

RCN Bulletin – THE MOST COST-EFFECTIVE CHOICE

RATES

RCN Bulletin

- Single column cm rate.
Mono £58, spot colour £59 and full colour £60
- Single column cm rate for training section £44

	Mono	Spot	Full colour
Quarter page	£1,508	£1,534	£1,560
Half page	£3,016	£3,068	£3,120
Full page	£6,032	£6,136	£6,240
Outside back cover £6,500			

All three column adverts incur 10% surcharge on the single column cm rate

To enquire about targeting specific areas with an insert in the publication, please call 020 8423 1333

NHS RATE

RCN Bulletin

- Single column cm rate.
Mono £55, spot colour £56 and full colour £57
- Single column cm rate for training section £44

	Mono	Spot	Full colour
Quarter page	£1,430	£1,456	£1,482
Half page	£2,860	£2,912	£2,964
Full page	£5,720	£5,824	£5,928
Outside back cover £6,500			

All three column adverts incur 10% surcharge on the single column cm rate

To enquire about targeting specific areas with an insert in the publication, please call 020 8423 1333

NURSING STANDARD RATES

Nursing Standard only rates – NEW!

- Single column cm rate. Mono £40, spot colour £41 and full colour £42

All three column adverts incur 10% surcharge on the single column cm rate

To enquire about targeting specific areas with an insert in the publication, please call 020 8423 1333

MECHANICAL DATA

Full page

Bleed	303mm x 216mm
Trim	297mm x 210mm
Type area	265mm x 190mm

Half page

Horizontal	130mm x 190mm
Vertical	265mm x 93mm

Quarter page

Portrait	130mm x 93mm
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Single column widths

1 column	44mm
2 column	93mm
3 column	140mm
4 column	190mm

Artwork can be accepted via email: artwork@rcnpublishing.co.uk and via Adfast or Quickcut

For advice and guidance on all nurse recruitment matters please call **020 8423 1333**
advertising@rcnpublishing.co.uk

"We choose to advertise nursing vacancies in the rcn bulletin because we are confident in the RCN's reputation. The Bulletin is issued free to members of the RCN providing us with national coverage and enabling us to reach our target audience."

Cambridge University Hospitals
NHS Foundation Trust

- **rcnbulletin**
- **nursing standard**
- **rcnbulletinjobs.co.uk**

**BRINGING
YOU CLOSER
TO THE NURSES
YOU NEED
TO RECRUIT**

ADVERTISE TO OVER 400,000 NURSES



YOUR AD LANDS ON OVER 400,000 DOORSTEPS EVERY MONTH

REACH THE RCN MEMBERSHIP

Through our flagship recruitment title, **RCN Bulletin**, RCN Publishing Company offers you the opportunity to reach the full RCN membership. That's an audience of **404,265**** nurses.

A HIGHLY SUCCESSFUL MEDIUM

Since its launch, **RCN Bulletin** has given nurse employers a highly effective means of recruiting nurses. This is reflected in the fact that the vast majority of all advertisers choose to advertise repeatedly.

OVER 20 TIMES MORE EXPOSURE THAN OUR NEAREST COMPETITOR

RCN Bulletin's circulation is 20 times greater than that of our nearest competitor, allowing you to reach **384,470 more nurses** than with any other publication of its kind. There is no other way of reaching such a vast audience of nurses.

THE MOST COST-EFFECTIVE CHOICE

Our rates are also lower than those of Nursing Times, making **RCN Bulletin** the most cost effective recruitment vehicle available in the UK.

REACH THE BROADEST RANGE OF UK NURSES

Placing your vacancies in **RCN Bulletin** means that you reach a far greater number of committed nurses from all grades, sectors and geographical locations than through any other nursing publication in the UK.

Therefore, no matter what nursing vacancy you are looking to fill, **RCN Bulletin** is by far the best medium for your recruitment advertising.

RCN Bulletin



* Nursing Times ABC average net circulation 2010
 ** RCN Bulletin ABC average net circulation 2011
 *** Nursing Standard ABC average net circulation 2011

REACH 404,265 NURSES EVERY MONTH**

PLAN YOUR RECRUITMENT STRATEGY AROUND OUR FEATURES

ISSUE DATES AND FEATURE LIST 2012

ISSUE DATE	DEADLINE FOR BOOKINGS 5PM	FEATURE	FREE REPEAT IN SPECIALIST JOURNALS
11 January	5 January	Child Health	
1 February	26 January	London	
29 February	23 February	International	
28 March	22 March	Mental Health	Mental Health Practice
2 May	26 April	RCN Congress	
30 May	24 May	Cancer Nursing	Cancer Nursing Practice
27 June	21 June	Management	Nursing Management
1 August	26 July	International	
5 September	30 August	RCN Bulletin Jobs Fair	
3 October	27 September	Mental Health	Mental Health Practice
31 October	25 October	Child Health	
28 November	22 November	London	

INCLUDED IN YOUR PACKAGE: One recruitment advert in RCN Bulletin

PLUS - FREE advert into Nursing Standard x2

Your vacancy will automatically appear **twice FREE of charge** in Nursing Standard, the UK's best-selling nursing journal*, so non-RCN members will see it too.



Nursing Standard subscribers have their journal delivered straight to their door each week and the journal is widely available from newsagents.

FREE listing on www.rcnbulletinjobs.co.uk

Every vacancy placed in **RCN Bulletin** also appears on the highly innovative online site **www.rcnbulletinjobs.co.uk** for four weeks – allowing you to access a world-wide audience of nurses, including those who are currently based abroad looking for positions in the UK.



Gain more exposure with the newly launched **www.rcnbulletinjobs.co.uk** mobile site.

FREE email alert service

Our free email alert service gives your organisation maximum chance of high quality response – job adverts are sent directly to named individuals fitting your requirements.

OTHER ONLINE ADVERTISING OPPORTUNITIES

Job of the week	£500
Featured jobs	£400
(If upgrading from online only, price is £750)	
Individual job posting	£350 per job
(Additional £400 to upgrade to featured jobs)	
Employer profile page	£400 per month
Top banner	£500 per week
Employer button	£375 per week

WHY NOT TAKE A PROFILE PAGE?

A profile page is an online page held within the **RCN Bulletin Jobs website**. It will:

- > Raise awareness of your trust or hospital and promote the benefits of working there
- > Direct nurses straight to your own website
- > Give you instant access to update your profile
- > Make your page as individual and dynamic as possible
- > Allow you to target students and qualified nurses from around the world
- > Gain further prominence by upgrading to a featured profile

* ABC 2011
 ** Only possible in weeks when no RCN Bulletin is published



IT IS NOW POSSIBLE TO ADVERTISE JUST IN NURSING STANDARD**

Place your advert at a reduced SCC rate into the biggest selling weekly nursing journal in the UK. Your advert will also appear on **www.rcnbulletinjobs.co.uk**