



Digital Advertising

PSN E-Newsletter



Putting your content, service and organisation in front of the right audience.

Our monthly e-newsletter is sent to over 140,000 members, users and post holders across UK Public Services. Each edition features some of our latest articles across news, thought leadership, speeches and briefings from across Government, Healthcare and Education.

We offer a range of advertising and promotional options within each newsletter, including advertising spaces, event features and space per edition to focus on a specific product or service.

The delivery of content can be customised by area, type of organisation, post holder responsibility and level of management. Our editorial team will work with you to combine exposure of articles and content in the newsletter and online to suit your project and timings.

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



Complete Public Sector Audience:

Analysis of Newsletter Audience by type of organisation and level of post holders. The audience can also be segmented by function and area of responsibility.

Care Homes	14777	Local Government	40746
Group Chief Officers and Home Managers	13985	Chief Executive / Chief Constables/Fire Officer	592
Other Management	792	Deputy/Assistant Chief / Senior Management	7402
Central Government	4015	Other Management	12613
Chief Officers and Permanent Secretaries	452	Councillors/Elected Representatives	20139
Senior Management	3265	MP's and Lords	1138
Other Management	298	Elected Representatives	1138
Dentists	5082	NHS	21370
Practice Managers/Principal Dentists	5082	Chairs / Chief Executives / Practice Managers	5123
Further and Higher Education	10373	Deputy/Assistant Chief / Senior Management	7173
Chancellors, Vice Chancellors and Principals	542	Other Management	3091
Deputy/Assistant Chief / Senior Management	6775	Senior Clinical/Doctors	5983
Other Management / Senior Academic	3451	Parish Councils	8236
Housing Associations	3231	Chairs and Clerks	8236
Chairs / Chief Officers	579	Schools	31103
Top Level Director	2191	MAT Management, Headteachers	31103
Other Management	461	Grand Total	140071



Vital Statistics and Benefits:

- **Established Newsletter since 2008.**
- **Sent monthly to over 140,000 Public Sector Postholders.**
- **Last 6 editions archived on PSN website home page.**
- **Detailed Delivery and Engagement Reporting.**
- **Average of 6,700 Clicks per Newsletter.**
- **Refreshed Audience Every Month.**
- **Average of over 2000 new recipients every Edition.**
- **Average of 98% Delivery Rate.**
- **Average of 15% Open Rate - approx 20,000.**
- **Average of 34% Click Rate (of Opens) - approx 6700.**
- **Split and Delivery Testing.**
- **Content can be viewed by email or online.**
- **Over 100,000 Article views per month.**



Spaces and Costs:

Monthly Edition

Sent to over 140,000 Public Sector staff
 Average of 6,700 clicks per edition
 Last 6 Editions archived and available online
 Click Reporting/Analysis for Advertisers

Costs

Inclusion	Each	6 Month Series	12 Month Series
200 x 165 <i>2 available per newsletter</i>	£400	£300	£200
595 x 95 <i>1 available per newsletter</i>	£600	£500	£400
Sponsored Editorial <i>1 available per newsletter</i>	£600	£500	£400

Prices exclude VAT and are subject to one time £50 set-up fee.
 Prices quoted for series relate to each inclusion. Content to be supplied by the advertiser in a suitable image format. We are happy to supply proofs and to discuss any editorial content.

The screenshot shows the layout of the PSN newsletter. At the top is the PSN logo and a 'Unsubscribe' link. Below is the newsletter title 'Public Sector Network Newsletter • April 2016'. The main content area includes an article about the Commissioning Academy, a sponsored editorial about Ofsted inspections, and a 'Smart to Future Cities & Urban IoT 2016' event. There are also several promotional banners for the Public Sector Show and Future EdTech, with specific pricing and availability information highlighted in red boxes.

If you'd like us to publish a News, Research or Product/Service Article on PSN, please see our Content Syndication offering here - <https://www.public-sector.co.uk/PSNContentSyndication.pdf>