

Bladder Health UK profile and advertising rates



Bladder Health UK is a charity organisation that has been offering sufferers help and advice for the past twenty years, and at present support over 3500 people with bladder conditions, as well as their families and carers.

Advertising opportunities

A promotional opportunity and a partnership

For marketers wishing to promote medications, products and services you could not be more targeted than with Bladder Health UK. As we are non-profit, you are also helping to ensure that our work can continue, and by becoming a partner you help to support people with bladder conditions who really need your services and products.

Bladder HealthUK has a very specific audience of people suffering with bladder illness and related problems, and over time we have developed materials in support of them:

- Online, Bladder Health has **41,892 users** with **25%** being returning users.
- Our continence newsletter and magazine '**Your Bladder Health**' goes out three times a year and is filled with useful information which is distributed to all our members and healthcare professionals.
- In addition, our corporate packages incorporate social media campaigns on Twitter, Facebook and Instagram as well as opportunities at Member events, Webinars, Exhibitions and more.



Our Mission statement

“ To help people live positively with bladder illness through the provision of personalised support and care. ”

Who we are

Bladder Health UK is the largest bladder patient support charity in the UK. We exist to support people suffering from cystitis, painful bladder syndrome/interstitial cystitis, overactive bladder and continence issues, and ensure that they, their families and carers are also better informed about these conditions.

We have developed a range of resources based on our extensive experience working with sufferers that can really help improve life.



Helpline

A confidential advice line for members and non-members. Takes between 100 to 120 calls per month.



Chat room

An online Forum where members can chat securely about their bladder issues.



Website

A popular site where followers are growing annually (from 994 in Sept 2018 to 1700 in Sept 2019) Bladder Condition pages are viewed the most - 2.11 pagees viewed per session and an average of 1.35 mins spent per page.



Social media resources

Regular activities of our own on Facebook, Twitter and Instagram. Also support your corporate campaigns as part of sponsorship packages. #BladderHealthUK.



Magazine & Newsletter

A distribution of over 2000 including 1500 members as well as Health Care Professionals. Produced three times a year.



Specialist Advisors

Our helpline staff include an expert patient, a retired uro-gyneacology nurse and a specialist continence nurse. In addition we have access to our medical panel of urologists and GP's for additional clinical advice.



Regional Support Groups

For face to face support members have access to local support groups where they can share experiences. Opportunities to present to these groups are available.



New membership

New members will receive a comprehensive information pack plus a 'Can't Wait Card' and free product samples.

Advertising and promotional space

Advertising Rates for Continece Newsletter 2019

	3 Months	6 Months	9 Months	12 Months
In directory at the back of the Newsletter	£'s	£'s	£'S	£'s
Standard Product Ad Small 1/8 Page	150	285	418.5	540
Standard Product Ad Medium 1/4 Page	250	475	697.5	900
Standard Product Ad Large 1/2 Page	400	760	1116	1440
Special Positions	1/8 Page	1/4 Page	1/2 Page	Full Page
Inside Newsletter				
Standard Product Ad Small 1/8 Page	200	380	558	720
Standard Product Ad Medium 1/4 Page	300	570	837	1080
Standard Product Ad Large 1/2 Page	450	855	1255.5	1620
Advertorial				
1000 words plus logo and image	1600			
2019/20 Production and Copy Deadline Dates				
Publication Dates		Copy to be received		
Spring - March	Newsletter	28th February 2020		
Summer - June	Newsletter	30th May 2020		
Autumn - September	Newsletter	30th August 2020		
Winter - December	Newsletter	30th November 2020		

Advertising Rates for 'Your Bladder Health' Magazine 2019

	1/4 Page	1/2 Page	Full Page
	£'s	£'s	£'s
Standard Page - Colour	250	300	500
Special Positions			
Inside Front Cover	600		
Outside Back Cover	N/A		
Inside Back Cover	600		
Double Page Spread			850
Advertorial			
1000 words plus logo and image (3 pages)		1200	
2019/20 Production and Copy Deadline Dates			
Publication Dates		Copy to be received	
Spring - March	Magazine	28th February 2020	
Summer - July	Magazine	30th June 2020	
Autumn/Winter - November	Magazine	30th September 2019	

Advertising Rates for the Website

Home page - Size H600 x W900px	3 months	6 months	12 months
Home Page	212.5	425	850
Home Page plus 1 Condition Page	382.5	765	1530
Home Page plus 2 Condition Pages	510	1020	2040
Home Page plus 3 Condition Pages	595	1190	2380
Home Page plus 4 Condition Pages	637.5	1275	2550
Bladder Conditions Pages - One Ad Box - Size H600 x W900px			
Bladder Pain Syndrome/Interstitial Cystitis	212.5	425	850
Overactive Bladder	212.5	425	850
Cystitis	212.5	425	850
Continence	212.5	425	850
Bladder Condition Pages - Multiple - Size H600 x W900px			
One Ad Box - 2 x Condition Pages	382.5	765	1530
One Ad Box - 3 x Condition Pages	510	1020	2040
One Ad Box - 4 x Condition Pages	595	1190	2380

Key statistics Jan 2019 to Oct 2019

Website

62,000
sessions p.a.

41,892 users
(with 25% return users)

117,579 page views

2.11 pages
viewed per session



Twitter



January 2019

47.5k impressions

August 2019

67.3k impressions

September to date

95.8k impressions

Profile visits

914 p.m.

Following

**4,338 with a consistent
growth of 180 p.m.**

Facebook



Likes: 1,000 p.m.

Reach: 23,000 p.m. (2018)

Page visits p.m. 338

Instagram



bladderhealthUK

Currently have over 1000 followers



Magazine - Your Bladder Health

Circulation : 2500 incl. medical professionals

Frequency : 3 x p.a.

Format : A5 (40 - 50 pg publication)

Distributed to named individuals as well as through various associations and healthcare outlets including continence clinics and hospital urology departments. In 2017-18 the circulation expanded to include specialist continence nurses.

Electronic publication is sent abroad to various individuals and associated organisations.



New for 2020

Continence Newsletter

Circulation : Expected to be in excess of 3000

Frequency : 4 x p.a.

Format : pdf only - available to all who register on the website





Contact

For further information, or to discuss customizing your package please contact:

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