





# ABOUT US

**Caring Times (CT) is the UK's leading publication for owners, directors, management and leaders in social care. The magazine is a widely recognised and respected brand within the early years sector.**

First published over 35 years ago, the print magazine goes out to 6000+ / 6x per year and is also available online.

In addition, digital news and features are published on the CT website and shared with our 15,000+ subscribers, together with our 13,000 social media followers.

Caring Times is published by Nexus Media Group. Related titles from NMG include HealthInvestor and Healthcare Property.



# AUDIENCE

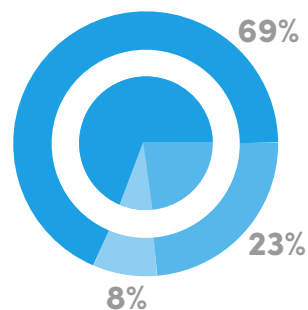
By advertising in Caring Times, you can promote your brand to decision-makers in the care sector.

Our loyal readership consists of decision-makers and budget holders including care owners, directors and senior management across the UK.

## BY ADVERTISING IN CT MAGAZINE YOU WILL:

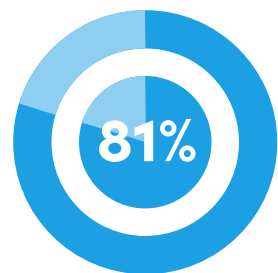
- Boost awareness of your brand in the care sector
- Reach an engaged audience of your target customers
- Have access to a community of thousands

## SENIOR-LEVEL READERSHIP



### KEY

- 69%** Owners/directors
- 23%** Registered managers
- 8%** Other



of our readers are responsible for making purchasing decisions



# 1,000

Unique users/month



# 5,000

Page views/month



# 21,515

Newsletter recipients



# 15%

Average weekly open rate



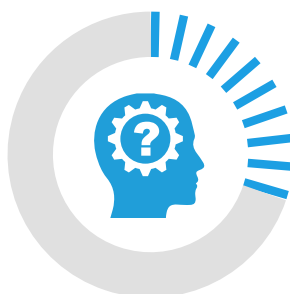
# 8237

Total social media followers

# READERS ACROSS DIFFERENT AREAS OF CARE



**71%** are involved in dementia care



**29%** work with people who have learning difficulties



**28%** are involved in sheltered housing/assisted living



**13%** are involved in domiciliary care



**10%** are involved in specialist care



**5%** are involved in retirement living



# EACH EDITION COVERS

## IN EACH EDITION OF CARING TIMES, WE COVER THE FOLLOWING TOPICS

- Politics and policy
- Business strategy / best practice guides
- Legal and regulatory
- Property news
- Deals
- People moves
- Surveys and data
- Activities news
- Manager in focus
- Care for tomorrow|(the future of care)
- Registered managers (in the spotlight)
- Wellbeing
- Care heroes
- Team member (spotlight on employee of the month)
- Opinion pieces





# PRINT RATES

Caring Times is an A4 portrait publication (210 x 297mm)

## MAGAZINE ADVERTISING RATES

PER INSERTION	1-2	3-5	6+
Full Page	£1,220	£1,100	£1,040
Half page	£750	£680	£640
Quarter page	£440	£390	£370
Double page	£2,250	£2,030	£1,920
Centre spread	£2,420	£2,180	£2,060

False cover	£7500
Outside back cover	£1500
Inside front cover	£1400

## EVERY ISSUE OF CT MAGAZINE INCLUDES

- Care news
- Opinion pieces on hot topics
- Politics & policy updates
- Leadership & management tips
- Interviews with leading figures



# DIGITAL RATES

## CARING TIMES WEBSITE

Leaderboard	£2,000/month
2x Skyscrapers (left + right)	£600/month
MPU	£800/month

## CARING TIMES EMAIL NEWSLETTER

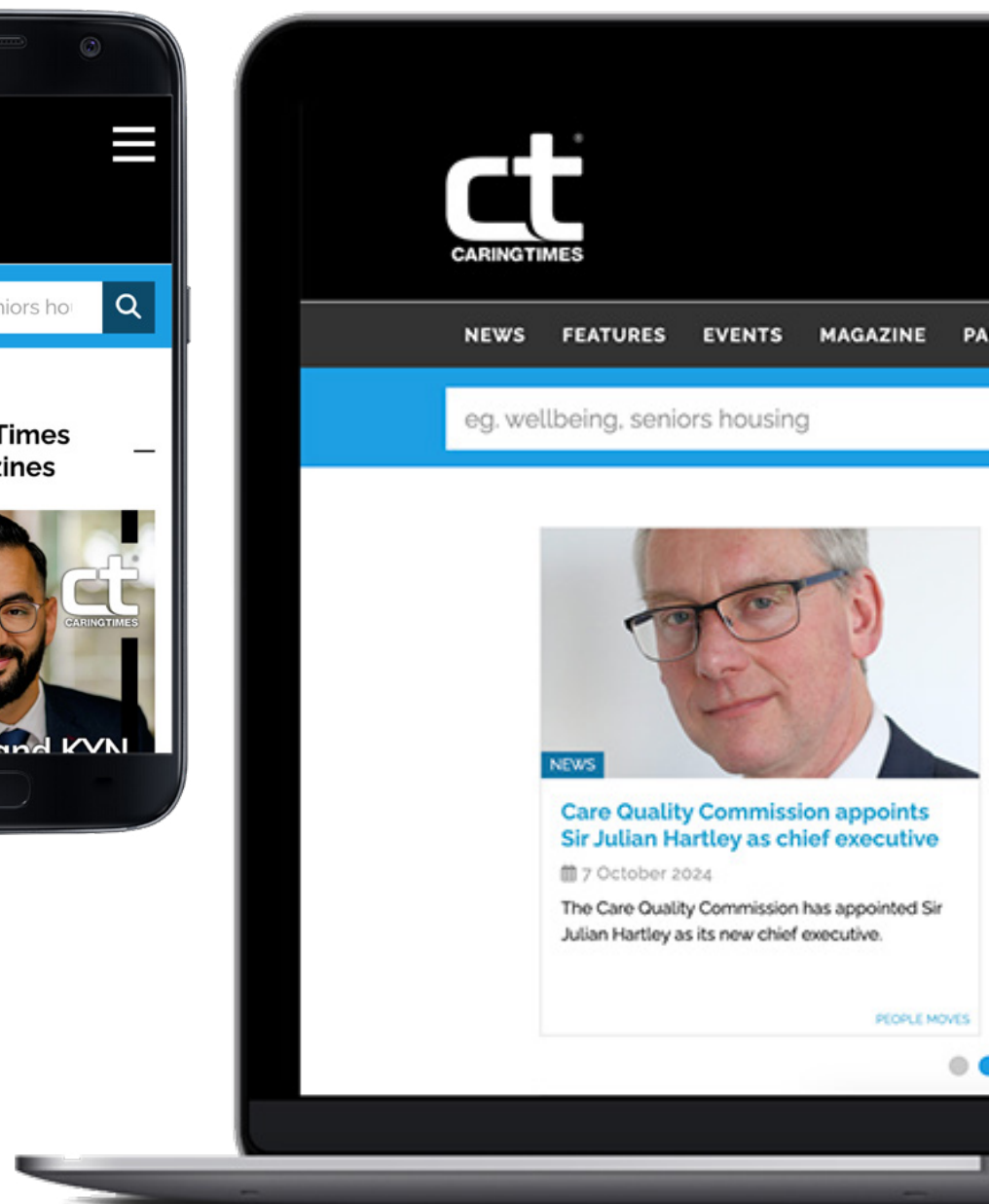
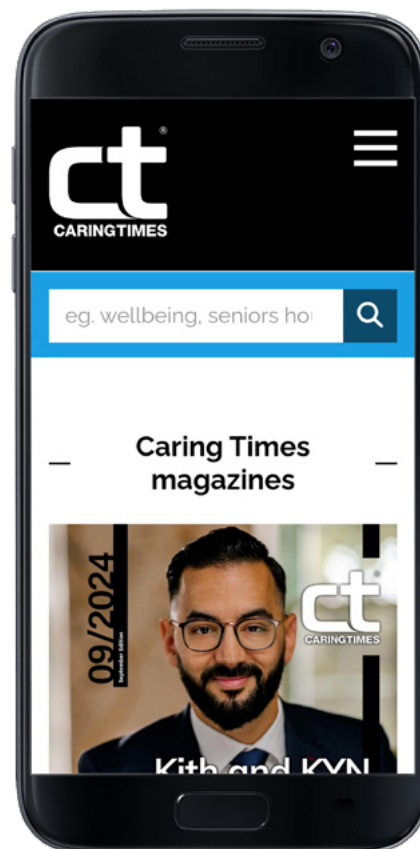
Leaderboard	£2000 per month
Sponsored post	£750 per month

In addition to the weekly Caring Times email newsletter, we also have a Care Management Show email newsletter which goes out weekly to our database of care managers

## CARE MANAGEMENT SHOW EMAIL NEWSLETTER

Leaderboard	£2000 per month
Sponsored post	£750 per month

For more information, contact: [sales@nexusgroup.co.uk](mailto:sales@nexusgroup.co.uk)





# FEEDBACK



I have been dealing with Caring Times for over 22 years and to me it is still a leading magazine in the healthcare market. The magazine is easy to read and very informative. As a manufacturer, we are pleased with the leads we get as a result of advertising.

**medicare**  
SYSTEMS  
Nurse Call Specialists



**DEREK TIMONEY**

Medicare Systems Ltd



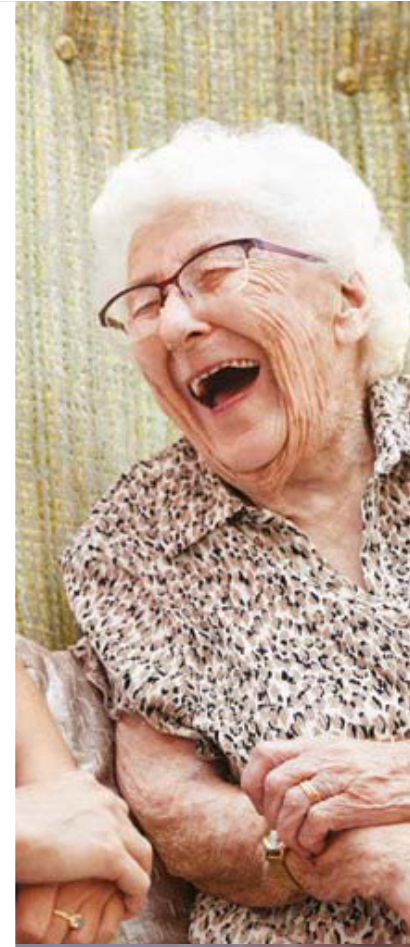
We have worked closely with the team at Caring Times, on behalf of our clients, for a number of years now and have always found them to be proactive, helpful and dedicated. They really care about what they do and about adding value to the care sector – we always know that our clients' campaigns are in safe hands. We look forward to a continued working relationship with Caring Times.

**william**  
**murray.**



**JACQUI ATKINSON**

William Murray Communications





# OUR 2026 EVENTS

## AWARDS

February



- Formerly known as Pinders. Celebrating the very best of healthcare design since 2009.
- 600+ attendees.

June



- The largest UK Awards for investors and advisors in healthcare.
- 1200 + attendees.

October



- Celebrating the very best in seniors housing, one of the fastest growing sub-sectors of healthcare real estate.
- 300+ attendees

November



- The longest running and largest Care Awards in the UK.
- 1000+ attendees.

December



- Recognising the industry's most influential leaders.

## CONFERENCES/ EXPOS

June & November



- The largest show dedicated to care management.
- 3000+ attendees.

September



- The largest event for private healthcare in the UK.
- 1000+ attendees.

## FORUMS

March, April,  
June, July,  
September,  
November



- An exclusive community for owners and directors in the care sector.

March, June,  
September,  
November



- An exclusive community for owners and directors in complex care.

# CONTACT US TO DISCUSS WHAT WE CAN DO FOR YOUR BUSINESS

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