Nursing Times – Advertising Solutions
Why Nursing Times?

Nursing Times has been supporting nurses for over 100 years

NursingTimes.net has grown into the largest international nursing website, read by over a million people every month.

Nursing Times helps nurses be the best nurses they can be by providing world class clinical, news and opinion content. We do this through our digital, print and event solutions. We offer unique platforms for industry to engage with nurses in interesting and effective ways to ensure ROI.

We provide a clinical archive of over 6,000 double-blind peer reviewed articles on all aspects of nursing and medical treatment.

Our Audience

- 1 million monthly users
- 155,000 email subscribers
- 15,000 Instagram Followers
- 25,000 paid subscribers
- 12,000 monthly print readers
- 145,000 Twitter Followers
- 5,000 annual event attendees
- 49,000 LinkedIn followers
- 89,000 Facebook Followers
- 49,000 LinkedIn followers
Nursing Times - [www.nursingtimes.net](http://www.nursingtimes.net) - is the largest international nursing website, with an average of 1 million unique users engaging with our content each month.

We understand that with any marketing investment there has to be proof of ROI. Through digital activity we can be very specific in our targeting of the right nurses, whilst also being able to continually track the engagement.

Our 60 clinical channels are where all of the relevant clinical, news and opinion content is aggregated into one place for that particular area of nursing. We can run targeted banner campaigns across multiple relevant channels and exclusive channel takeovers, booked on monthly tenancy basis. We can also position thought leadership pieces on the relevant clinical channel.

<table>
<thead>
<tr>
<th>Clinical Channels</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Skills</td>
<td>125,000</td>
</tr>
<tr>
<td>Respiratory</td>
<td>95,000</td>
</tr>
<tr>
<td>Medicine Management</td>
<td>65,000</td>
</tr>
<tr>
<td>Tissue viability</td>
<td>60,000</td>
</tr>
<tr>
<td>Continence</td>
<td>60,000</td>
</tr>
<tr>
<td>Gastroenterology</td>
<td>45,000</td>
</tr>
<tr>
<td>Cardiovascular</td>
<td>42,000</td>
</tr>
<tr>
<td>Pain Management</td>
<td>34,000</td>
</tr>
<tr>
<td>Infection Control</td>
<td>33,000</td>
</tr>
<tr>
<td>Nutrition and hydration</td>
<td>30,000</td>
</tr>
<tr>
<td>Critical care</td>
<td>26,000</td>
</tr>
<tr>
<td>Neurology</td>
<td>24,000</td>
</tr>
<tr>
<td>Dermatology</td>
<td>24,000</td>
</tr>
<tr>
<td>End of Life and Palliative Care</td>
<td>19,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Roles and Settings</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurse Educators</td>
<td>50,000</td>
</tr>
<tr>
<td>Nurse Managers</td>
<td>40,000</td>
</tr>
<tr>
<td>Mental Health</td>
<td>20,000</td>
</tr>
<tr>
<td>Older People</td>
<td>20,000</td>
</tr>
<tr>
<td>Public Health</td>
<td>19,000</td>
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</tbody>
</table>

*Average monthly stats per channel, January to December 2021*
Opportunities

Display advertising
• Raise awareness of your brand and solutions through print, video and digital advertising.
• Target your adverts to one of our 60 clinical zones to raise awareness with a specific nursing specialty or next to a relevant article in the magazine.
• Get your message directly into nurses’ inboxes through our email database.

Thought leadership
• Position your organisation as a thought leader in the nursing and healthcare space.
• Work with us to create unique content that provokes and stimulates readers and gives you resources to use in future marketing and sales activity.
• Work with Nursing Times to present your insights and solutions for nurses through partnership publishing, advertorials, roundtable discussions and webinars.

Educational partnerships
• Fund free to access educational resources for nurses.
• Position your brand as a supporter of nurse education excellence and best practice.
• Work with the NT team to identify specific topics nurses need updating on and to develop case studies.
• Educational products include bespoke clinical series, CPD learning units and videos.

Event partnerships
• Engage face to face with our amazing nursing audience.
• Raise brand awareness through the events’ marketing campaigns.
• Position your brand as a supporter of nursing excellence through the Nursing Times Awards and the Student Nursing Awards.
• Position yourself as a thought leader through partnerships of the Clinical Skills Forum, the Digital Leaders Forum or the Workforce Summit and Awards.
Nursing Times will help you tell your story with content and engagement packages that are designed to help you share what is unique about your business and products with a specific nursing audience.

Content within a contextually relevant environment and directed to a targeted audience allows you to have a conversation specific to the needs of that audience. It gets your message in front of your potential customer as they are researching and evaluating through the provision of information to help them in their job or business.

Why should you use content marketing?

- **Enhance** your credentials as experts in your field
- **Demonstrate** your value proposition
- **Create** interest from your target audience
- **Broden** your network and influence
- **Generate** quality prospects
- **Gain** better customer insight
Thank you

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