

E-newsletter

E-newsletter content

Community Care Snapshot E-newsletter has been designed to keep business professionals updated with industry news and hot topics written by award winning journalists.

Community Care Snapshot E-newsletter offers you a unique platform to generate high quality sales leads, drive traffic to your website and raise your brand awareness.

Market reach and frequency

Circulation: 58,680 (Publishers Statement Q1 2012)

Frequency: Weekly (Wednesday)

Target audience: Community Care Snapshot is delivered to a targeted audience of 58,680 opted-in subscribers. We send to an active only database, resulting in market leading open and click through rates. In return this helps to raise your profile and generate new quality sales leads for your business.

Communitycare.co.uk Snapshot

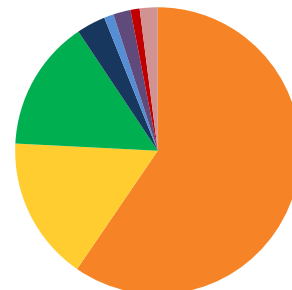
Reaches people with a job function of:

- Area/District/Regional Manager
- CEO/MD/Chairman
- Childcare
- Community Worker
- Consultant
- Co-ordinator
- Counsellor
- Development & Experiments
- Director/Deputy Director/Assistant Director
- Head of Department
- Inspector
- Nurse/Medical staff
- Occupational Therapist
- Officer
- Practitioner
- Professor/Lecturer
- Project/Programme/Team Manager or Leader
- Senior Practitioner
- Senior Social Worker
- Social Worker/Key Worker/Outreach worker
- Student
- Training/Education

Communitycare.co.uk Snapshot

Type of Organisation Demographic Breakdown

- Local Authority
- Voluntary Organisation
- Private Sector Organisation
- Health Auth/NHS/PCT Trust
- Central Governments
- Housing Association
- Justice System (Probation, Youth Justice, Police, CAF/CASS)
- Local Education Authority

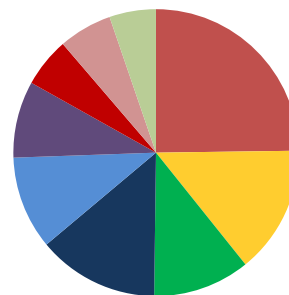


Sample Size: 20568

Communitycare.co.uk Snapshot

Purchasing Influence Demographic Breakdown

- Books
- Training Packages
- Computer/Software
- Office Equipment/Furniture
- Conferences/Exhibitions
- Personal Care Products
- Telecommunications
- Physical Aids for Homes
- Personal Mobility Products



Sample Size: 19336

Our recent research shows:

- Our Communitycare.co.uk E-newsletter subscribers spend an average of 11 minutes reading the E-newsletters
- 77% of Communitycare.co.uk E-newsletter subscribers have clicked on E-newsletter advertising

(Based on 1,081 respondents)

E-newsletter

Advertising opportunities

Ad unit	Size	£ per insertion
Top Banner	(468 x 60px)	1,150
Skyscraper	(120 x 600px)	850
Supplier News	See below	149
Advertorial	See below	1,150
Mid Banners	(468 x 60px)	750
MPU	(300 x 250px)	750
Solus		1,750

Advertisement Design / Campaign Optimisation = £250

Advertising opportunities

Advertisements and/or copy must be submitted to enewsletters.copy@rbi.co.uk at least five business days before scheduled sponsorship

- GIF, animated GIF and JPEG images are accepted. Flash and rich media files are not accepted
- File size should not exceed 40k
- All advertisements should be accompanied by a text equivalent in order to be seen by all subscribers (maximum 200 characters)
- Either mid MPU OR mid banner will feature on the E-newsletter
- Supplier News: Text only 8 word link (each E-newsletter will carry 3 supplier news links)
- Advertorial: Text only profiles: up to 8 words in the headline, 50 words in the body text and an 8 word link to your website (each E-newsletter will carry only 1 advertorial slot)

COMMUNITYcare.co.uk
Working together for best practice in social care

Welcome to **SNAPSHOT**

Top Banner 468 x 60px

Story of the week:
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ac eros nec neque vehicula gravida. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Fusce sit amet libero non nunc tempus pellentesque at eget erat. Quisque nunc lorem, vestibulum vel condimentum sit amet, fermentum sed nisl.

The latest news:
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ac eros nec neque vehicula gravida. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Fusce sit amet libero non nunc tempus pellentesque at eget erat. Quisque nunc lorem, vestibulum vel condimentum sit amet, fermentum sed nisl. Class aptent taciti sociosqu ad litora torquent per conubia.

Advertorial

Top news:
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Mid Banner 468 x 60px

MPU
300 x 250px

Events:
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ac eros nec neque vehicula gravida. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Fusce sit amet

Sky
120 x
600px

Supplier News
8 word link