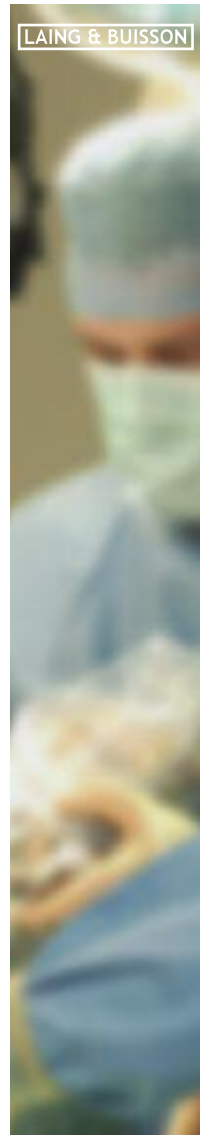
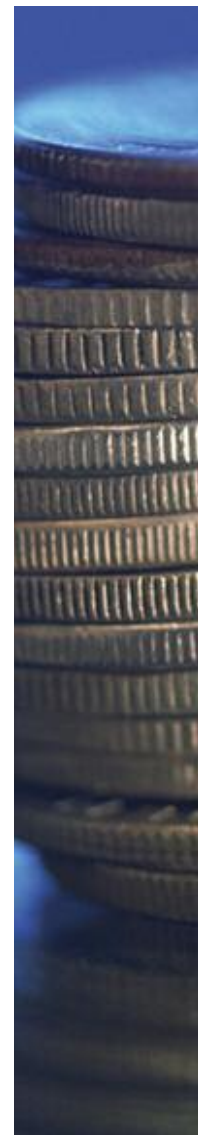


LAING & BUISSON



*Regulation
Market Trends
Company Results
Government Policy
Care Commissioning
Mergers & Acquisitions*

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Advertiser Information Pack

CCMn

Community Care Market News

HMn

Healthcare Market News

healthcare market intelligence



As the UK's leading provider of healthcare intelligence, **Laing & Buisson's** highly respected business newsletters have kept healthcare professionals abreast of events in the fast-paced healthcare sector for well over a decade.

With independent sector providers playing an increasingly important role in the delivery of a wide range of healthcare solutions, *Community Care Market News* is the most authoritative monthly portal into the UK's social care scene, with coverage of the long term care and mental health care sectors. Meanwhile, *Healthcare Market News* is proud of its unique position as the single source of regular new dedicated to the growing acute independent healthcare sector.

Each title provides in-depth analysis of new government policy, regional programming and commissioning, market trends and mergers and acquisitions within their respective sectors. News and features are underpinned by a firm understanding of the latest legislation and bear in mind emerging practices and the financial results of the major companies operating within these exciting fields. Both titles draw upon the same healthcare expertise which has made **Laing & Buisson's** annual market reports 'must-have' publications for anyone with a stake in UK health and social care sectors.

Topics covered in *Community Care Market News* include the residential, nursing and domiciliary care of elderly people, accommodation and social care support for young adults with mental health care needs, and support mechanisms for people with physical or learning disabilities. These are addressed both in terms of new government policy, new corporate practices and of the acquisitive activity of private operators.

Topics covered in *Healthcare Market News* include independent acute care services delivered both in hospitals and other environments including patients' own homes, services and practices within mental healthcare hospitals, primary care service delivery, PCT commissioning and the move to the recently announced GP commissioning model. The newsletter also looks at the healthcare insurance product market. All coverage is addressed in terms of the role that central government plays as well as developments within the sector with regards to new practices and merger and acquisition activity.

Each of **Laing & Buisson's** business newsletters contain unique data tables populated with the very latest statistics gathered by the UK's leading healthcare intelligence agency. These list the current market presence of the country's independent hospitals, long term care groups, mental health providers and homecare operators, as well as intelligence gathering together all major healthcare transactions dating back over the past three years.

Taking a subscription to either *Community Care Market News* or *Healthcare Market News* is the definitive move to ensuring you keep up to date with the constantly changing shape of UK healthcare.

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Each newsletter from **Laing & Buisson** offers unparalleled exposure to boardroom level professionals from independent provider chief executives and finance directors to new business managers, through to social services directors and the heads of acute and social care commissioning. And the breadth of readership extends beyond the care sector with investors and bankers making up a large part of the readership.

Who is reading *Community Care Market News* and *Healthcare Market News*?

Directors and senior managers in:

- Independent hospital groups; Long term care providers; Mental health hospitals; Supported living operators; homecare agencies; diagnostic providers; telehealth and telecare providers
- Heads of NHS Trusts and Primary Care Trusts
- Directors of adult social care services in local authorities across England, Wales and Scotland
- Acute and social care commissioners working in public bodies across the country
- Private equity fund managers
- Investment bankers
- Policymakers
- Insurance groups
- Consultants and advisors
- Sector specific IT providers
- Property investors
- Legal advisors

Advertising space within either of **Laing & Buisson's** newsletters is guaranteed to be seen by key decision makers with significant purchasing powers. As a subscription-based newsletter with no free distribution, space handed over to advertising is kept to a minimum, meaning that an insert will stand out amidst the high level editorial published in the title. As the newsletters provide a journal of record in their respective care sectors, they are maintained within readers' libraries giving extended shelf life to any advertising. What's more, with the introduction of new digital versions of both *Community Care Market News* and *Healthcare Market News* adverts can be hyperlinked to company websites giving instant access at the click of a mouse.

Advertising prices April 2011 to March 2012

Advert	Size (mm)	Price per issue
Double page spread (bleed)*	303 (h) x 426 (w)	P.O.A
Full page (bleed)*	303 (h) x 216 (w)	£2,100
Full page (trim)*	297 (h) x 210 (w)	£2,100
Half page	148 (h) x 210 (w)	£1,600
Portrait	160 (h) x 114 (w)	£1,010
Column	297 (h) x 60 (w)	£850

* Type area max: 250 (h) x 180 (w)

Other advertising opportunities exist across the two newsletters in the form of sponsorship of **Laing & Buisson's** unique intelligence tables and the insertion of leaflets into the hard copy mail out.

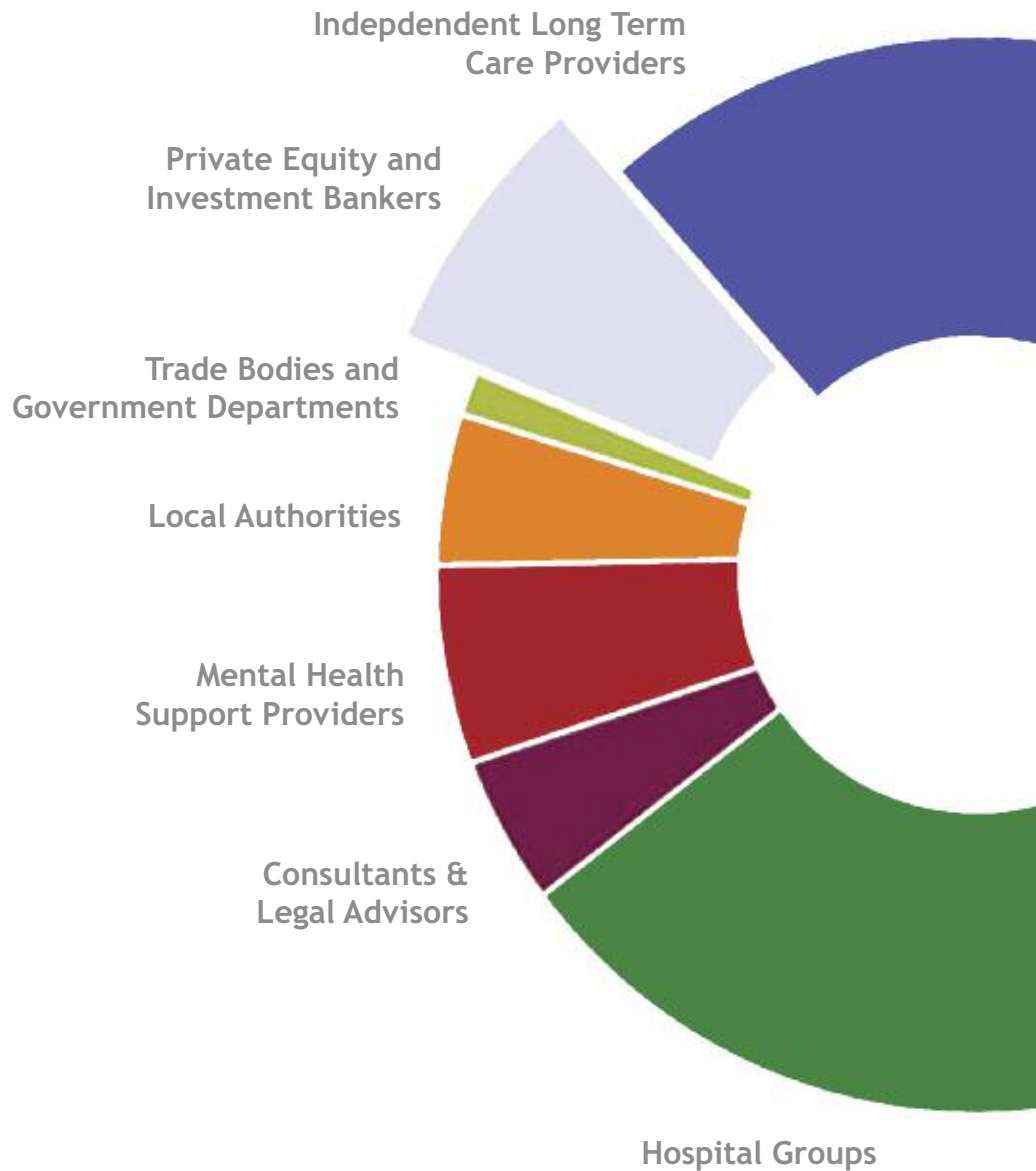
Sponsorship of a table within the newsletters could see your company logo accompany one or more of the unique intelligence tables covering either major providers of residential long term care, homecare services, mental health hospitals, or the major business transactions from the past three years. Meanwhile, inserting a leaflet into one or multiple mailouts will get your company literature directly in front of **Laing & Buisson's** high level readership - an audience which pays to receive these newsletters and so will pay attention to any materials sent out with them.

Prices for both corporate sponsorship and leaflet inserts are available on application.

Readership breakdown of Laing & Buisson's business newsletters

Unlike the majority of business newsletters covering the UK healthcare sector, Laing & Buisson's titles are distributed purely to paying subscribers. This guarantees that each issue is read by its recipient, giving advertisers a captive audience unprecedented among publications focused on this sector.

With a combined subscriber base averaging around 2,000 per month, the readership of Laing & Buisson's newsletters is estimated to be somewhere around four times this amount with copies read by a number of people within each subscribing company. This readership breaks down into a number of specialist and niche categories.



Reader Testimonial

“ I have worked in health and social care for fifteen years. My clients and associates include healthcare CEOs, private equity houses, banks, national media journalists and senior politician - those at the top of the sector in the UK.

For me and those I work with and for, *Community Care Market News* and *Healthcare Market News* have been and remain the most important and influential publications in the country. They are detailed, challenging, authoritative, independent and robust. They are read by those who take the decisions across the whole spectrum of care.

They are publications without peer and never cut corners. ”

Mr Kevin Craig
Managing Director
PLMR

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