Media pack

“Digital Health provides insight into the wider picture.”

“Digital Health is my ONLY source of information.”

NHS IT spend projected at £3.7 billion for 2019-2020.

Digital Health provides the best opportunities for your business to promote and engage with NHS IT Leadership, with our market leading 50,000+ unique monthly users and 3,300+ members of our CIO/CCIO and CNIO Leadership Networks.
Why work with us?

Digital Health is the leading online publication for the healthcare IT sector in the UK, serving 50,000+ unique monthly users. As the information hub for all things Health IT, our daily updated news, features and debates attract the largest senior audience of NHS IT leaders in the UK.

Our dynamic and targeted range of sponsorship, content and advertising options put your company’s brand, solutions and differentiators in front of the UK’s largest clinical IT and NHS IT leadership community.

Contact Rob Hodge rob@digitalhealth.net / 0207 785 6907
Solutions for your marketing needs

Whether your business is looking to generate leads, promote brand awareness, build a thought leadership position, or target audience for a specific event or product launch, we have the solution for you.

The creative options open to your business include:

- Display advertising across our website and newsletters
- Sponsorship of one of our 7 thematic ‘Hubs’ for specific audience targeting
- Branding and messaging in our Special Reports, to align your solutions to key market drivers
- Dedicated and targeted mailshots sent to specified segments of our registered reader base
- Case studies and white papers to promote your solutions and attract new customers
- Position your company as a leader in the space by participating in our NHS Advisories.

Digital Health content is fully accessible across multiple platforms. Whether using their laptop, tablet or smart phone, our readers get the very best insight into IT and technology within the NHS updated as the news happens.

Some of our clients include:

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Audience Profile

Digital Health is the go-to place for senior decision makers and budget holders looking for news, opinion, debate, and features. Our aligned NHS IT Leadership Networks, Events and Intelligence services provide the UK’s largest readership and subscriber base of digital health leaders.

Our readers and subscribers come from both clinical IT and IT leadership positions across NHS acute, mental health, primary care and commissioning. The members of our Health CIO, CCIO and CNIO Networks alone represent over 3,300 digital leaders.

Our subscribers either influence decisions or are themselves the decision maker on new purchases.

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Home Page 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

Banner 1
(728 x 90 pixels)
£625 +VAT per week

Banner 2
(728 x 90 pixels)
£425 +VAT per week

MPU 1
(300 x 250 pixels)
£875 +VAT per week

MPU 2
(300 x 250 pixels)
£875 +VAT per week

MPU 3
(300 x 250 pixels)
£575 +VAT per week

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First port of call for all readers

The Digital Health news channel features breaking headlines and news stories from across the digital health market. Our stories are published as they happen, drawing regular readership throughout each day.

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Directly target your key audience

The Digital Health hubs bring news, intelligence and comment together by topic – making them a very effective channel for reaching a targeted audience. Choose from our 7 hubs; Analytics, Clinical Software, Cyber Security, Digital Patient, Infrastructure, Interoperability, and Shared Records.

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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 2 weeks to ensure maximum exposure
- Remains on site and searchable
- Featured in homepage promo box
- Inclusion in Digital Health Digest Newsletter in the week published.

£1,875 + VAT

3 min+

average read time
(200 word feature article)

90%+

CTR’s to full study/paper

200+

views & downloads
(within first 4 weeks)

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Digital Health’s weekly News and Digest newsletters are sent to our 24,000 strong database of Health IT professionals and key decision makers on Thursdays and Fridays focusing on key content and hot topics from the week.

Benefit from:
- Brand recognition by getting your message in front of key buyers
- The ability to frequently update and evolve your messages to build a dialogue
- Effective call to action and way to drive fulfilment for events, webinars etc.

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Each year we publish a number of focused Special Reports looking at the topics of most interest and importance to those in the NHS, providing an informed outlook and insight surrounding key developments / forward view. Published into the relevant Hub of digitalhealth.net and pushed to our full 50,000+ monthly users including network members, participation offers the opportunity to directly engage with those who work in the field of focus and hold a vested interest.

Coming up in 2020:
- **Shared care records** – 15 January 2020
- **Cybersecurity** - 12 February 2020
- **Imaging (PACS)** - 26 February 2020
- **Remote monitoring and self care** - 18 March 2020
- **Diagnostic digital pathology** - 15 April 2020
- **Electronic document management** - 13 May 2020
- **Digital imaging** - 10 June 2020
- **Medicines management** - 24 June 2020
- **Observations and vital signs** - 15 July 2020
- **Cloud** - 9 September 2020
- **Analytics** - 23 September 2020
- **VNA and data storage** - 14 October 2020
- **Mental health** - 28 October 2020
- **Interoperability** - 11 November 2020
- **Integrated care** - 2 December 2020
Guidelines and Specifications

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.

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

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.

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

Contact Rob Hodge rob@digitalhealth.net / 0207 785 6907
Contacts

**Advertising**
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Tel: 020 7785 6907

**Production**
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