



CARE & NURSING Essentials

YOUR INDEPENDENT GUIDE TO THE CARE INDUSTRY

MEDIA GUIDE 2024

CARE & NURSING Essentials

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Care & Nursing Essentials is the care industry's own entirely independent magazine, offering its advertisers an opportunity to present their products and services to this extensive market, in a highly cost effective way.

This publication is the trusted voice of the care industry, having been established more than 25 years ago and continuing to be one of the go to publications for key decision makes across the sector.

We work hard to provide a product filled with a diverse range of editorial features, industry news and expert opinion alongside a host of articles exploring innovative new products and services, delivering your message to both independent and NHS providers.

IN PRINT & DIGITAL



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CARE & NURSING ESSENTIALS MAGAZINE:

30,000 Readers in Residential Care and Nursing Homes throughout the UK

A4 Full Colour Magazine

Both Print & Digital Advertising options

Over 25 Years within the industry



ADVERTISING RATES

A4 Page	£1600
Half Page	£800
Quarter Page	£400
Press Release	£200
Cover Positions from	£2000
Eshots	£600



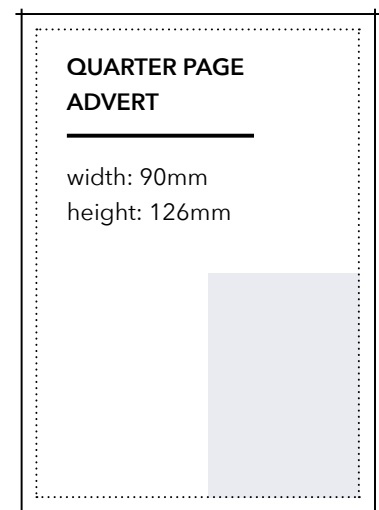
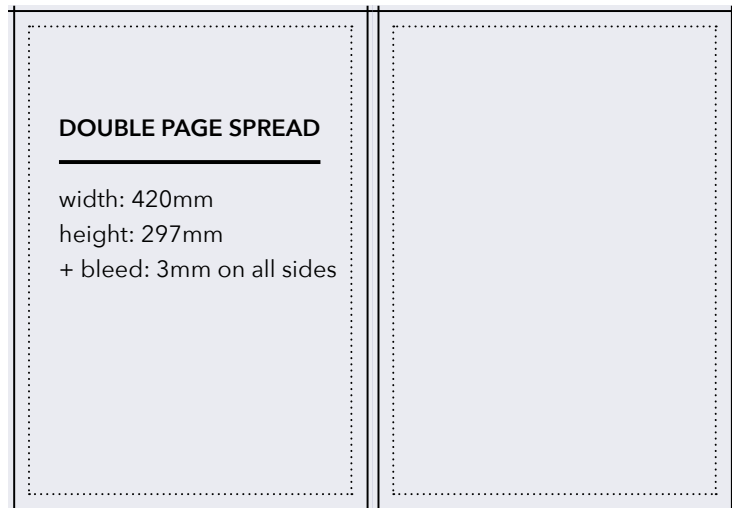
Discounts are available for series bookings

Advertisement cost is not subject to editorial entry

All prices are subject to **VAT**



A4 SPECIFICATIONS



All artwork should be supplied in **CMYK** at **300dpi**

All artwork should be supplied by the copy date advised and sent to **jackie@euromediaal.com**

All artwork should be supplied as a **High-Resolution PDF**

IMPORTANT: Please ensure all images supplied are authorised for use and do not infringe any copyright or license use.

A5 SPECIFICATIONS

A5 PAGE ADVERT

width: 148mm
height: 210mm
+ bleed: 3mm on all sides

DOUBLE PAGE SPREAD

width: 296mm
height: 210mm
+ bleed: 3mm on all sides

HALF PAGE ADVERT

width: 123mm
height: 90mm

VERTICAL HALF PAGE ADVERT

width: 58mm
height: 176mm

QUARTER PAGE ADVERT

width: 58mm
height: 90mm



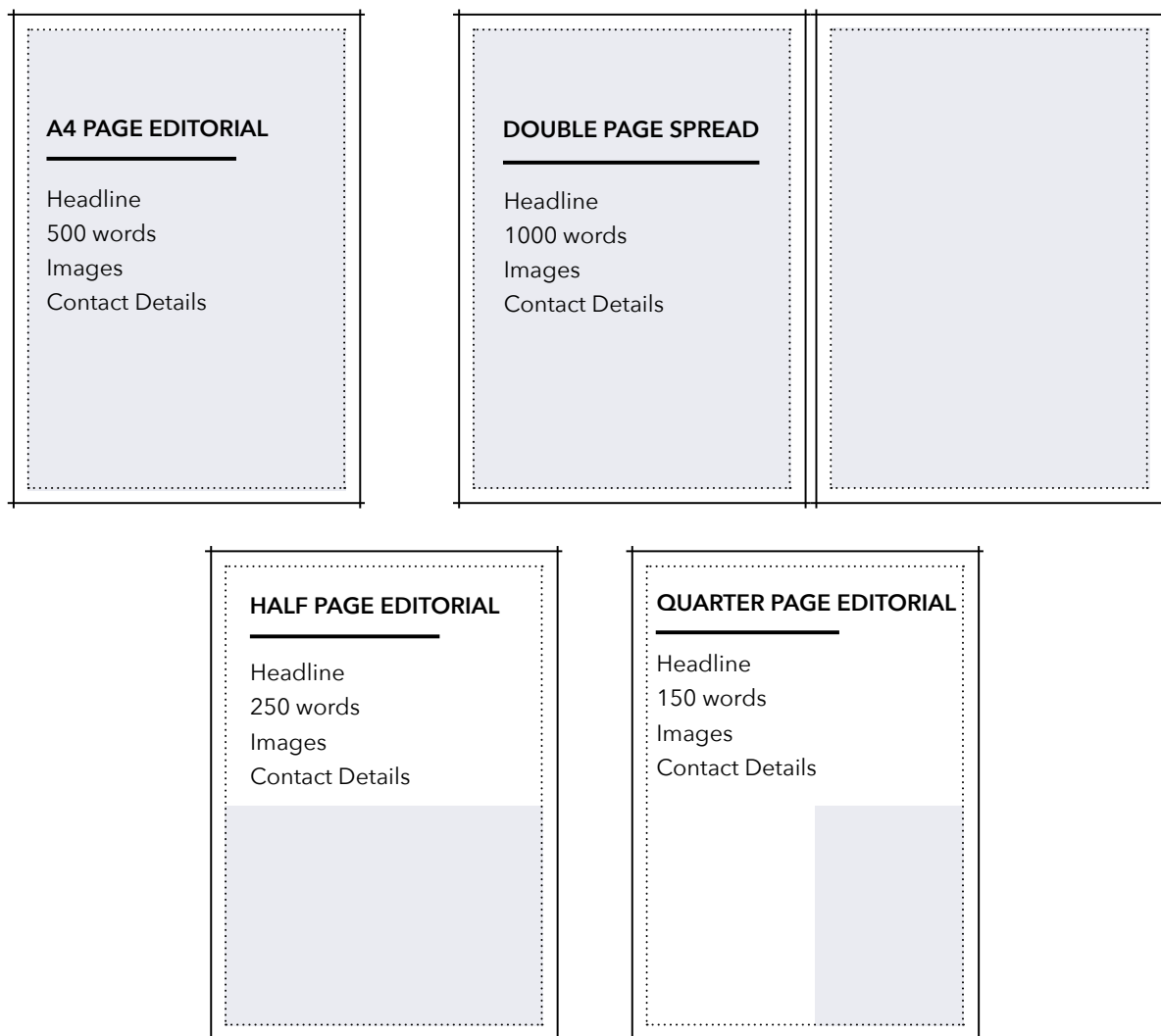
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EDITORIAL SPECIFICATIONS



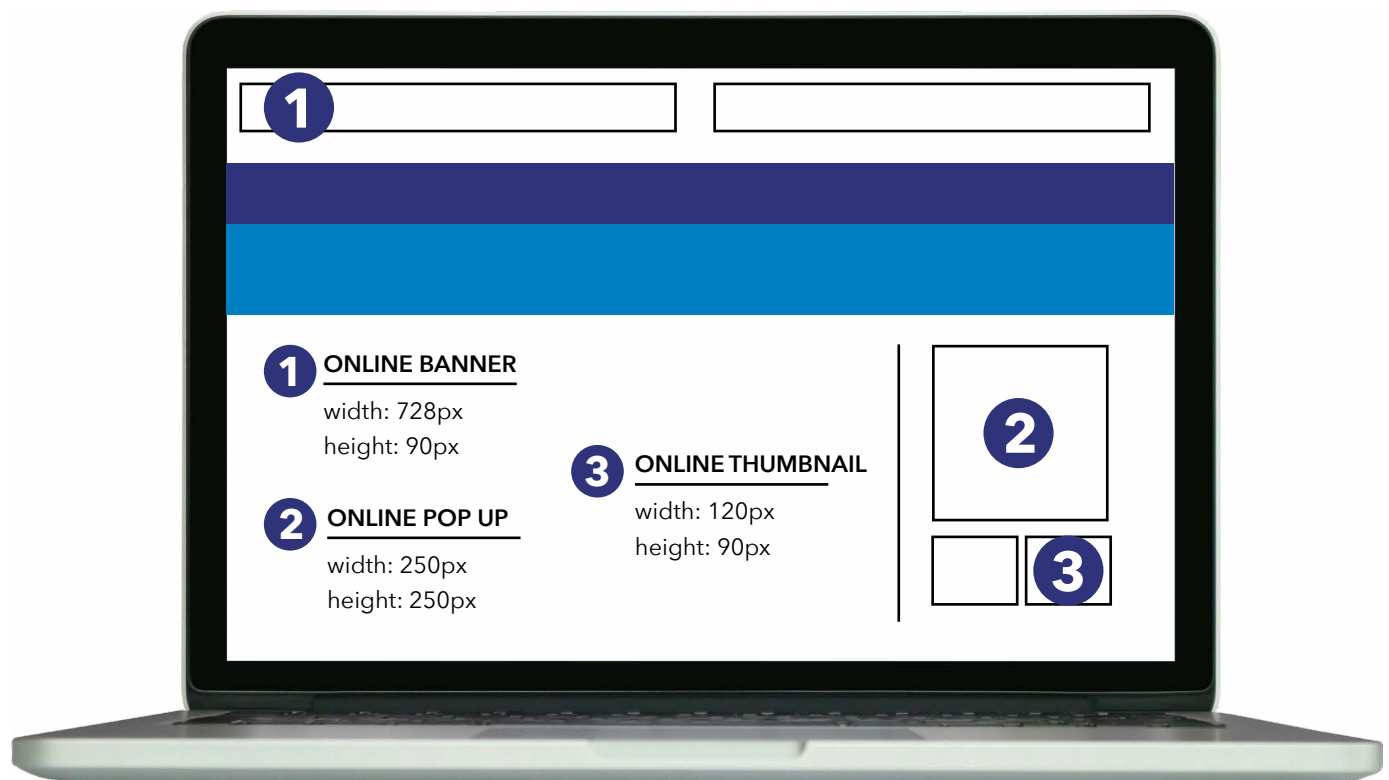
Images are to be supplied as
High-Resolution JPEGs

Editorial to be supplied as
either a **word document, PDF**
or in the **body of an email**

Please note that **logo's** are
not permitted within editorial

IMPORTANT: Please ensure all images
supplied are authorised for use and do
not infringe any copyright or license use.

ONLINE / DIGITAL SPECIFICATIONS



Digital advertising to be supplied at **72dpi** and as an animated **GIF** with **3-5 slides** and an **interactive link**

All artwork should be supplied by the copy date advised and sent to **jackie@euromediaal.com**

ONLINE EDITORIAL

Headline: Must be 60 characters or under, we may edit the heading slightly to help with search engine optimisation.

Content: Must be as unique as possible for search engine optimisation

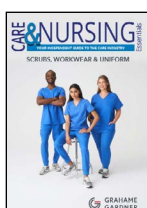
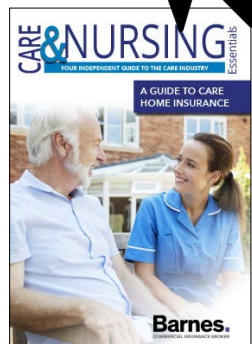
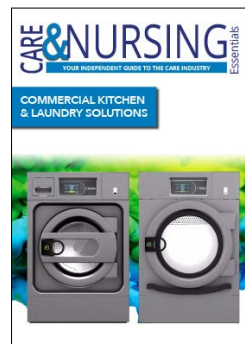
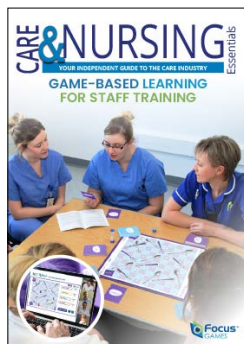
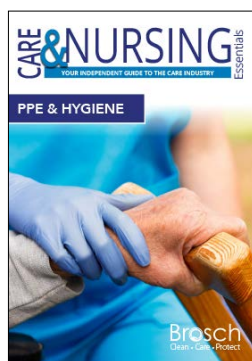
Word Count: Must be 300 words minimum, can include an introduction, conclusion, subheadings, links, quotes, and contact details.

Images: Must be high-res JPEGs and supplied with the appropriate credit/permission. Logos are not permitted

ONLINE BESPOKE MAGAZINES

Care & Nursing Essentials offers advertisers the chance to showcase their brand, services and products through digital bespoke magazines.

These digital magazines are presented on our website, emailed out to our subscribers, included on monthly newsletters and promoted on social media channels. This guarantees that your brand will be seen by the right people within the industry.



TESTIMONIALS

“

We have advertised in Care & Nursing Essentials for many years. The service provided is cost effective and efficient and we get good results! We are happy to continue using Care & Nursing for our advertising needs.

”

Win Health Ltd

“

We have advertised for many years in Care & Nursing Essentials Magazine. Their sales staff are not only extremely knowledgeable, but are also extremely pleasant and approachable and are willing to help with any matters or concerns that you may have. Care & Nursing offer an extremely competitive service, they not only deliver on quality but price as well.

”

Gompels

“

We are regular advertisers in Care & Nursing Essentials Magazine which has proven to be very effective. We've always found C&N the perfect platform to get our brand out to key decision-makers. We'd recommend it to any organisation wanting to deliver profile in the carer sector.

”

Mobile Kitchens

FEATURES

- News & Views
- Product Showcase
- Training
- Recruitment
- Uniforms & Workwear
- Fire Safety
- Wellbeing
- Wound Care
- Infection Control
- Cleaning & Hygiene
- Water Hygiene
- Heating
- Lighting
- Catering
- Dysphasia
- Falls & Prevention
- Nursecall
- Evacuation
- Safety & Security
- Technology / Software
- Refurbishment
- Bathrooms / Wetrooms
- Bedrooms
- Incontinence
- Moving & Handling
- Transport
- Legal Advisors
- Healthcare Management
- Finance
- Insurance

AND MUCH MORE!



CONTACT

If you have any questions or wish to
advertise with us please contact:

Deborah Glover

careandnursingessentials@live.co.uk

01257 267677

www.careandnursing-magazine.co.uk

