

# CareTalk Business

Sharing business excellence in social care



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## Media Pack

# Features & Contributions

If you would like to contribute to an *Opinion* piece, please contact [info@caretalk.co.uk](mailto:info@caretalk.co.uk)

## ...Each month we run regular features and opinion pieces around

- Dementia Matters
- HR Matters
- Health and Safety Matters
- Infection Control
- Legal
- Market Analysis
- Promoting Your Care Business
- Property

## ...Plus Bi-Monthly Features

### October/November

#### Infection Control Matters

- Products and Services
- Laundry
- Insurance for the Care Sector
- Finance for the Care Sector
- Hygiene
- Refrigeration
- Bathrooms

### December/January

#### HR Matters

- Products and Services
- Employment Law
- Recruitment
- Employment Matters
- Creating the Right Perception of Social Care
- Hoist and Lifting Aids
- Personal & Protective Workwear
- Technology
- Qualifications Matter
- Safeguarding
- Workwear
- Quality and Compliance
- Moving and Handling

### February/March

#### Health and Safety Matters

- Products and Services
- Choking prevention
- Falls prevention
- Wellbeing for Staff and Residents
- Respite for Carers
- Nutrition and Hydration
- Bathrooms
- Heating
- Activities and Wellbeing
- Insurance for the Care Sector
- Moving and Handling
- Hoist and Lifting Aids

### April/May

#### Care Home Environments

- Products and Services
- Good Design in Care Homes
- Activities and Wellbeing
- Fire Safety
- Nutrition and Catering
- Technology
- Workwear
- Transport
- Refurbishment
- Heating
- Bathrooms
- Hoist and Lifting Aids
- Finance for the Care Sector

### June/July

#### Promoting Your Care Business

- Products and Services
- The Role of PR in Care
- HR Matters
- Recruitment and Retention
- Finance for the Care Sector
- Bathrooms
- Refurbishment
- Good Design in Care Homes
- Technology
- Management Services
- Care Consultancies
- Training and Development
- Property

### August/September

#### Dementia Matters

- Products and Services
- Technology
- Transport
- Refurbishment
- Good Design in Care Homes
- Training
- Recruitment and Retention
- Nutrition and Hydration
- Activities and Wellbeing
- Respite for Carers

# CareTalk Business

Sharing business excellence in social care

AND ASSOCIATED PRODUCTS MEDIA PACK



## 'Sharing business solutions for social care'

**Care Talk Business** is a new and exciting Business2Business website aimed at key decision-makers within social care; care providers, care and nursing homes, home care and community based services, care managers, senior social care and healthcare professionals.

As a partner of established **Care Talk** magazine, **The Great British Care Awards**, **The Learning Disabilities & Autism Awards** and **The Children & Young People Awards**, we have access to customers that reached the WHOLE of the social care sector, giving you maximum exposure to key industry decision makers.

Each year we have in excess of 10,000 unique guests at our partner events. Our contact database is in excess of 20,000 and through digital media we have a reach of over 300,000.

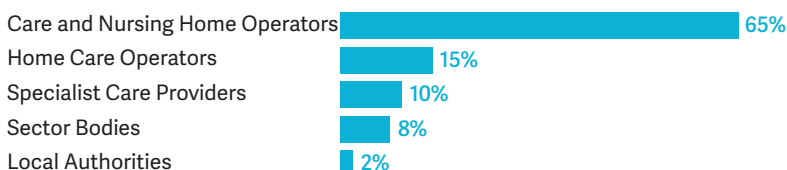
**Care Talk Business** has a strong business focus and will include the very latest news on products and services, employment, legal, property and finance issues.

With a live sector news feed, the latest business and property banter, updates on movers and shakers and purchases and acquisitions, **Care Talk Business** is set to become the sector's leading one-stop site for business news.

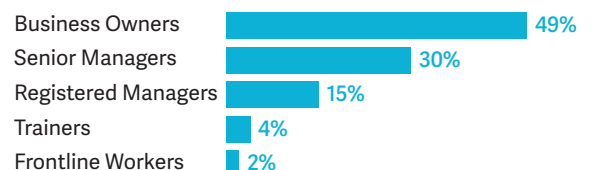
The site will also feature the very latest news affecting our sector, including regular updates from key industry bodies such as Care England, Care Providers Alliance, United Kingdom Home Care Association (UKHCA), Skills for Care, the Social Care Institute for Excellence (SCIE),

## Our Audience

### By Sector:



### By Job Role:



## Our Reach

Average monthly Twitter impressions  
**300K+**

Average monthly visitor numbers  
**105K+**

Social media followers  
**30K+**

# Packages to suit all budgets

## Results for all required outcomes



*'Helping businesses share excellence in social care'*

[www.caretalk-business.co.uk](http://www.caretalk-business.co.uk)  [@CTalkBusiness](https://twitter.com/CTalkBusiness) 2,000+ followers

Average monthly Twitter impressions **75K** Average monthly visitor numbers **10K**

- Online Ads with click through £200 per month
- Banner Ads with click through (top right) £500 per month
- Press Releases Shared via our key social media accounts on Twitter, Facebook and LinkedIn £150 per release
- Partners Directory Listing company logo, company profile, contact details, social media links, images £300 per annum



*'The voice of excellence in social care'*

[www.caretalk.co.uk](http://www.caretalk.co.uk)  [@CareTalkMag](https://twitter.com/CareTalkMag) 16,000+ followers

Average monthly Twitter impressions **150K** Average monthly visitor numbers **20K**

Media pack available at [www.caretalk.co.uk/advertising](http://www.caretalk.co.uk/advertising)

- Online Ads with click through £200 per month
- Banner Ads with click through (top right) £500 per month
- Press Releases Shared via our key social media accounts on Twitter, Facebook and LinkedIn £150 per release
- E-shots £700 per solus e-shot to a database of 13,00 + individuals
- Advertising in hard copy and online magazine Space from £300 - £1,900



*'Celebrating excellence in social care'*

[www.care-awards.co.uk](http://www.care-awards.co.uk)  [@GBCareAwards](https://twitter.com/GBCareAwards) 10,000+ followers

Average monthly Twitter impressions **50K** Average monthly visitor numbers **40K**

Media pack available at [www.care-awards.co.uk/sponsorship](http://www.care-awards.co.uk/sponsorship)

- Regional Great British Care Awards
- 10 regional events throughout Autumn each year (400 – 700+ guests at each)
- 1 National Final the following Spring each year (1,200 + guests) **Sponsorship from £1,000 - £15,000**



*'Celebrating excellence in social care and support'*

[www.nationalldawards.co.uk](http://www.nationalldawards.co.uk)  @LDAwards2020 4,000+ followers

Average monthly Twitter impressions 25K Average monthly visitor numbers 25K

Media pack available at [www.nationalldawards.co.uk/sponsorship](http://www.nationalldawards.co.uk/sponsorship)

- England/Scotland, Wales and Northern Ireland Awards

3 regional events in June each year (200 – 700 + guests each)

Sponsorship from £500 - £10,000

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*'Celebrating excellence in children and young people services'*

[www.cypawards.co.uk](http://www.cypawards.co.uk)  @AwardsCYP 700+ followers

Average monthly Twitter impressions 12K Average monthly visitor numbers 10K

- One national event in June each year

(500 + guests)

Sponsorship from £1,000 - £10,000

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*'Women achieving greatness in social care'*

[www.thewags.co.uk](http://www.thewags.co.uk)  @TheWags2022

- One national event in Autumn each year

(550 + guests)

Sponsorship from £1,000 - £10,000

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*'Celebrating excellence in housing with care'*

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

Media pack available at [www.housingwithcareawards.co.uk/sponsorship](http://www.housingwithcareawards.co.uk/sponsorship)

- One national event in Spring each year

(3000 + guests)

Sponsorship from £1,000 - £10,000

## Package discounts

We offer discounts on packages including packages across all our platforms:

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

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

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

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

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

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

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

To advertise please contact [info@caretalk.co.uk](mailto:info@caretalk.co.uk)

All prices exclude VAT