135.8mm

### QUARTER PAGE

- Vertical (w x h): 90.3mm x 128.5mm
- Horizontal (w x h): 184.6mm x 65mm

### EIGHTH PAGE

- Vertical (w x h): 42.5mm x 128.5mm
- Horizontal (w x h): 90.3mm x 65mm



# ADVERTISING OPPORTUNITIES

## COPY DEADLINES 2022

Issue	Booking deadline	Copy deadline
February	10/01/2022	14/01/2022
March	07/02/2022	11/02/2022
April	14/03/2022	18/03/2022
May	11/04/2022	15/04/2022
June	09/05/2022	13/05/2022
July/August	13/06/2022	17/06/2022
September	08/08/2022	12/08/2022
October	12/09/2022	16/09/2022
November	10/10/2022	14/10/2022
December	07/11/2022	11/11/2022

## ADVERTISING

Print is as impactful as ever, with impressive performance levels especially when integrated into a cross-channel campaign with *Caring Times*.

All rates listed are excluding VAT. Series rates available on application.

Rate card	
Four Page False Cover	£6,900
Double Page Spread	£4,710
Full Page	£2,500
Half Page	£1,370
Quarter Page	£780
Eighth Page	£430
Product News Entry	£180
Cover Positions	POA

For full details contact Caroline Bown on [caroline.bown@nexusgroup.co.uk](mailto:caroline.bown@nexusgroup.co.uk)

## ELECTRONIC SPECIFICATIONS

- Material must be supplied in one of the following formats: press-ready PDF; TIFF; EPS. All images must be in CMYK, greyscale or mono format (not RGB), at 300dpi.
- We can accept files via email (max.attachment size 10Mb) - for larger files please use Dropbox or a similar service such as Mailbigfile.com.

*NOTE If material received does not meet these criteria, we reserve the right to levy a handling charge. This will automatically apply to files supplied in Microsoft Word or Publisher format unless prior arrangements have been made.*



# NEXUS MEDIA GROUP BRAND PORTFOLIO

Nexus Media Group's range of established business media titles and leading events focus on the health, education and early-years sectors.

Established in 2004, our London-based team of journalists and sector experts provide insight, market intelligence, and introductions to complex marketplaces, while our extensive calendar of networking events brings together leading decision-makers in the sectors we cover.

**CONTACT US TO  
DISCUSS WHAT WE  
CAN DO FOR YOUR  
BUSINESS**

020 7104 2000

[SALES@NEXUSGROUP.CO.UK](mailto:SALES@NEXUSGROUP.CO.UK)

**EducationInvestor** Global

The definitive publication for education companies worldwide

NURSERY MANAGEMENT TODAY  
**nmt**

For professionals working in the early years sector

**ct**

Social care's leading business management publication

**ISM**

INDEPENDENT SCHOOL MANAGEMENT

**HealthInvestor** UK

Essential reading for the healthcare business in the UK

**NutritionInvestor**

Intelligence on food and drink brands