

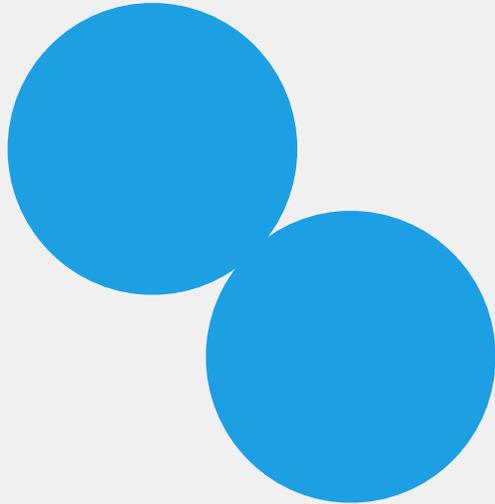
**NMG**  
NEXUS MEDIA GROUP

**ct**<sup>®</sup>  
CARINGTIMES

**MEDIA KIT**



# About us



Caring Times is the UK's leading publication for owners/directors, managers and leaders in social care.

First published over 35 years ago, Caring Times magazine goes out to 6,000+ subscribers each month and is a widely recognised, respected brand within the care sector.

In addition to the monthly print magazine, digital news and features are published on the Caring Times website. These are shared with 6,000+ subscribers via our weekly newsletter, as well as our 13,000+ social media followers.

Caring Times is published by Nexus Media Group (NMG). Other titles from NMG include HealthInvestor and Healthcare Property.

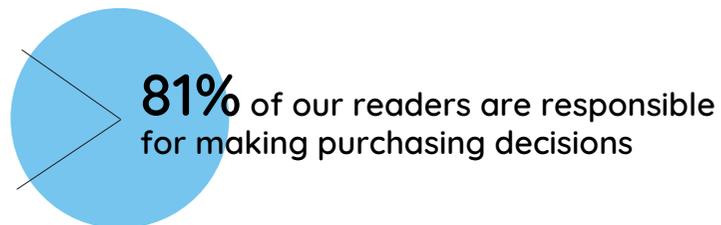
# Audience

By advertising in Caring Times,

you can promote your brand to decision-makers in the care sector.

Our audience consists of care business owners, directors and managers across the UK.

## Senior-level readership



## Readers across different areas of care

71% are involved in dementia care

29% work with people who have learning difficulties

28% are involved in sheltered housing/assisted living

13% are involved in domiciliary care

10% are involved in specialist care

5% are involved in retirement living

# Opportunities

Advertising opportunities are available in Caring Times magazine – giving you the chance to promote your business to our loyal readership of senior decision-makers in social care.

## By advertising in Caring Times magazine, you will:

- Reach an engaged audience of your target customers
- Inform thousands of care professionals about your products/services
- Boost awareness of your brand in the care sector

In addition to advertising in the print magazine, we have digital opportunities to advertise on the Caring Times website.



There are also many ways you can get involved with our programme of events, including Caring Times Owners Club, Care Managers Show and the National Care Awards.

For more information, contact: [sales@nexusgroup.co.uk](mailto:sales@nexusgroup.co.uk)

# Print rates

Caring Times is an A4 portrait publication (210 x 297mm).

## Magazine advertising rates

Per insertion	1-2	3-5	6+
Page	£1,220	£1,100	£1,040
Half page	£750	£680	£640
Quarter page	£440	£390	£370
Double page	£2,250	£2,030	£1,920
Centre spread	£2,420	£2,180	£2,060



More options include:

Outside back cover: £1,500  
Inside front cover: £1,400  
False cover: £7,500

For more information, contact: [sales@nexusgroup.co.uk](mailto:sales@nexusgroup.co.uk)

# Features list

Every issue of Caring Times magazine covers:



And more

2024 features list:

**April** - Laundry equipment & supplies/infection control

**May** - Care Managers Show Birmingham preview

**June** - Recruitment

**July/August** - Software and technology

**September** - Healthcare Summit preview

**October** - Care Managers Show London preview

**November** - Legal

**December** - Training

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# Digital rates

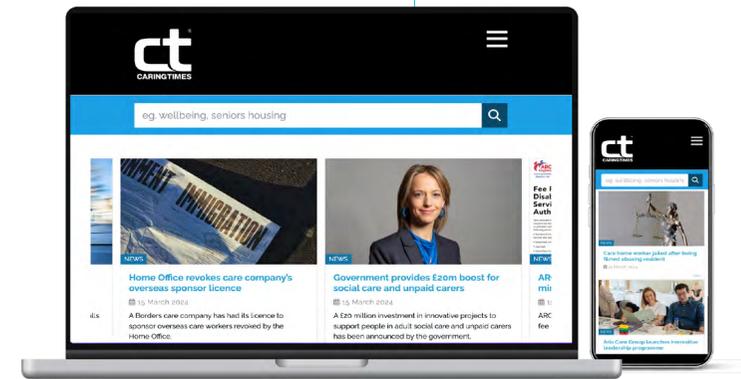
## Caring Times website

Leaderboard	£2,000/month
2x Skyscrapers	£600/month
MPU	£800/month
Advertorial	£1,500/unit

## Caring Times website

Sponsored post: £750

In addition to the weekly Caring Times newsletter, we also have a Care Managers Show newsletter which goes out weekly to a database of care managers.



For more information, contact: [sales@nexusgroup.co.uk](mailto:sales@nexusgroup.co.uk)

# Caring Times events

## CARINGTIMES OWNERS CLUB

<https://ctownersclub.com/events/>

An exclusive community for care owners & directors  
**Multiple dates and locations throughout 2024**  
Opportunities: 8x match-made meetings



<https://caremanagersshow.co.uk/tickets>

The largest UK show dedicated to care managers  
**27-28 June 2024, NEC Birmingham**  
**29-30 November 2024, ExCeL London**  
Opportunities: sponsor, exhibit, display & digital advertising



<https://nationalcareawards.com/tickets/>

Celebrating the very best in the care sector  
**29 November 2024, Platinum Suite, London**  
Opportunities: sponsorship



<https://healthcare-summit.co.uk/tickets>

The C-suite of health & social care under one roof  
**17 October 2024, Business Design Centre, London**  
Opportunities: sponsor, exhibit, display & digital advertising

For more information, contact: <https://nexusmediagroup.co.uk/events/>

# Testimonials

“

“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

“

“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

# Contact us for more information

**NMG**  
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