

digitalhealth

news ⊕ networks ⊕ intelligence ⊕

media pack ⊕

- ⊕ The UK's leading online publication for digital health
- ⊕ Unrivalled opportunities to engage with NHS IT leaders
- ⊕ Tailored marketing and engagement solutions

www.digitalhealth.net

digitalhealth

news + networks + intelligence +

Digital Health is the essential source of news, opinion, knowledge-sharing, insights and inspiration for national, regional and local NHS IT leaders and their teams.

We are a long-serving voice of the digital health community and have played a significant role in helping to shape the digital future of UK health and care through close collaboration with clinical and IT leaders.

digitalhealth.net is the unique collaborative platform for digital leaders and suppliers to keep up-to-date with the latest market and policy news, engage, and share best practice.

It links our loyal 170,000+ monthly readership with our vibrant 6,000+ NHS IT leader networks community, popular events series and market intelligence service.

Elevate your brand by sponsoring or contributing to our authoritative editorial coverage and original content.



events +

news +



networks +



intelligence +



Digital Health will provide you with the best opportunities to get on the radar and engage with senior NHS IT audiences.



170,000+ monthly website visitors



24,000+ newsletter subscribers



14,000+ thought leadership subscribers



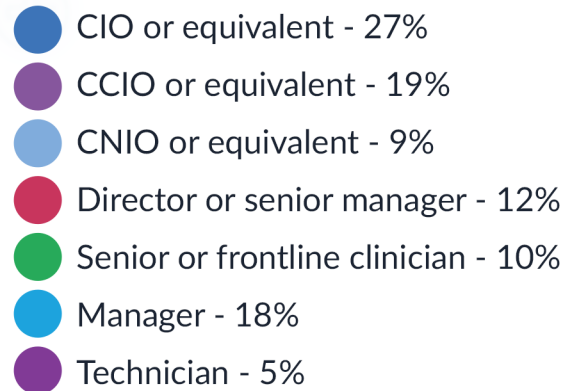
14,000+ 2020 event registrations



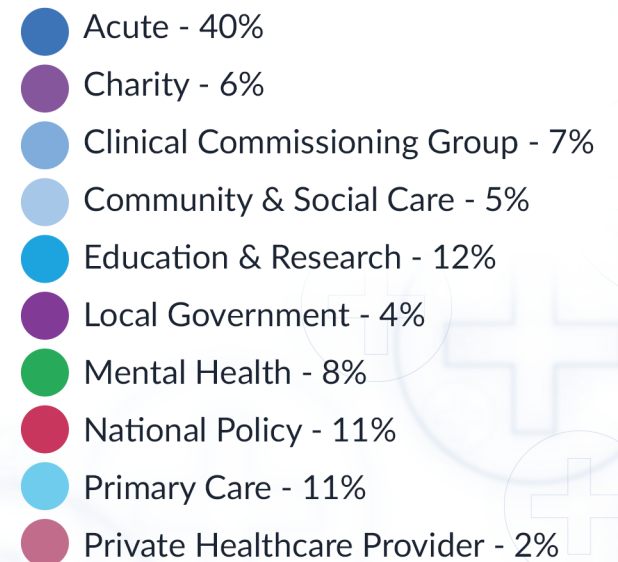
62,000+ social media followers

Reach NHS IT decision makers, budget holders and key influencers

Our typical public sector audience



Audience by sector



Typical job roles include: IT directors / IM&T, heads of departments, CEOs, Chief Clinical Information Officers, Chief Information Officers, Chief Nursing Information Officers, Chief Finance Officers, Directors of Transformation, Chief Medical Officers, AHPs, Programme Directors, and more

Whether you want to launch a product, boost a campaign, communicate a new market position, or promote your work with an NHS organisation, we have a solution for you.



Brand Awareness

- Solus emails
- Display advertising
- Hub sponsorship
- Hub advertising
- Newsletter banners



Lead Generation

- Webinars
- Case studies
- Whitepapers



Networking

- Bespoke events
- Awards



Thought Leadership

- Special reports
- Industry spotlight
(inc interview)
- Sponsored features
- Podcasts
- Roundtables
- Video interviews

Advertising opportunities

High impact positions in a prime space

The Digital Health homepage highlights headline news, top analysis, events and research content.

- Leaderboard**
(728 x 90 pixels) | £825 +VAT per week
- MPU 1**
(300x250 pixels) | £875 +VAT per week
- MPU 2**
(300x250 pixels) | £875 +VAT per week
- Banner 1**
(728 x 90 pixels) | £625 +VAT per week
- MPU 3**
(300x250 pixels) | £575 +VAT per week
- Banner 2**
(728 x 90 pixels) | £425 +VAT per week



Contact us on sales@digitalhealth.net for full pricing list including advertising on newsletters, news pages and our hub pages

Case studies and white papers

Publishing your case studies or white papers on Digital Health is one of the most effective ways to inform our leadership audience about how and where you can be of assistance to them.

The package includes:

- ⊕ Posted in a hub of your choice so that you can target a niche audience
- ⊕ 200-word feature article
- ⊕ Pinned in hub for two weeks to ensure maximum exposure
- ⊕ Remains on site and searchable
- ⊕ Promoted on Digital Health homepage
- ⊕ Inclusion in Digital Health Digest Newsletter in the week published

£1,875 + VAT

3min+
average read time
(200 word feature
article)

90%+
CTR's to full
study/paper

200+
views & downloads
(within first four
weeks)

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case study hub



case study panel
on homepage

Reach digital health leaders and decision-makers

Written by expert journalists, our special reports offer solution providers the opportunity to have their advert accompanied by an editorial contribution. Get involved in our special reports to reach specific role holders within the key fields of digital health.



- + Your advert in a prime position within the report on digitalhealth.net
- + The opportunity to speak with our journalist and provide comment
- + Your brand message in front of CCIOs, CIOs, CNIOs and other digital leaders and teams
- + Published and pinned in the relevant hub on digitalhealth.net
- + Promoted to our 11,000+ special report subscriber list
- + Further brand exposure to our 70,000+ strong audience

Forward features list

Publish date

Shared Care Records	13 January
Virtual Care	10 February
Imaging AI	24 February
Mental Health	17 March
Remote Patient Monitoring	14 April
Document Management	12 May
AI & Data	9 June
Enterprise Imaging	23 June
Medicines Management	14 July
Cloud First	8 September
Healthcare Apps	22 September
Observations and Vital Signs	13 October
Data Security	27 October
Interoperability	10 November
Integrated Care	1 December

Get involved in our popular webinar series

Participating in our popular webinar series offers you a powerful way to connect with our unique readership - including our core audience of CIOs, CCIOs and senior health IT managers and decision makers - in a live and engaging environment. Work with Digital Health to receive:

- + Support and guidance on topics, speakers and synopsis
- + Webinar promotion through Digital Health channels
- + A professional presenter from Digital Health
- + Live Q&A, plus online polls to maximise audience participation
- + Your branding visible throughout the presentation
- + A list of attendees and registrations
- + On-demand webinar to be published on our marketing-leading site: digitalhealth.net
- + A recording of the webinar for use on your own channels

250

average registrations
per webinar in 2020

60

digital conferences and
webinars across 2020

11,000+

webinar registrations
across 2020



- + Oxford demonstrates the value of speech-enabling your hospital EPR
[watch on-demand](#)



- + Starting a shared care record journey and how to accelerate adoption
[watch on-demand](#)



- + Cloud Transformation Strategy - A CIO Perspective
[watch on-demand](#)



- + Digital Responses to Covid-19: Digital First Primary Care
[watch on-demand](#)

Working with major health IT brands across the sector



“Working with Digital Health gives the platform to reach key NHS leadership and engage in the best way.”
Caroline Marjason, Marketing Manager, Sectra

“It’s great to be working with Digital Health again as sponsor of the Shared Care Records hub, we look forward to working with the team across the year.”
Cerner

“We have worked with Digital Health for a number of years now both on events and as the Clinical Software Hub Sponsor, it’s always great to see the quality of audience they deliver.”
Max Smith, Chief Revenue Officer IMMJ Systems

Get in touch to discuss your options.

Hub sponsorship

(prime advert space, 3x whitepapers and 1x webinar)

£15,000-£19,000

(depending on hub)

Webinars

From £7,500

Sponsored feature / Industry spotlight

£1,625 - £3,485

Case studies and white papers

£1,875

Special reports

£695 - £ 895

Newsletter ad positions

£300 - £ 555

Display advertising on digitalhealth.net website

£525 - £825

Podcasts, video interviews, bespoke events, awards sponsorship, roundtables

Contact us for availability

Contact us today on sales@digitalhealth.net or +44 (0)20 7566 3983

Formats

MPU: 300x250 Pixels

Leaderboard: 728x90 Pixels

Banner: 728x90 Pixels

Full Sky: 160x600 Pixels

For maximum impact, we recommend you use an animated GIF, or HTML ad.

HTML5 / Rich Media Ad item: an IAB compatible HTML5 ZIP archive which includes an HTML file and any scripts or media used to display the ad.

Deadlines

All copy must be received at least two days before campaign launch date.

General specifications

Maximum file size: 200kb

Polite download secondary load max file size: 400kb

Expandable: No

Accepted formats: GIF and HTML

Animation: Yes

Should you have any queries relating to Ad specifications for your campaign, please contact your account manager.

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Email based campaigns

DHI will provide a template within which you can work for emailers, alternatively send your content and we will produce in house style.

Animated gif files do not animate in Outlook 2007 onwards. Be aware that only the first frame will display and design accordingly. ****Note****
Majority of our users read emails on a smart phone or tablet

Get in touch to discuss your options.

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