



Contact

For further information, or to discuss customizing your package please contact:

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Bladder Health UK

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A Charity Limited by Guarantee - Registered Charity No.1149973

*Statistics and data based on 2021-22

Bladder Health UK profile and advertising rates



Bladder Health UK is a charity organisation that has been offering sufferers help and advice for the past twenty five years, and at present support over 10,000 people with bladder conditions, as well as their families and carers.

Our Mission statement
 “ To help people live positively with bladder illness through the provision of personalised support and care.”

Advertising opportunities

A promotional opportunity and a partnership

For marketers wishing to promote medications, products and services you could not be more targeted than with Bladder Health UK. As we are non-profit, you are also helping to ensure that our work can continue, and by becoming a partner you help to support people with bladder conditions who really need your services and products.

Bladder HealthUK has a very specific audience of people suffering with bladder illness and related problems, and over time we have developed materials in support of them:

- Online, Bladder Health has **59,266 users** with **26%** being returning users.
- Our magazine **'Your Bladder Health'** goes out three times a year and is filled with useful information which is distributed to all our members and healthcare professionals.
- In addition, our corporate packages incorporate social media campaigns on Twitter, Facebook and Instagram as well as opportunities at Member events, Webinars, Exhibitions and more.



Who we are

Bladder Health UK is the largest bladder patient support charity in the UK. We exist to support people suffering from cystitis, painful bladder syndrome/interstitial cystitis, overactive bladder and continence issues, and ensure that they, their families and carers are also better informed about these conditions.

We have developed a range of resources based on our extensive experience working with sufferers that can really help improve life.



Helpline

A confidential advice line for members and non-members. Takes between 100 to 120 calls per month.



Chat room

An online Forum where members can chat securely about their bladder issues.



Website

A popular site where followers are growing annually (from 994 in Sept 2018 to 1700 in Sept 2019) Bladder Condition pages are viewed the most - 2.11 pagees viewed per session and an average of 1.35 mins spent per page.



Social media resources

Regular activities of our own on Facebook, Twitter and Instagram. Also support your corporate campaigns as part of sponsorship packages. #BladderHealthUK.



Magazine & Newsletter

A distribution of over 2000 including 1500 members as well as Health Care Professionals. Produced three times a year.



Specialist Advisors

Our helpline staff include an expert patient, a retired uro-gyneacology nurse and a specialist continence nurse. In addition we have access to our medical panel of urologists and GP's for additional clinical advice.



Regional Support Groups

For face to face support members have access to local support groups where they can share experiences. Opportunities to present to these groups are available.



New membership

New members will receive a comprehensive information pack plus a 'Can't Wait Card' and free product samples.

Advertising and promotional space

Advertising Rates for 'Your Bladder Health' Magazine

| | 1/4 Page | 1/2 Page | Full Page |
|---|----------|---------------------|-----------|
| | £'s | £'s | £'s |
| Standard Page - Colour | 250 | 300 | 500 |
| Special Positions | | | |
| Inside Front Cover | 600 | | |
| Outside Back Cover | N/A | | |
| Inside Back Cover | 600 | | |
| Double Page Spread | | | 850 |
| Advertorial | | | |
| 1000 words plus logo and image (3 pages) | | 1200 | |
| 2019/20 Production and Copy Deadline Dates | | | |
| Publication Dates | | Copy to be received | |
| Spring - March | Magazine | 28th February 2020 | |
| Summer - July | Magazine | 30th June 2020 | |
| Autumn/Winter - November | Magazine | 30th September 2019 | |

Advertising Rates for the Website

| Home page - Size H340 x W510px | 3 months | 6 months | 12 months |
|---|----------|----------|-----------|
| Home Page | 212.5 | 425 | 850 |
| Home Page plus 1 Condition Page | 382.5 | 765 | 1530 |
| Home Page plus 2 Condition Pages | 510 | 1020 | 2040 |
| Home Page plus 3 Condition Pages | 595 | 1190 | 2380 |
| Home Page plus 4 Condition Pages | 637.5 | 1275 | 2550 |
| Bladder Conditions Pages - One Ad Box - Size H340 x W510px | | | |
| Bladder Pain Syndrome/Interstitial Cystitis | 212.5 | 425 | 850 |
| Overactive Bladder | 212.5 | 425 | 850 |
| Cystitis | 212.5 | 425 | 850 |
| Continenence | 212.5 | 425 | 850 |
| Bladder Condition Pages - Multiple - Size H340 x W510px | | | |
| One Ad Box - 2 x Condition Pages | 382.5 | 765 | 1530 |
| One Ad Box - 3 x Condition Pages | 510 | 1020 | 2040 |
| One Ad Box - 4 x Condition Pages | 595 | 1190 | 2380 |

BHUK: The Numbers

Website

79,314

sessions p.a.

59,266 users

(with 26% return users)

197,138 page views

2 minutes +

time on website



Website numbers based on the last 12 months

Twitter



3% increase in followers **5,324**

37% increase in profile visits **1,784**

Stats proved popular and created conversations. Also using relevant hashtags has shown to work effectively and helped the page to become more 'searchable'.

Facebook



9% increase in page likes **3,216**

251% increase in reach **11,784**

213% increase in post engagement **3,432**

Tips/advice provided with engaging images are most popular.

Instagram



9% increase in followers **2,147**

315% increase in impressions **5,877**

313% increase in reach **5,548**

398% increase in likes **284**

Relatable posts and again the tips/advice are the most popular posts.

Magazine - Your Bladder Health

Circulation : 2500 incl. medical professionals

Frequency : 3 x p.a.

Format : A5 (40 - 50 pg publication)

Distributed to named individuals as well as through various associations and healthcare outlets including continence clinics and hospital urology departments.

Electronic publication is sent abroad to various individuals and associated organisations.



Exhibitions

Attend BAUN and ACA every year as well as other relevant exhibitions. Will support your event with a stand plus resource materials.

Webinars

Provision of on-line education and training via sponsored topics i.e. Overactive Bladder, Chronic Cystitis, Fowlers Syndrome.

Member events

We hold member events annually and invite corporate supporters to have exhibition stands to inform and support delegates.