Digital Advertising

PSN Content Syndication

PSN - The largest Public Sector news, data and information network in the UK.

Give your content some extra reach into UK Public Services by publishing it in our Article Hub. Used extensively across Government both online and with key articles and content featured in our monthly e-newsletter.

With nearly 250,000 members and an average of 100,000 article views per month, PSN offers a unique opportunity for Public Sector organisations and suppliers wishing to gain additional exposure for their news, research, thought leadership or product and service content.

Articles are categorised by type and area of interest, accessed by users via our Article Hub search tool. Content and links are stored indefinitely online, providing continuous exposure to your content.

Please contact us to discuss how we can help get your content in front of the right people.

THE LARGEST PUBLIC SECTOR NETWORK IN THE UK

MAP AND DIRECTORY   FIND A SUPPLIER   ARTICLE HUB   EVENTS CALENDAR

Vital Statistics:

- **Over 100,000 New Article Views Every Month.**
- **Over 7,700 Online Articles across News, Features and Case Studies.**
- **250,000 Public Sector Members.**
- **Popular Articles Regularly Receive Over 5,000 Views.**
- **Over 5 Million Total Article Views**
- **Extensive Use of Online and AdWord Campaigns**
- **Excellent current Keyword Optimisation and Search Engine positioning.**
- **E-Newsletter sent to over 140,000 Public Sector Postholders.**

PSN Article Hub Content:

We have more than 7,500 Articles on the PSN website that have been viewed more than 5 million times. These are split up by Article Types and into a number of Headings. The average number of views per article is over 1,300 and the most popular articles generate over 5,000 views.

Articles are available on the PSN site into perpetuity and are accessible both through google searches and our own Article Hub. The latest Product and Service Articles also feature on our Suppliers Directory page.

Table showing Count of Articles by Type and Number of Views (Figures as of Dec 2019):

Article Type	Number of Articles	Number of Views
Best Practice/Case Studies	834	498,850
News	4,240	2,821,131
Products/Services	240	211,786
Research/Surveys	464	291,566
Thought Leadership	1,385	928,643
White Papers	555	417,131
Total	7,718	5,169,107

Table showing Article Categories/Headings and Counts (figures from Dec 2019):

Article Heading	Article Count
Built Environment	487
Catering/Food	220
Community, Recreation and Big Society	1,435
Defence, Justice and Emergency Services	1,054
Economy, Employment and Welfare	1,797
Education	1,419
Finance/Procurement/Pensions	603
Health & Social Care	1,261
Housing and Facilities Management	542
HR & Training	441
IT/Computing	518
Legal and Compliance	248
Management/Corporate Development and Strategy	699
Science	380
Sustainability/Environment	786
Transport/Fleet/Logistics/Storage/Warehousing	697

Your Content Hosted:

We will host your content within our Article Hub based under an Article Type and Category(ies) to suit. Costs can be seen in the table below as well as additional options for further exposure.

Article Type	Public Body Cost	Commercial Organisation	Charity
Best Practice/Case Studies	Free	£200	£100
News	Free	£200	Free
Research/Surveys	Free	£200	£100
Thought Leadership	Free	£200	£100
White Papers	Free	£200	£100
Product/Service	£200	£400	£300
Additional Options			
Added to PSN E-Newsletter *Include synopsis and direct link to the article provided in our monthly E-Newsletter (more about the E-Newsletter can be seen here -* https://www.public-sector.co.uk/PSNNewsletterAdvertising.pdf *).*	£100	£400	£200
Lead Capture - CPL *Set up of webform to capture leads, or landing page hosted on the PSN site with tracking and submissions sent directly to the contributor. Leads are billed monthly.*	£20	£30	£20

Articles can be hosted as supplied or placed within our design template with up to 1500 words and 2 images and up to 3 external hyperlinks. All content is at our discretion and we reserve the right to refuse publication and remove content at any time. If removed within first 12 months, any costs will be refunded pro rata. To qualify to add free content your organisation must be a public body and the content not benefit a commercial organisation. Based on a review of proposed content we will advise on the correct article type, any associated costs (as per table above) and the category to be used. Articles posted on the site and will remain available via our article hub in perpetuity unless requested otherwise. All prices exclude VAT.