

CSJ

THE CLINICAL SERVICES JOURNAL

MEDIA INFORMATION 2021

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For over 18 years The Clinical Services Journal has been the magazine of choice for healthcare professionals seeking the latest information on best practice, research, current regulations and medical breakthroughs.

Exchanging knowledge and sharing educational insights across multidisciplinary teams is a key ambition of the health service and CSJ is uniquely positioned to inform and educate across a wide variety of specialties – including infection prevention, decontamination, operating theatres, endoscopy, intensive care, A&E, clinical engineering, POC, tissue viability and many more.

With the NHS facing unprecedented challenges in the wake of COVID-19, strategies for safe, efficient recovery of health services will be a key focus for the coming year. CSJ will continue to feature breaking research, new guidance and commentary from leading experts to assist staff as they adjust to the new healthcare landscape. This is in addition to features and interviews on the latest advances in surgery, methods of improving patient outcomes, advice on enhancing productivity, guidance on best practice and medical innovation.

With a minimum of 65% editorial content in each issue, the magazine provides a high quality, independent resource for healthcare professionals and is read and retained in clinical environments throughout the UK. Whether analysing the latest strategies to reduce healthcare associated infections, or exploring innovations in anaesthesia, imaging technology, and surgical techniques, CSJ magazine remains at the forefront of healthcare developments.

In 2021, there will be even greater coverage given to the current challenges faced by clinicians. The journal will continue to feature interviews with leading industry figures, contributions from key authors, as well as covering key exhibitions and conferences that will be reinstated, as COVID restrictions ease.

We are committed to producing printed versions of the magazine, but also offer easily accessible, digital editions, which can now be downloaded via a convenient new App. This allows readers to access educational content from their mobile devices and quickly browse and navigate archived issues, as well as the latest editions.

CSJ provides in-depth news, product features and article-based editorial and will continue to focus on all of the key disciplines (below) within the hospital environment:

- Operating Theatres
- Infection Prevention & Control
- Electro-biomedical Engineering/Medical Physics
- Sterile Services
- Endoscopy
- Tissue Viability
- Radiology & Imaging
- Intensive Care
- Accident & Emergency
- Point-of-Care Testing
- Training & Education
- Telehealth/Telemedicine/Health Informatics
- Respiratory Care
- Cardiology
- Patient Safety



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CSJ is a prominent title within the portfolio of leading healthcare magazines published by Step Communications. Other titles in the group include: *Health Estate Journal*, *Pathology in Practice*, *The Network*, and *The Care Home Environment*.

All editorial information and related images are published free-of-charge and selected on the basis of the quality of the educational content.



Why you should advertise with The Clinical Services Journal

CSJ reaches 100% of all NHS Trusts and private hospitals in the UK and Northern Ireland, and is the only publication to provide exclusive access to a fully multi-disciplinary audience. This provides advertisers with a valuable opportunity to influence top levels of management, clinical leaders, and frontline healthcare workers across *all* areas of the acute sector.

Feedback on how readers engage with CSJ shows that clinicians share and discuss the journal's content with peers, and copies of the magazine are shared throughout the departments by way of a pass-on list. Issues are also retained for educational purposes. With a high value placed on editorial content, we know that advertising placements gain maximum exposure, as readers revisit editions of CSJ as a source of reference. CSJ's vital information can be accessed by readers from their mobile devices or they can fully immerse themselves in the printed editions.

"I have worked with the team at CSJ for many years to publish technical articles and advertising. I have always received a professional service, but what impresses me most is that whenever I visit a customer or prospective customer, they regularly have a copy of CSJ on their desk."

Jim Roberts, Marketing Manager,
Mindray (UK) Ltd

Due to the quality and independence of the editorial features, CSJ has inspired confidence among leading healthcare organisations and event hosts (including IDSc, AfPP, EBME, Knowlex, and MEDICA), which has led to close, collaborative relationships with some of the UK and Europe's most respected institutions.

"The IDSc and the CSJ have had a good a long term working relationship. In recent times, to boost the profile of the IDSc, we have advertised in the CSJ, particularly with reference to membership of the IDSc and its benefits, as well as research, technical developments and education. Following on from this, we have seen a large increase in membership, as well as technical certification and technical advice requests, all due to the fantastic advertisements placed in the CSJ. We would like to extend our gratitude to all at CSJ for helping to move this forward."

Tony Sullivan, Director of Communications, IDSc

A well-established journal, with an extensive, unrivalled circulation built over two-decades of reader engagement, CSJ has a proven track record with advertisers – whether they are large, blue chip corporations or SMEs. Advertisers can be confident that CSJ is a recognised, credible and trusted platform that will help them reach their target audience.

- If you don't have suitable artwork, you can make use of our in-house studio facilities to create your advert.

Don't delay! Make CSJ part of your marketing activity today.
Email: sales@clinicalservicesjournal.com or call: +44 (0)1892 779999



Circulation

By Department / Job Function

Accident & Emergency	432
Anaesthesia	711
Cardiology	220
EBME's/ Medical Physics	736
Endoscopy	829
HDU/HTU Dept Heads	481
Health & Safety	390
Infection Control	1320
ITU/ICU	724
Obs. & Gynae/maternity	160
Operating Theatre	2,542
Radiology/Radiography	468
Sterile Services/TSU	669
Supplies/Procurement	395
TeleHealth/Telemedicine/	
Health Informatics	214
Tissue Viability Nurses	380
Other (Education, Human Resources, Neurology, Patient Safety, Pharmacy, Respiratory Care)	362
Total	11,033

Circulation

By Job Title

Director	942
Manager	3,790
Snr Nurses	3,280
Clinical Care Advisors	1,075
Consultants	1,196
Administrators, Technicians, Lecturers	750
Total	11,033

Rates

INSERTS	1	5	10
Double page Spread	£4,265	£3,730	£3,095
Full page	£2,475	£2,105	£1,685
1/2 page (DPS)	£2,560	£2,185	£1,760
Junior page	£1,520	£1,275	
1/2 page	£1,320	£1,120	£965
1/3 page	£895	£715	
1/4 page	£705	£595	£490
Front Cover (single page cover story)	£3,150		
Front Cover (2 page cover story)	£4,280		
Other Cover Positions	£2,580	£2,160	£1,840

ADDITIONAL OPPORTUNITIES

Inserts, reprints and PDF's

- **Inserts** - Example price: An insert weighing up to 20 grams sent to the full circulation costs **£1395**. (Inserts to be supplied). We can also provide a competitive quote for getting your material produced.
- **Reprints** - Example price: A4 4-sided reprint x 1000 copies on 150gsm stock paper **£1245**
- **Hi-res and low-res PDFs** - £1500 for hi-res PDF (suitable for printing) and low-res (for digital use). Both include 2-year licence for unrestricted use.

Agency Commission 10% will be given to IPA-recognised advertising agencies.

Mechanical Data (mm)	Type Area	Trim	Bleed
Double page (DPS)	258 x 390	297 x 420	303 x 426
Full page	258 x 180	297 x 210	303 x 216
1/2 page (DPS)	125 x 390	140 x 420	143 x 426
1/2 page	(Horizontal)	125 x 180	
	(Vertical)	258 x 86	
Junior page	(Vertical)	168 x 120	
1/3 page (Solus)	(Horizontal)	94 x 180	
	(Vertical)	258 x 58	
1/4 page	(Horizontal)	60 x 180	
	(Vertical)	125 x 86	

To book your print or digital adverts, inserts or reprints or to discuss ideas and opportunities, please contact us at: sales@clinicalservicesjournal.com or call: **+44 (0)1892 779999**



www.clinicalservicesjournal.com continues to see impressive numbers of visitors to the site – 196,142 unique page views from 1st September 2019-2020 – as the website has gained a reputation as a valuable source of education and topical news.

Website

All published issues of CSJ are available to view online, along with industry related news, features, product innovations, event listings and company information. Attracting a highly engaged audience, the website offers valuable opportunities for advertisers to gain maximum visibility via banner promotions, webinar content and educational videos, with the benefits of instant access via click-throughs and real-time interaction with our audience.

The website offers a dynamic and cost-effective platform for advertisers to present themselves in a high-impact medium to our unique audience. Enhanced features of the website include a complete digital copy of the latest edition available to download, a comprehensive search function for all

areas of the site, an updated Suppliers Guide facility and the Product News Section.

CSJ is also available to registered readers in a digital format. This enables advertisements to include hyperlinks and we can provide quantifiable click-rates – providing added value for advertisers.

The registration function for the website provides us with the ability to ensure that the demographic of our user is controlled and therefore only allows access to clinical healthcare professionals involved in the purchasing and specification of equipment and services within the clinical healthcare sector. This guarantees our online advertisers will be seen by all the right people, all of the time.

Email Newsletters

Weekly Digital Newsletters provide subscribers with regular insights into the latest innovations, solutions and technology advances. Monthly Product Newsletters and Featured Suppliers Newsletters also provide information regarding the latest products and company news, in addition to advertising spotlights of suppliers.

offering an additional visual format for reader engagement, including educational content, commercial promotion and demonstrations.

CLICK HERE to access the App

Digital Magazine

In addition to a printed edition of the journal, readers can now access copies of CSJ via their mobile devices through a FREE App, allowing them to conveniently browse new and archived content to ensure the information they require is always at their fingertips. Digital editions of the magazine also offer exclusive opportunities to embed video content –

Social Media

CSJ has a growing LinkedIn following and regularly shares features, comment and news to a global, interactive audience of healthcare professionals. This is in addition to other social media platforms, including Twitter – offering further opportunities for clinical engagement, discussion and sharing of educational insights.

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Suppliers Guide

Product Listing, Company Profile, Logo, Website & Email links, Image Gallery, YouTube/Vimeo Videos, Social Media Links, Live Twitter Feed. Appears every month within Featured Suppliers Newsletter, exposure on rotating advertisement on CSJ website between other extended entries. 12 months **£750**

Premium Suppliers Guide Package **NEW FOR 2021**

As above, PLUS a 12 month Product Heading Banner. 12 months **£1,200**

Featured Suppliers Newsletter

Lead Supplier 1 month **£500**

Site Takeover

Showcase your company by dominating every page of the entire website for 1 month with a hyperlink directly to your website. Number of clicks received provided, and opportunity to change artwork during the month if desired. This 'website front cover' also offers first refusal on the same month the following year. Size available on request. **£2,500**

Weekly Newsletter Logo Sponsorship (140px wide)

1 month	£650
3 months	£1,500
6 months	£1,900
12 months	£2,400

HTML Mailer

(Sent to our opt-in subscriber list)

Bespoke HTML file sent directly into the inboxes of 8,000 of your current and future customers at a time and date of your choosing. Option for CSJ to create the HTML free-of-charge if facilities are not available to you. Trackable analytics provided - ie. how many times the mailer was opened, how many times each link within it has been clicked - providing valuable metrics to ensure refined marketing activity in the future.

1 mailer	£2,500
3 mailers	£6,000
6 mailers	£9,000
12 mailers	£15,000

Web Rates

All prices are in GBP (£) and exclude VAT.

Banners/Sponsorship (£)	1	3	6	12
Banner (728x90)	-	1,500	2,500	3,750
Wide Skyscraper (160x600)	-	1,200	2,000	3,000
Button (125x125) appear on every page.	-	900	1,500	2,700
Rectangle (300x250) appear on every page.	-	1,900	3,200	5,000
Half page (300x600) appear on every page.	-	2,520	4,200	7,000
Newsletter Banner (Banner to appear on Weekly Newsletter, Monthly Featured Suppliers Newsletter, Monthly Product Newsletter).	£500	£1350	£2,250	£3,600
Product Newsletter				
Sponsored Story	£300	£700	£1,200	£2,000
Lead Product Story	£500	£1,200	£2,000	£3,500

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Click hub

To view examples of the digital advertising opportunities, click on one of the options in the boxes below.

Website

Banner

Button

Rectangle

Site Takeover

Skyscraper

Half Page

Suppliers Guide

Featured Suppliers
Newsletter

Website Featured
Supplier Ad

Featured Suppliers
Newsletter Lead

Newsletter

Product Banner

Product Lead Story

Product Story

Weekly Banner

Weekly Logo Sponsorship

[CLICK HERE](#) to view the website

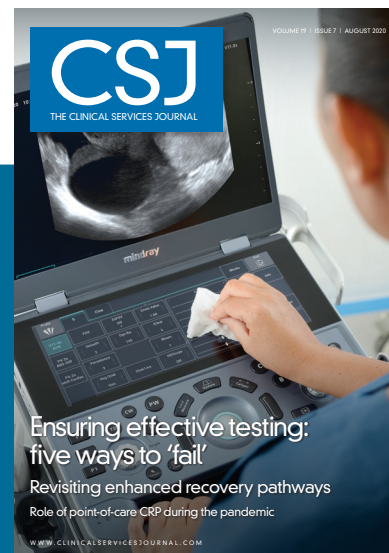
User Statistics

159,628

unique page views
from 2018 to 2019 to
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196,142

unique page views
from 2019 to 2020 to
clinicalservicesjournal.com



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The Clinical Services Journal also publishes specialist supplements focusing on key areas of interest, including Operating Theatres, Infection Prevention and Decontamination. These supplements provide an opportunity to provide in depth, expert insights into important issues and advances.



Decontamination & Sterilisation

Published in April, the Decontamination supplement targets senior decontamination leads and is distributed at all major conferences and exhibitions including IDSc and The NPAG Theatre & Decontamination Conferences. It also benefits from a 12-month desk life. Editorial themes cover all aspects of medical device decontamination, endoscope and surgical instrument reprocessing, including the latest discussion on best practice and guidance.

Operating Theatre

Distributed with the September issue the Operating Theatre Supplement reaches key decision makers within Operating Theatre departments – providing extended coverage at all relevant conferences and events and benefiting from a 12-month desk life. Editorial themes cover the latest research, innovation and expert insights.



Infection Prevention

Published in December, the Infection Prevention supplement provides news, application stories and thought leadership articles on best practice and innovation. From tackling emerging threats to established healthcare-associated infections, this publication is focused on ensuring the highest levels of safety throughout the patient journey. It also benefits from 12 months visibility.