

HOME CARE INSIGHT

NEWS AND INTELLIGENCE FOR UK HOME CARE EXECUTIVES

PROFESSIONAL DECK 2024



INTRODUCTION

Home Care Insight is the industry's most authoritative and respected platform for information and business intelligence on the domiciliary and live-in care sectors. With a daily updated website, email news service and bi-monthly print title for qualified senior executives, HCI is the go-to source for industry news and developments.

From breaking news stories and exclusive interviews with the chief executives of the most influential care providers, to analysis of company strategies and industry best practice, HCI keeps those at the heart of this multibillion market informed and up to date.

Through its engagement with home care managers, directors and chief executives, HCI offers suppliers an unrivalled opportunity to reach industry decision-makers and build brand awareness in a rapidly-expanding sector. In addition to print, digital and social media campaigns, HCI offers unique sponsorship opportunities for the annual Leaders in Care Awards and editorial roundtable events.

HCI is part of Promedia Digital, an established publisher providing B2B media, publications and events. Promedia's team of journalists provide daily news for sectors such as social care, retail catering and hospitality from the company's head office in London.

Promedia Digital is a subsidiary of the Dubai-headquartered ITP Media Group, which helps brands reach a global audience through its portfolio of publications, websites and events. The company also has offices in Abu Dhabi, Riyadh and Mumbai, and publishes more than 40 consumer and B2B titles.



READERS INCLUDE EXECUTIVES FROM CARE PROVIDERS INCLUDING

- Abbots Care
- Agincare
- Alcedo Care
- Ashridge Home Care
- Beloved Homecare
- Bluebird Care
- Carefound Home Care
- Caremark
- Cera
- Connected Health
- Elder
- Forest Healthcare
- Good Oaks Home Care
- Hales Home Care
- Helping Hands Home Care
- Home Instead UK
- InSafeHands
- Kingsway Care
- Mumby's Live-in Care
- Newcross Healthcare
- Penrose Care
- Radfield Home Care
- Respectful Care
- Right at Home UK
- Somerset Care
- Sweettree Home Care
- The Good Care Group
- Unique Senior Care
- Visiting Angels
- Westmorland Homecare

WEBSITE

Our website www.homecareinsight.co.uk provides industry news and insight on a daily basis and is the most visited home care news website for senior executives in the sector.

19,000 monthly impressions

9,500 monthly users

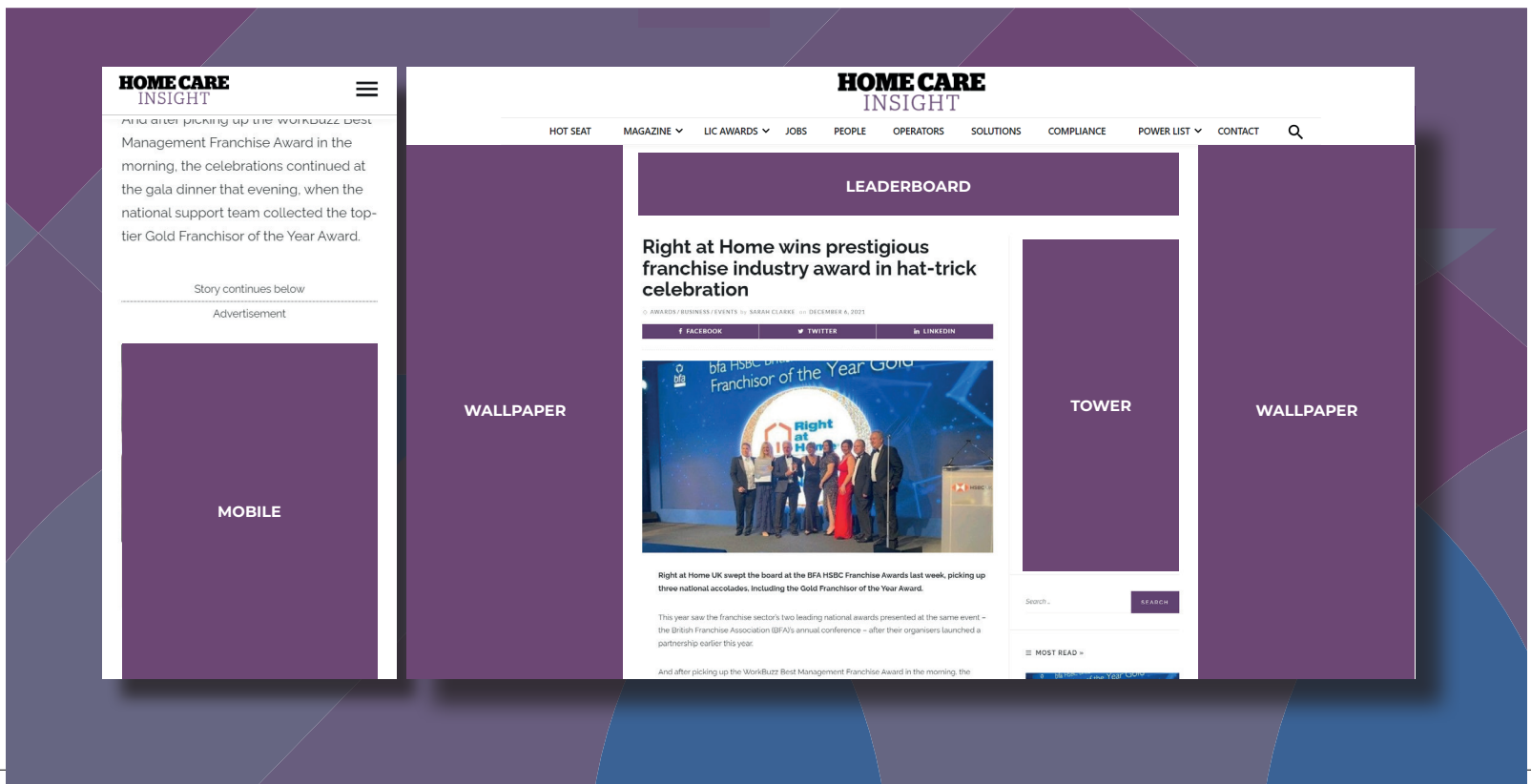
48% of sessions via mobile website

averages are based on 2023 statistics.

WEBSITE ADVERTISING COSTS

POSITION	PRICE (per month)	SPECIFICATIONS (pixels)
Wallpaper	£2,000.00	1920 x 1080
Mobile	£1,500.00	1080 x 1920
Leaderboard	£1,250.00	1040 x 120
Tower	£1,250.00	300 x 600
MPU	£1,250.00	650 x 250

- Costs listed are per month and subject to VAT.
- Discounts available for multi-month and cross-platform packages.
- Website banner positions are sold on rotation, with a maximum four clients sharing impressions.



PRINT

2,350

monthly subscribers

6,500

home care providers our subscribers are responsible for

SPECIAL REPORTS 2024

EDITION	SPECIAL REPORT	EVENTS (Additional Magazine Distribution)
January/February	ANNUAL BUYERS' GUIDE Recruitment Feature	Buyers' Guide also distributed at UK Care Week (22-23 March) and The Residential & Home Care Show in (26-27 April, London) Leading Women in Care (8 March)
March/April	UK Care Week Preview Residential and Home Care Show Preview Leaders in Care Conference Preview Technology / AI / Equipment Feature	UK Care Week Future of Care Conference (28 March, London) Residential and Home Care Show Leading Women in Care
May/June	Going Digital - Care Planning & Management Software Achieving Outstanding Care Leadership Feature	Leaders in Care Conference
July/August	Power List Leaders in Care Conference Event Coverage Training Feature	
September/October	TOP 10 Home Care Providers Leaders in Care Awards Shortlist and Preview Care Show Preview	Leaders in Care Awards 2023 (10 Oct, Birmingham) The Care Show (11-12 Oct, Birmingham)
November/December	Assistive Technology, AI & Innovative Solutions Branding and Marketing your Business Retention Feature Leaders in Care Awards	The Care Show (11-12 Oct, Birmingham)

PRINT ADVERTISING COSTS

Position	Price (per month)	Specifications (MM) (WxH)
Front Cover Package	£4,000.00	215 x 285 (300 dpi)
Opening Double Page Spread	£2,500.00	215 x 285 (TWO PAGES)
Outside Back Cover	£2,250.00	215 x 285
Inside Front Cover	£2,000.00	215 x 285
Double Page Spread	£2,000.00	215 x 285 (TWO PAGES)
Full Page	£1,750.00	215 x 285
Half Page	£1,250.00	185 x 121.6 (H) or 90 x 247.9 (V)
Quarter Page	£900.00	90 x 121.6
Insert*	£1,500.00	

- Costs listed are per month and subject to VAT.
- Discounts available for multi-month and cross-platform packages.
- *Insert cost dependent upon size/weight of the insert. Price based on standard A5 single flyer.

EVENTS

LEADERS IN CARE AWARDS

In 2023, the LIC Awards welcomed over 360 executives from care providers and suppliers across residential and domiciliary care. Sponsorship of our Awards provides branding opportunities across each of our platforms in the lead up to the event, at the event itself and post event, with promotions starting in April 2024, six-months before the event. Our sponsorship packages also include tables at the Awards allowing you to invite existing or potential key customers, or rewarding staff, with a three-course meal and paid bar.

The 2024 Awards will take place the night before the Care Show, on 8th October in Birmingham.



It goes without saying how proud we are to have won this prestigious award. I can tell you that Kingsway care givers and clients were absolutely thrilled. It means everything to us. Thank you.

(Olly Carter, Founder, Kingsway Care)



Winning our award means the world to us. It recognises the high standards we strive to uphold each year and the significant effort it takes from across our highly valued network to achieve just that. From our staff at national office, to our incredible franchise owners, registered managers and carers, this award is for each and every one of them."

(Lucy Campbell, CEO, Right at Home)



As a tech provider working across the whole health and social care, we are dedicated to supporting and highlighting our partners and fellow industry professional's achievements as often as we can. Recognising accomplishments is vital for fostering positivity and retaining talent in the industry, that's why we're proud to support the LIC Awards."

(Simon Qasir, Chief Revenue Officer, Radar Healthcare)

ROUNDTABLES

A HCI Roundtable allows the exclusive sponsor to network with selected care providers, discuss key topics facing the sector and benefit from a multi-page branded write up in an edition of CHP magazine, allowing your company to be seen as a thought leader in the sector.

We offer both physical and virtual events with packages starting from £3,500 (virtual). Webinars also available on request.



LEADERS IN CARE CONFERENCE

In 2023, the Leaders in Care Conference welcomed over 100 attendees to One Moorgate, London. From CEOs and managing directors, to suppliers and organisations, people from across the residential and domiciliary care sector gathered together to network and hear actionable advice.

The conference's point of difference is its focus on ground-level changes that care providers can make in the absence of government change and funding increases.

Sponsorship of the conference provides branding opportunities across Home Care Insight and Care Home Professional in the lead up to the event, at the event itself and post event. Promotions start in January 2024, five months before the event. Our sponsorship packages also include headline sponsorship, exhibiting, or a seat on a panel of your choice.

The 2024 conference took place 29th May.



What I found to be brilliant about this conference is its interactivity. It's not just been about people giving their views, it's been about people in the audience being able to challenge opinions, initiate different discussion, and generally talk about what is going on for them. Through that, we've all experienced a rich and very different conference.

The event brought people from all ends of social care to stage. From those working on the front line and management, to the voices of charities and organisations.

(Martin Green, CEO, Care England)



Events like this are always really useful to us. The Leaders in Care Conference has given me the opportunity to hear what other care providers are experiencing – whether that be what they're pleased or worried about etc. It informs the vital work that we do at Homecare Association.

(Jane Townson, CEO, Homecare Association)



Conferences like this are vital to help with the changing times of social care.

(Amrit Dhaliwal, CEO, Walfinch Ltd)

LEADING WOMEN IN CARE AWARDS

This year Home Care Insight is debuting the Leading Women in Care Awards. Our special gathering is fixated on highlighting the remarkable success stories of women in social care. It's about inspiring current and future female leaders, providing a system of support, and awarding the excellent work going on behind the scenes those who are working hard to change and shape a positive future for woman.

Taking place on International Women's Day (8 March 2024) at a beautiful central London venue, the brunch style event will see around one hundred attendees turn out to celebrate this important day. From newcomers and registered managers, to the CEOs, industry experts and suppliers, everyone is welcome.

The morning is set to be chaired by Nadra Ahmed and attendees will hear from Anita Goyal MBE, as well as a captivating panel full of social care experts and leading CEOs.

The awards being handed out are as following: Leader of the Future Award, Business Woman of the Year Award, and Excellence in Women Empowerment Award (this will go to a care provider).

Sponsorship of the conference provides branding opportunities across Home Care Insight and Care Home Professional in the lead up to the event, at the event itself and post event. Sponsorship opportunities include headline sponsorship and a seat on the panel.



Home Care Insight has transformed the home care media landscape with a dynamic approach to news reporting. Their magazine, daily newsletters and 'newsflash' content are highly informative, backed up by in-depth reporting on the issues of the day. It's certainly my go-to for news.

Martin Jones
CEO, Home Instead



Home Care Insight has a proven track record of reporting the key stories from the sector in a timely fashion. It is a must-read for anyone in the sector. We have an excellent working relationship with the editor, and HCI is one of the key media outlets for news involving the Homecare Association.

Dr Jane Townson
CEO, Homecare Association



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