"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."

Martin Green, Chief Executive, Care England

Care Talk

The voice of excellence in social care

MEDIA PACK 2027

Care Talk
The voice of excellence in social care

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

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 focuses 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.

"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

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 sudies 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 website and our e-newsletters.

Circulation

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

Coverage: private, local authority and NHS care homes, residential homes, nursing homes, services for people with a learning disability and/or autism, services for children and young people services and suppliers to the sector.



www.caretalk.co.uk

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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, supported living facilities, 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 advertsing

Since its launch in 2011, Care Talk magazine has consistently offered cost-effective and targetted 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**

Digital interactive distribution

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

The Care Show, Health + Care, The Kings Fund, The Great British Care Awards, NCASC. Endorsed by Department of Health, Social Care Institute for Excellence, 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

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Forward features 2027

February
Copy deadline
4th January 2027

THE TRUST FACTOR:
HARD TO EARN, EASY TO LOSE

March
Copy deadline
1st February 2027

MIND THE GAP:
WHEN LIFE CHANGES BEFORE SUPPORT DOES

April
Copy deadline
1st March 2027

WHOSE HOME IS IT ANYWAY?

May
Copy deadline
1st April 2027

WE NEED TO TALK:
THE CONVERSATIONS CARE AVOIDS

June
Copy deadline
3rd May 2027

BIGGER ISN'T ALWAYS BETTER:
WHAT DOES GOOD GROWTH LOOK LIKE?

July/August
Copy deadline
1st June 2027

WHERE'S THE FUN?
LEADING SERVICES PEOPLE ENJOY LIVING AND WORKING IN

September
Copy deadline
2nd August 2027

WHEN CARE GETS IT WRONG:
THE REAL TEST OF LEADERSHIP

October
Copy deadline
1st September 2027

CARE AFTER DARK:
WHO LEADS WHEN THE OFFICE IS CLOSED?

November
Copy deadline
1st October 2029

GROWING OLDER DIFFERENTLY:
IS CARE KEEPING UP?

December/January 2028
Copy deadline
1st November 2027

BEYOND THE CEO:
BUILDING ORGANISATIONS THAT LAST

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

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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+

15,000+
Monthly website visitors

Compared to industry average of 6,000

Who reads the magazine?

- Business Owners: 39%
- Registered Managers: 30%
- Frontline Staff: 14%
- Trainers: 10%
- Others: 7%
- Care Home Companies: 70%
- Home Care Companies: 20%
- Specialist Providers: 10%
- Local Authorities 6%
- Sector Bodies: 4%

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Making the right impression!

@CareTalkMag 16,000+ followers

Average monthly X impressions	Average monthly unique visitor numbers
150K+	20K+

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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 Awarness 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

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What people say about us



Jen and Sue Blackwell, Co-founder, DanceSyndrome

Jen Blackewell

"I am so honoured that Care Talk are helping me and my dancing family to get out there into the world.

I love how you use the photos to show me and my fellow dancers living our dream. For me, it's so important to share that we are dancers even though we have a disability. DanceSyndrome is everything to me, it's my life, it's my world...I love my job to bits. Dance gives me a voice to be heard. So many thanks for doing this for me and my dance charity."



Sue Blackewell

"Back in 2015 Lisa Carr from Care Talk gave DanceSyndrome an opportunity to contribute to the day conference ahead of the evening LD&A Awards ceremony. Lisa met Jen and DanceSyndrome through dance, their preferred and most effective means of communication. This laid the foundation for an ongoing relationship.

Care Talk allows people to be heard, not just seen. Happy smiling faces have a tale to tell, and when you have a learning disability expressing yourself verbally can be hugely challenging. Only by giving 'voice' to 'people' themselves will society become respectful, inclusive."

"I love how you use the photos to show me and my fellow dancers living our dream."



Clenton Farquharson CBE, TLAP Chair

"I am delighted to have been invited to contribute to Care Talk over the years. It's given me the opportunity to describe what good looks like in social care. I urge all members of the care sector to remember to include people with lived experience of disability in decision making about their care. When this is done in the spirit of genuine co-production that values both the views of the person who draws on care, and the workforce, then we are leagues ahead in our practice of personalisation."

"Care Talk has given me the opportunity to describe what good looks like in social care."

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Avnish Goyal, Chair of Hallmark Care Homes and CEO of Savista Developments.

"While as a sector, we are always looking up the mountain to see how much more we must climb, it's important that we should also occasionally look back and see how far we have already come. Care Talk Magazine does a fantastic job raising the profile of social care, highlighting the amazing work of our frontline workforce and sharing best practice so we can all learn from each other on how to be outstanding. I would like to congratulate Care Talk and I applaud their efforts in showcasing the sector's stories of resilience and bravery this past year."

"I applaud their efforts in showcasing the sector's stories of resilience and bravery this past year."



Prof Martin Green, CEO, Care England

"Since the very first edition Care Talk magazine has focused on the important issues in the Social Care and championed the fantastic people who use our services and the amazing people who work in our sector.

Every single edition of Care Talk has raised important issues, but at the same time, there has been a great balance between identifying challenges and finding solutions. The presentation of the magazine is engaging and accessible to a range of audiences, and in the first one hundred editions, Care Talk has established itself as a vital resource for the social care sector, and I know you will go from strength to strength in the future"

"Care Talk has established itself as a vital resource for the social care sector."



Vic Rayner, CEO, National Care Forum

"Care Talk is certainly something to celebrate! Care Talk is an excellent publication, and the team bring together expertise, knowledge, insight and vision to enable managers and colleagues across the country to have their finger on the pulse of the agenda for now and the future. Huge thanks to the team and look forward to future editions!"

"Care Talk enables managers and colleagues across the country to have their finger on the pulse of the agenda."

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Nicolas Kee Mew, Home Manager, Maria Mallaband Care Group

"As a care home manager, I find Care Talk magazine very informative and with great examples of innovation and best practice. It's different from other care magazine and I always look forward for the latest issues."

"Great examples of innovations and best practice."



Oonagh Smyth, CEO, Skills for Care

"Skills for Care has had a long and valued relationship with Care Talk who have published stories that illustrate both best practice and innovation across our ever evolving sector. We have been able to contribute regular features that really help our 18,000 employers think about the best ways to support the learning and development needs of a 1.6 million strong workforce. Care Talk have really stepped up during the pandemic offering employers a place to find information and guidance as they battled to keep people who draw down on services safe and well. Care Talk will continue to have an authoritative voice as our sector makes sense of a post pandemic world as we enter a period of great change in the coming months."

"Care Talk have really stepped up during the pandemic offering employers a place to find information and guidance."

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Participation options

Package options are available on request.

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

Subscription packages available for unlimited online uploads and/or articles in the magazine.

Advert size	Price + VAT
Quarter page	£300
Half page	£600
Full page	£1100
Double page	£1900
Inside front and back cover	£1600
Premium listings available	please contact us for further details

Complimentary same space editorial for all adverts booked!

Digital ad

Advert on the Care Talk website which links to your chosen website/page **£350** for up to 3 months

Press release

Shared via our key social media accounts on X, Facebook and LinkedIn **£200** per release

E-shots

E-shots to a database of 16,000+ **£900**

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

Artwork

Adverts should be supplied as high resolution 300dpi CMYK 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.

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Touching all aspects of social care

Great British Care Awards
www.care-awards.co.uk

Social Care TOP 30
www.socialcaretop30.co.uk

The National Children & Young People Awards
www.cypawards.co.uk

The National Learning Disabilities & Autism Awards
www.nationalldawards.co.uk

Social Care LEADERSHIP AWARDS
www.socialcaretop30.co.uk

Care Talk Business
www.caretalk-business.co.uk

Housing WITH CARE AWARDS
www.housingwithcareawards.co.uk

Social Care PREMIER SUPPLIER AWARDS
www.socialcaretop30.co.uk

WAGS
WOMEN ACHIEVING GREATNESS IN SOCIAL CARE
www.thewags.co.uk

THE DEMENTIA CARE AWARDS
www.dementiacareawards.co.uk

THE PALLIATIVE CARE AWARDS
www.palliativecareawards.co.uk

THE NEUROLOGICAL & COMPLEX CARE AWARDS
www.complexcareawards.co.uk

MEN WHO CARE AWARDS
www.menwhocareawards.co.uk

Care Talk Women's Leadership Circle
WAGS Women Leading Care, Together
www.thewags.co.uk/womens-leadership-circle/

www.caretalk.co.uk

Contact us

Email: **advertising@caretalk.co.uk**

Website: **www.caretalk.co.uk**

