

# CSJ

THE CLINICAL SERVICES JOURNAL

## Media Information 2023

— WWW.CLINICALSERVICESJOURNAL.COM —



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# CSJ

THE CLINICAL SERVICES JOURNAL

For 20 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.

As the health service makes further strides in tackling the backlog in 2023, CSJ will continue to share insights into innovative models of healthcare delivery, technology advances aimed at driving efficiency, and strategies aimed at supporting clinical teams, during the recovery from the pandemic and beyond.

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 testing, diagnostics, tissue viability and many more.** 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.

From the latest advances in robot-assisted surgery and the increasing use of artificial intelligence, to the latest research in tackling HCAs and innovative technologies for decontamination, the journal has a sharp focus on breaking news of healthcare's most exciting

[www.clinicalservicesjournal.com](http://www.clinicalservicesjournal.com)

## CSJ Events for 2023

January	Arab Health
April	CSC
	Decon UK Conference
	Infection Prevention and Control Conference
June	EBME Expo/Operating Theatres Conference
September	AfPP
October	Infection Prevention Society
November	Future Surgery
	MEDICA
	IDSc Conference

If you would like CSJ to promote or cover your event or conference, please contact:  
[sales@clinicalservicesjournal.com](mailto:sales@clinicalservicesjournal.com)

developments. Sustaining best practice and helping clinicians to share expert insights into delivering safe, quality care remains at the heart of the magazine's editorial agenda.

CSJ is a chosen media partner for some of healthcare's leading educational events and is on a mission to delve deep into expert opinion and thought leadership across a wide variety of specialties.

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 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.

We can create bespoke packages to help you achieve your marketing goals. Whether it be awareness, brand positioning or lead generation (or a combination of all 3) our experienced team are available to provide help and advice. After all, we want your activity in CSJ to work for you!

Please send editorial submissions to:

[editorial@clinicalservicesjournal.com](mailto:editorial@clinicalservicesjournal.com) or call: +44 (0)1892 779999

## Why you should advertise with CSJ

1. CSJ reaches EVERY NHS and Private hospital in the UK.
2. CSJ is the ONLY publication read by a multidisciplinary audience.
3. Advertisers can influence specifiers, purchasers and users.
4. Advertisers benefit from extensive pass-on readership.
5. We can help you create artwork if you don't have suitable material.
6. Our experienced team can help create bespoke packages to help achieve your marketing aims and requirements.
7. CSJ is 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.

We want your activity to work for you! Make CSJ part of your marketing activity today

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## Advertising Rates

### Circulation

#### By Department / Job Function

Accident & Emergency	432
Anaesthesia	711
Cardiology	220
EBME's/ Medical Physics	736
Endoscopy	829
HU/HTU Dept Heads	481
Health & Safety	390
Infection Prevention and 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
<b>Total</b>	<b>11,033</b>

#### By Job Title

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

### Ad size

	Number of issues		
	1	5	10
Double page Spread	£4,300	£3,765	£3,125
Full page	£2,500	£2,125	£1,700
1/2 page (DPS)	£2,585	£2,205	£1,775
Junior page		£1,535	£1,285
1/2 page	£1,330	£1,130	£975
1/3 page		£900	£725
1/4 page	£710	£600	£495
Front Cover (single page cover story)	£3,180		
Front Cover (2 page cover story)	£4,320		
Other Cover Positions	£2,600	£2,180	£1,860

### Additional Opportunities

#### Inserts, reprints and PDF's

- **Inserts** - Example price: An insert weighing up to 20 grams sent to the full circulation costs **£1405**. (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 **£1260**
- **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 print or digital adverts, inserts or reprints or to discuss ideas and opportunities, please contact us at: [sales@clinicalservicesjournal.com](mailto:sales@clinicalservicesjournal.com) or call: +44 (0)1892 779999

[www.clinicalservicesjournal.com](http://www.clinicalservicesjournal.com)

continues to see an impressive number of visitors to the site – 233,009 unique page views were received from November 2021 to November 2022 as the website has gained a reputation as a valuable source of information.

233,009

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to [clinicalservicesjournal.com](http://clinicalservicesjournal.com)



# Digital Advertising

## Website

The CSJ 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 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.

Weekly Digital Newsletters, Monthly Product Newsletters and Featured Suppliers Newsletters also provide information regarding the latest products and company news, in addition to advertising spotlights of suppliers.

## HTML Mailer (Sent to our opt-in subscriber list)

Bespoke HTML file sent directly into the inboxes of 6,000 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.

	x1	x3	x6
Per mailshot	<b>£2,500</b>	<b>£2,250</b>	<b>£2,000</b>

## Web prices

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

## Website Positions

No. of months	3	6	12
<b>Banner</b> (728 x 90px)	<b>£1,500</b>	<b>£2,500</b>	<b>£3,750</b>
<b>Skyscraper</b> (160 x 600px)	<b>£1,200</b>	<b>£2,000</b>	<b>£3,000</b>
<b>Button</b> (125 x 125px)	<b>£900</b>	<b>£1,500</b>	<b>£2,700</b>
<b>Rectangle</b> (300 x 250px)	<b>£1,900</b>	<b>£3,200</b>	<b>£5,000</b>
<b>Half Page</b> (300 x 600px)	<b>£2,520</b>	<b>£4,200</b>	<b>£7,000</b>

## Site Takeover

Opportunity to 'takeover' entire outside area of the CSJ website, exclusive to 1 company (One Month) **£2,500**

## Newsletters

No. of months	1	3	6	12
<b>Banner</b> (To appear on Weekly, Product & Suppliers Newsletter) (728 x 90px)	<b>£500</b>	<b>£1,350</b>	<b>£2,250</b>	<b>£3,600</b>
<b>Weekly Newsletter Logo sponsorship</b> (140px wide)	<b>£500</b>	<b>£1,500</b>	<b>£1,900</b>	<b>£2,400</b>
<b>Product Newsletter Skyscraper</b> (160 x 600px)	<b>£500</b>	<b>£1,350</b>	<b>£2,250</b>	<b>£3,600</b>
<b>Product Newsletter Story</b>	<b>£395</b>	<b>£850</b>	<b>£1,200</b>	<b>£2,000</b>
<b>Lead Product Newsletter Story</b>	<b>£500</b>	<b>£1,200</b>	<b>£2,000</b>	<b>£3,500</b>

## 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 every page of the CSJ website between other extended entries.

<b>Extended Suppliers Guide Entry</b> (12 months)	<b>£750</b>
<b>Premium Suppliers Guide Entry Package</b> (As above PLUS a 12 month Product Heading Banner)	<b>£1,200</b>
<b>Product Heading Banner</b> (12 months)	<b>£750</b>
<b>Lead Supplier in Suppliers Newsletter</b> (1 month)	<b>£500</b>

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