

*“We needed a publication that promotes a positive image of care homes, promotes champions and good practice. That’s why we choose Care Talk to publicise within over other providers.”*

*Daniel Blake, Action on Elder Abuse*



**The voice of excellence in social care**

**M E D I A P A C K 2 0 1 9**

*“The market is flooded with trade publications. We needed a publication that focuses on what matters to care workers, Care Talk does that.”*

*Paul Ridout, Ridout Solicitors*

# About us

**Care Talk is distributed 10 times a year both digitally and in print. It's written exclusively to promote and celebrate positive care, something that has been overlooked in recent times**

Care Talk was born out of the need to hear good news stories and highlights real life examples of excellence which come from the finalists from the Great British Care Awards, a series of regional and awards and national finals that celebrate excellence in social care

## Care Talk Magazine

The Voice of Excellence in Social Care

[www.caretalk.co.uk](http://www.caretalk.co.uk)

Care Talk is packed full of key industry opinion, articles, products and services which promote outcomes for staff and service users and add value to quality care provision.

Care Talk focusses on innovative ways to support best practice and celebrates excellence in care provision, challenging negative media perceptions and highlighting examples of excellence from Care Talk readers and Great British Care Award finalists.

Care Talk provides advertisers with a unique platform to promote products and services to frontline care staff, (influencers) and Owner Managers and Chief Executives (decision makers). Through case studies and examples of achievements, Care Talk provides advertisers with a captive audience, increasing awareness for products and services, promoting market visibility to industry leaders. All content is equally integrated on our web site and our e-newsletters.

## Circulation

Average net circulation: 24,000 received by: Group Directors, Managers and Proprietors of Care Homes, Facilities Managers, Special Needs and Disabled Facilities Management.

Coverage: private, local authority and NHS care homes, residential homes, nursing homes and private nursing homes and suppliers to the sector.

*“As a new reader of Care Talk, I really enjoyed reading the November issue, it was a really accessible, yet informative read.”*

*James Clegg, Head of Development & Talent, Bupa Abuse*

[www.caretalk.co.uk](http://www.caretalk.co.uk)



# How can your business benefit?

## Strong distribution network

With a readership of 24,000, plus additional pick readers, Care Talk's 10 issues a year are sent direct to frontline staff, the key influencers, group directors, facilities managers and proprietors of care homes, residential homes, nursing homes, private care, local authorities, suppliers to nursing homes, complex care facilities, respite care and key sector bodies including The Department of Health, ADASS, Skills for Care, SCIE and Care England.

## Informative editorial

Informative, well written editorial offering all the news, issues, trends and developments affecting the social care sector, making this essential reading for those in the sector wanting to create or maintain positive outcomes.

## Effective advertising

Since its launch in 2011, Care Talk magazine has consistently offered cost-effective and targeted advertising, with favourable discounts offered for series bookings, along with editorial, advertising and sponsorship packages.

## Website coverage

Now with a brand new up-to-date website, the magazine is displayed on the home page of the website and can offer direct web links for advertisers. To see the latest issue, please go to [www.caretalk.co.uk](http://www.caretalk.co.uk)

## Digital interactive distribution

Caretalk are proud to be the only care industry publication who have the capabilities to track and transfer traffic from our website to yours. All advertisements/editorial content can have a url link so we can transfer the traffic/interest to a landing page of your choice, giving you the ability to track and open avenues for potential customers to explore within your business.

## Distribution at key care events

NICE Annual Conference, GOV Today, Health + Care, The Kings Trust Fund, The Great British Care Awards, NCASC, Endorsed by Department of Health, National Skills Academy, Skills for Care, Care England, Care Quality Commission.

*"It's a brilliant publication, I love it! There's so much of interest and it's all highly relevant and applicable."*

*Rosalind Lukins, Country Court Care Group*

# Forward features 2019

## February

**Copy deadline 4th January**

### KEY THEMES:

- Reducing Social Isolation
- Breaking Down Barriers: community integration
- Relationships and Culture

### ADVERTORIAL FOCUS:

- Finance for the Care Sector
- Care Home Environments
- How to Promote Your Care Business

## March

**Copy deadline 1st February**

### KEY THEMES:

- Age has no Boundaries: intergenerational initiatives
- Meaningful Activities
- Promoting Wellbeing

### ADVERTORIAL FOCUS:

- Insurance for the Care Sector
- HR Matters
- Security in Care Settings

## April

**Copy deadline 1st March**

### KEY THEMES:

- Breaking Down Barriers: health & social care integration
- Attracting staff from health care
- Qualification Matters

### ADVERTORIAL FOCUS:

- Moving and Handling
- Workwear
- Infection Control

## May

**Copy deadline 2nd April**

### KEY THEMES:

- Dementia Matters
- Supporting Couples in Care Homes
- Promoting a Person Centred Culture

### ADVERTORIAL FOCUS:

- Products and Services to Improve the Lives of People Living with Dementia
- Good Design in Care Homes
- Financing for Care Homes

## June

**Copy deadline 1st May**

### KEY THEMES:

- My Care in Your Hands: promoting advocacy
- Partnerships with Informal Carers
- Putting People First

### ADVERTORIAL FOCUS:

- Technology Matters
- Recruitment and Retention
- Training Matters

## July/August

**Copy deadline 1st June**

### KEY THEMES:

- Are we Listening? Involving service users in their care
- Safeguarding Versus Risk
- The Role of Nutrition in Promoting Wellbeing

### ADVERTORIAL FOCUS:

- Respite for Carers
- The Role of PR in Social Care
- Making the Most of the Care Environment

## September

**Copy deadline 1st August**

### KEY THEMES:

- Driving Quality
- A Culture of Career Development
- Sharing Best Practice

### ADVERTORIAL FOCUS:

- Personal & Protective Workwear
- Hygiene Special
- Hoist and Lifting Aids

## October

**Copy deadline 3rd September**

### KEY THEMES:

- Dignity in Dying
- Supporting Family Carers
- Caring for Carers; a supportive workplace

### ADVERTORIAL FOCUS:

- Legal Matters
- Infection Control Matters
- Market Analysis

## November

**Copy deadline 1st October**

### KEY THEMES:

- Innovation in Care
- Technology Special
- The Role of Carers in Innovation

### ADVERTORIAL FOCUS:

- Innovative Nutrition & Hydration
- Innovative Product and Services
- Putting Security First

## December/January 2020

**Copy deadline 1st November**

### KEY THEMES:

- Equal Measures: promoting diversity in social care
- Co Production Matters
- How to Recruit & Retain Staff to Promote Diversity

### ADVERTORIAL FOCUS:

- Qualifications Matter
- Employment Matters
- Infection Control

## Standing Features

- Activities & Wellbeing
- Care Home Environments
- Employment Matters
- HR Matters
- Moving and Handling
- Recruitment and Retention
- Safeguarding
- Technology
- Business & Finance
- Creating the Right Perception of Social care
- Fire Safety
- Infection Control
- Nutrition & Catering
- Security in Care Provision
- The Legal Bit
- Training

# Readership breakdown

Hard copy circulation

**12,000**

Online readership

**12,000**

Additional copies circulated at GBCA events and media partnerships including Kings Fund, Henry Stewart conferences and via other sector events.

Digital circulation

**24,000+**

**13,000+**

Twitter followers  
#CareTalkMag

On average, we have

**10,000+**  
visitors per month  
to our website

Compared to industry average of 3,000  
Caring Times, CMS & Caring UK

## Who reads the magazine?

Business Owners: 39%

Care Home Companies: 70%

Registered Managers: 30%

Home Care Companies: 20%

Frontline Staff: 14%

Specialist Providers: 10%

Trainers: 10%

Local Authorities: 6%

Others: 7%

Sector Bodies: 4%

*"Care Talk is a great magazine in its focus of getting best practice, news and views directly to the frontline of social care. It's very accessible to all and its style makes it a must-read publication."*

*Glen Mason, Director for People, Communities and Local Government, Department of Health*

# Monthly content

- Industry & Expert Insight
- Analysis of The Industry
- Trends & Developments in Medical & Healthcare
- Clinical Developments
- Infection Control & Workwear
- Finance & Legal
- Property & Development
- Expert Insights
- Company Spotlight
- Reviews of Government Legislations
- Medical Awareness Month/Feature
- Events & Networking Opportunities
- Nursing
- Health
- Training & Recruitment
- Nutrition, Health & Well Being
- End of Life Care
- Technology
- Holidays & Activities
- Relax Dating, Leisure, Lifestyle
- Local Authority Digest
- Care Talk Readers Competition
- 'This is Your Life' insight to the life of a carer and service user
- Mobility, Patient Handling & Infection Control
- Friends for Life Animal Feature

*Fitzroy are keen to contribute to Care Talk, a great magazine that highlights the range of work going on across the care sector, keeping us up-to-date with developments and initiatives that affect all those supporting people with a learning disability"*

*Anna Gallsford, Fitzroy*

# What people say about us

## Jane Ashcroft, Chief Executive, Anchor

*"Care Talk has rapidly become a key voice in the sector and an important champion of the great people who work in care homes across the country. I'm very proud to be a part of that and am sure it will go from strength to strength."*

## Mary Bryce, Business Development Manager, Cross Keys Care

*"Care Talk is the 'must read' magazine for everyone working in the social care sector. I certainly look forward to receiving my copy. I am proud to contribute to debates or share best practice and experiences with other Care Talk readers. The more we share the more we learn, the more we raise the profile."*

## Mark Greaves, Care Services Director, Anchor

*"Care Talk is a unique proposition in my experience of the care press, in that it appeals not only to home managers but also directly to frontline care workers. The magazine has boldly championed the celebration of the care sector, good practice and the workers whose efforts improve the quality of life."*

## Martin Green, Chief Executive, Care England

*"Care Talk has established itself as one of the leading magazines within the care sector and is a must-read publication for anyone who has an interest in social care. The magazine is always topical, relevant and a thoroughly good read."*

## Rhidian Hughes, Chief Executive, VODG (Voluntary Organisations Disability Group)

*"Care Talk cuts through the noise and gets straight to the frontline."*

## Glen Mason, Chief Operating Officer, Human Support Group

*"Care Talk is a great magazine in its focus of getting best practice, news and views directly to the frontline of social care. It's very accessible to all and its style makes it a must-read publication."*

## Steve Palmer, Communications Manager, Social Care Institute for Excellence

*"We know that Care Talk goes out to the people that really matter: frontline workers and managers. For instance, when we reported from National Care Home Open Day 2013, with a story about how our director was taught how to use an iPad by a 92-year-old resident, we could see that writing articles for Care Talk is a worthwhile activity."*

## Paul Ridout, Managing Partner, Ridouts

*"Carers are people who care for people. Care Talk is the only publication that is exclusively dedicated to supporting those carers. That is exactly why Ridouts support and contribute to Care Talk."*

## Karen Rogers, Managing Director, Herefordshire Care Homes

*"It's a privilege to support Care Talk magazine, sharing good practice and innovation throughout the industry. This publication has without doubt improved the care delivered to many older people throughout the UK."*

## Debbie Sorkin, National Director of Systems Leadership at The Leadership Centre.

*"The Leadership Centre exists to strengthen leadership at every level of the workforce, and Care Talk is a wonderful way for us to connect with registered managers and other people working directly on the frontline of care. We regularly get great feedback from people who've read something about the academy in Care Talk, and so for us it's one of the best ways to connect with people in social care."*

## Andrea Sutcliffe, Care Quality Commission

*"Care Talk is a fantastic way for us to communicate with frontline care workers about the issues that matter to them most. This is really important as we work towards improving the way CQC regulates services across the sector in genuine co-production with providers, people who use services and our other partners."*

# Participation options

Package options are available on request.

Series bookings starting discounts available, please contact us for this and bespoke packages.

Advert size	Price + VAT
Quarter page	<b>£300</b>
Half page	<b>£600</b>
Full page	<b>£1100</b>
Double page	<b>£1900</b>
Premium listings available	Inside front and back cover – <b>£1450</b> please contact us for further details

## Digital ad

Advert on the Care Talk website which links to your chosen website/page **£300** for 3 months

## Press release

**£100** for one month. Includes a link on Twitter

## E-shots

E-shots to a database of 10,000 **£500**

# T&Cs & technical requirements

## Terms and conditions

- All prices are subject to VAT at standard rate at the time of invoicing
- For multiple orders, we will invoice together unless specified in advance
- All invoices should be paid within 30 days
- We reserve the right to revise these prices at any time - prior notification will be given

## Deadlines

Caretalk is published 10 times a year on a monthly basis and is distributed in the final week of the month for the next month's issue. Copy deadline for artwork and editorial is the first working day of the month prior.

## Technical requirements

**PLEASE SUPPLY ALL ADS AS HIGH RESOLUTION 300DPI PDF**

Full page advert	<b>210mm W x 297mm H (+ 3mm bleed)</b>
Half page advert	<b>190mm W x 133mm H (Landscape) 93mm W x 270mm H (Portrait)</b>
Quarter page advert	<b>190mm W x 65mm H (Landscape) 93mm W x 133mm H (Portrait)</b>
Eighth page advert	<b>65mm W x 93mm H</b>
Sixteenth page advert	<b>65mm W x 44mm H</b>
Double page advert	<b>420mm W x 297mm H (+ 3mm bleed)</b>

## Artwork

Adverts should be supplied as high resolution 300dpi PDFs.

In addition to this, we also provide a free design service. If you would like to take advantage of this service, please supply any text you wish to be used saved in Word, together with any images, saved as high resolution JPEGs or TIFFS and your company logo saved as an EPS or high resolution JPEG.

# Touching all aspects of social care





The Great British Care Awards are a celebration of excellence across the care sector. The purpose of the awards is to promote best practice within the sector and pay tribute to those individuals who have demonstrated outstanding excellence within their field of work.

There are a total of 21 award categories available for nomination which represent all areas of the care sector, whether it be older people or specialist services, residential or home care. From frontline staff such as care workers and care managers to people who have made an impact in other ways such as training and innovation. The category winners of the 9 regional awards will go through to the National Final in Spring of the following year.

Supported by:



[www.care-awards.co.uk](http://www.care-awards.co.uk)



The Learning Disabilities & Autism Awards celebrate excellence in the support for people with learning disabilities and aim to pay

tribute to those individuals or organisations who excel in providing quality care.

The awards cover 4 regions; England & Scotland, Wales, Northern Ireland and The Channel Islands. There are a total of 16 award categories available for nomination which represent all areas of care for people with learning disabilities within the care sector, whether it be young or older people, supporting people in their own homes, the residential sector, or the voluntary sectors. From frontline staff such as care workers and care managers to people who have made an impact in other ways such as training and innovation.

Supported by:



[www.nationalldawards.co.uk](http://www.nationalldawards.co.uk)

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