



CARINGTIMES

Media Kit

NMG
NEXUS MEDIA GROUP

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+ / 10x per year and is also available online.

In addition, digital news and features are published on the CT website and shared with our 6000+ 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.



caring-times.co.uk

Audience

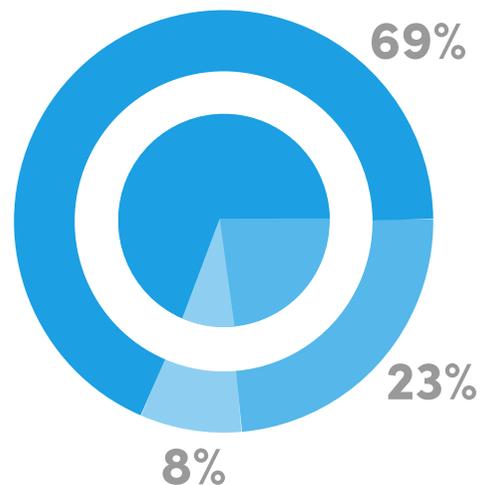
By advertising in Caring Times, you can promote your brand to decision-makers in the care sector.

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:

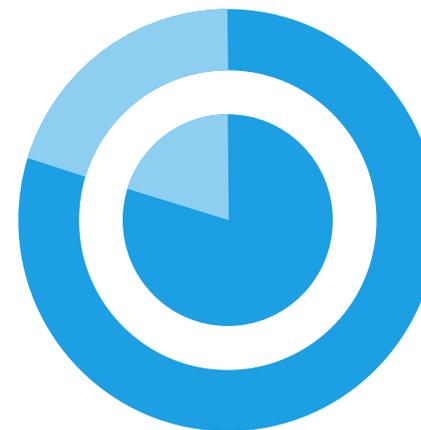
- Boost awareness of your brand in the care sector
- Reach an engaged audience of your target customers
- Have access to a community of thousands

Senior-level readership



KEY

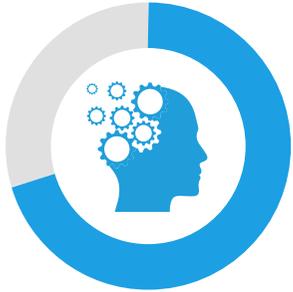
- 69% Owners/directors
- 23% Registered managers
- 8% Other



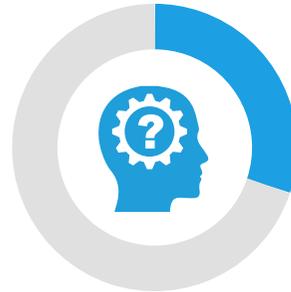
81%

of our readers are responsible for making purchasing decisions

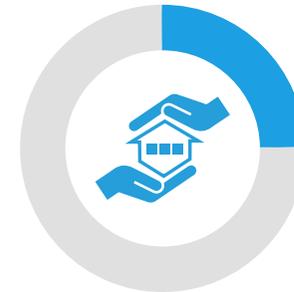
Readers across different areas of care



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

Forward features 2025

Upcoming features include:

FEBRUARY

- **Property** – Refurbishment and repurposing, whether to buy or build, lease or rent, the importance of location, and specialist design.

MARCH

- **Software/technology/apps** – Software, digital tools, apps, and digital transformation strategies to simplify, improve, manage, and reduce the cost of care.

APRIL

- **Infection control/hygiene** – The essential guide to maintaining good infection control and hygiene throughout your business.

MAY

- **Training and apprenticeships** – Who, where and when to train: Options for the forward-thinking business.

JUNE

- **Catering and nutrition** – The importance of nutrition and choice in care and for health, and how and where to source the best options.

JULY/AUGUST

- **Policy/regulation** – Everything you need to know to stay the right side of changing regulations and the regulator – and what to expect going forward.

SEPTEMBER

- **Marketing** – Marketing strategies that work – and what not to blow the budget on.

OCTOBER

- **Complex care** – How to meet the burgeoning demand for complex care, and the need for better collaboration and funding.

NOVEMBER

- **Managing risk** – Identifying, assessing and controlling risk – how to minimise the threats to your business.

DECEMBER/JANUARY 2026

- **Recruitment and retention** – How to fill the workforce gap with staff at home and from abroad, fit to meet the current and future demands of social care.

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



Digital Rates

Caring Times website

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

Caring Times email newsletter

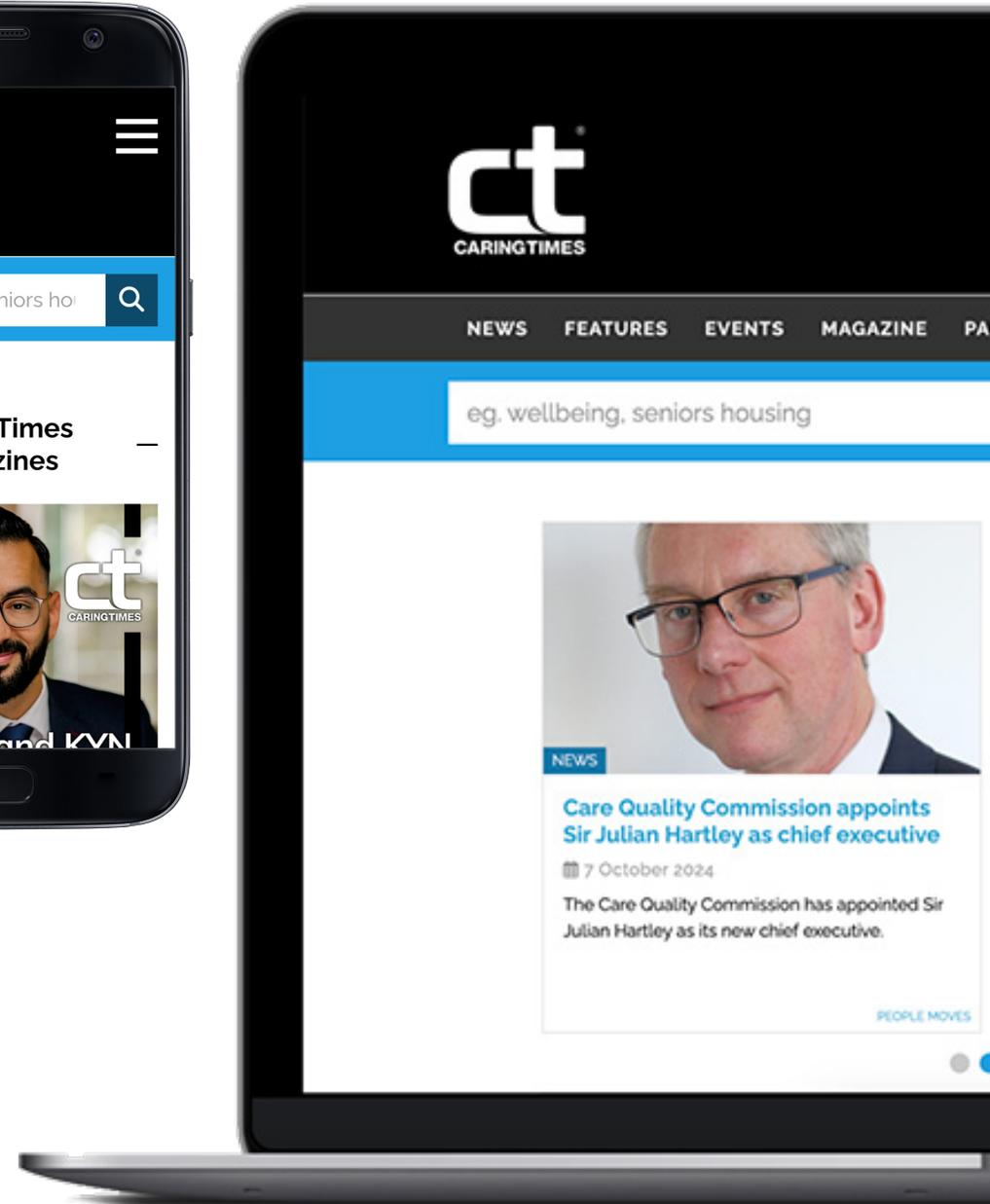
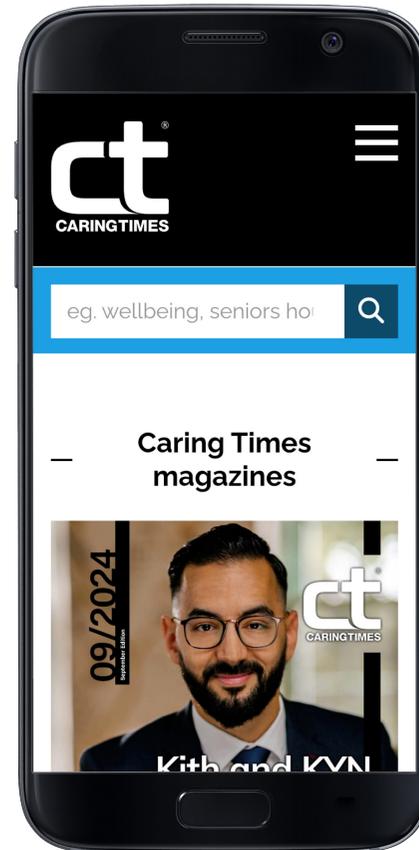
Leaderboard	£2000 per month
Sponsored post	£750 per month

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



Caring Times Events

ct CARINGTIMES OWNERS CLUB

An exclusive community for care owners & directors

Multiple dates and locations throughout 2025

Opportunities: 8x match-made meetings



Celebrating the very best in the care sector

28 November 2025, Platinum Suite, London

Opportunities: sponsorship



The largest UK show dedicated to care managers

27-28 June 2025, NEC Birmingham

28-29 November 2025, ExceL London

Opportunities: sponsor, exhibit, display & digital advertising



The C-suite of health & social care under one roof

16 October 2025, Business Design Centre, London

Opportunities: sponsor, exhibit, display & digital advertising

For a full list of all our events, please visit nexusmediagroup.co.uk/events/

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.”



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.



Jacqui Atkinson

William Murray Communications

Our 2025 events

AWARDS

- February  **HEALTHCARE DESIGN AWARDS**
- Formerly known as Pinders. Celebrating the very best of healthcare design since 2009.
 - 600+ attendees.
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- June **HealthInvestor Awards** 
- The largest UK Awards for investors and advisors in healthcare.
 - 1200 + attendees.
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- September **HealthInvestor Seniors Housing Awards** 
- Celebrating the very best in seniors housing, one of the fastest growing sub-sectors of healthcare real estate.
 - 300+ attendees
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- November **The National Care Awards** 
- The longest running and largest Care Awards in the UK.
 - 1000+ attendees.
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- December **HealthInvestor POWER LIST**
- Recognising the industry's most influential leaders.

CONFERENCES/ EXPOS

- June & November  **Care Management Show**
- The largest show dedicated to care management.
 - 3000+ attendees.
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- October  **HEALTHCARE SUMMIT**
- The largest event for private healthcare in the UK.
 - 1000+ attendees.
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- ## FORUMS
- January, March, May, July, September, November **CT CARINGTIMES OWNERS CLUB**
- An exclusive community for owners and directors in the care sector.
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- March, July, September  **HEALTHCARE PROPERTY FORUM**
- For leaders in healthcare property. A day of essential content, networking and matched 1:1 meetings.

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Contact us for more information



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nexusmediagroup.co.uk