



Media Pack





Passionate
about People

The PMA is a UK-wide membership body that provides insight, training, education, and interaction opportunities for all non-clinical professionals across the Healthcare Sector

We have a range of Advertising packages available:

Package 1	PMA website banner ad	£295 per month (minimum 3 months)
Package 2	PMA website banner ad and one quarterly advertorial in PMA Newsletter	£395 per month (minimum 3 months)
Package 3	PMA website banner ad, one quarterly advertorial, and one banner ad in the PMA Newsletter	£495 per month (minimum 3 months)
Online Premium package	Our Premium Package includes all elements of the other packages plus a series of social media posts and one quarterly advertorial in the PMA Bulletin	£595 per month (minimum 3 months)

CIRCULATED
TO OVER
50,000
HEALTH CARE
PROFESSIONALS

The PMA digital newsletter is mailed to circa **50,000 recipients** across the health and care sector on the last Thursday of each month.

We can include your key messages and an image or logo.

In addition, our monthly Bulletin is distributed to all of the commissioners, including ICBs / ICSs, Training Hubs, LMCs, GP Federation and Super-Practice Leads along with NHSE, NHS Scotland and NHS Wales.

The PMA has an active presence across all the leading social media platforms, including Facebook, LinkedIn, Twitter, and Instagram.

PMA pricing for webinar & podcast sponsorship.

We have a range of Webinar and Podcast Sponsorship Packages available:

Podcast Package 1	Podcast "A conversation with..." PMA hosted podcast to be available on PMA website for 3 months, Q&As* to be developed by sponsor. Logo to be included on the PMA website linking to your website and featured within newsletter and bulletin - sent out to our 50,000+ contacts. Also, promotion of the podcast via our social media posts - Twitter and LinkedIn.	£750
Podcast Package 2	Newsletter Case Study and Podcast "A conversation with..." Case study or White paper (1,000 words) featured in our PMA newsletter and bulletin - sent out to our 50,000+ contacts. Follow up PMA hosted podcast, which will be available on the PMA website for 6 months, Q&As* to be developed by sponsor. Logo to be included on the PMA website linking to your website and promotion of the podcast to be included within PMA newsletter, bulletin and via our social media posts - Twitter and LinkedIn.	£1,000
Online case study package	Online case study package Online case study article (1,000 words) featured in the news section of the PMA website and available online indefinitely. Including two x 100 word articles in both the newsletter and bulletin (four in total) to link to the online case study to read / find out more. Newsletter and bulletin - sent out to our 50,000+ contacts. Online case study will include link to your website. Important: Online, newsletter and bulletin content to be drafted by sponsor. Please note that the content of the case study needs to be compelling for our readers. PMA will review and approve any news content... We recommend for the online case study to be approx. a 5 minute read with a call to action.	£1,850 which includes two articles in the PMA newsletter and bulletin (four in total)
Webinar Package 1	Sponsored Webinar (Option 1) Webinar to be hosted and facilitated by PMA on your behalf - and promoted to our 50,000+ contacts via our newsletter and bulletin. Content* to be developed by sponsor. Logo to be included on the PMA website linking to your website and featured on email alerts. Also, promotion of the webinar and your company's participation via our social media posts - Twitter and LinkedIn. Sponsors will also be recognised at the beginning and end of the webinar, both in the live and on-demand versions. Delegates will be able to attend webinar for free. Webinar recording to be available on the PMA website for a minimum of 6 months after live date.	£1,850

PMA pricing for webinar and podcast sponsorship continued.

Webinar Package 2	Sponsored PMA Webinar (Option 2) Sponsor a scheduled 1 hour PMA Webinar, which will be hosted, managed and promoted by PMA on your behalf to our 50,000+ contacts via our newsletter and bulletin. Content to be provided by PMA. Logo to be included on the PMA website linking to your website and featured on email alerts. Also, promotion of the webinar and your company's participation via our social media posts - Twitter and LinkedIn. Sponsors will also be recognised at the beginning and end of the webinar, both in the live and on-demand versions. Delegates will be able to attend webinar for free. Webinar recording will be available on the PMA website for a minimum of 6 months after live date.	£2,000
Podcast & Webinar Premium package	Newsletter Case Study, Podcast "A conversation with..." and Sponsored Webinar This premium package offers a Case study or White paper (1,000 words) featured in our PMA newsletter and bulletin - sent out to 50,000+ contacts. Follow up PMA hosted podcast and Webinar over a two-month staggered period, both to be available on the PMA website for 6 months after live date. Logo to be included on the PMA website linking to your website, the webinar booking site, the webinar system and featured on email alerts ahead of the webinar. Promotion of the podcast and webinar to be included within PMA newsletter, bulletin (over 2 months) and via our social media posts - Twitter and LinkedIn. Podcast Q&As* and Webinar content* to be developed by sponsor. Sponsors will also be recognised at the beginning and end of the podcast and webinar, both in the live and on-demand versions.	£2,750

*Webinar Content and Podcast Q&As need to be relevant and engaging for our members i.e. focus on an issue, address a need, tackle a challenge they may be facing or how to improve efficiencies. All content and Q&As to be approved by PMA ahead of the podcast or webinar.

To enquire about any of our packages
or to find out more, please contact us:

Telephone: **0330 111 6459**

Email: **enquiries@pma-uk.org**