

# HOME CARE INSIGHT

NEWS AND INTELLIGENCE FOR UK HOME CARE EXECUTIVES

## PROFESSIONAL DECK 2025



# INTRODUCTION

Home Care Insight is the industry's most authoritative and respected platform for information and business intelligence on the domiciliary and live-in care sectors. With a daily updated website, email news service and bi-monthly print title for qualified senior executives, HCI is the go-to source for industry news and developments.

From breaking news stories and exclusive interviews with the chief executives of the most influential care providers, to analysis of company strategies and industry best practice, HCI keeps those at the heart of this multibillion market informed and up to date.

Through its engagement with home care managers, directors and chief executives, HCI offers suppliers an unrivalled opportunity to reach industry decision-makers and build brand awareness in a rapidly-expanding sector. In addition to print, digital and social media campaigns, HCI offers unique sponsorship opportunities for the annual Leaders in Care Awards and editorial roundtable events.

HCI is part of Promedia Digital, an established publisher providing B2B media, publications and events. Promedia's team of journalists provide daily news for sectors such as social care, retail catering and hospitality from the company's head office in London.

Promedia Digital is a subsidiary of the Dubai-headquartered ITP Media Group, which helps brands reach a global audience through its portfolio of publications, websites and events. The company also has offices in Abu Dhabi, Riyadh and Mumbai, and publishes more than 40 consumer and B2B titles.



## READERS INCLUDE EXECUTIVES FROM CARE PROVIDERS INCLUDING

- Abbots Care
- Agincare
- Alcedo Care
- Ashridge Home Care
- Beloved Homecare
- Bluebird Care
- Carefound Home Care
- Caremark
- Cera
- Connected Health
- Elder
- Forest Healthcare
- Good Oaks Home Care
- Hales Home Care
- Helping Hands Home Care
- Home Instead UK
- InSafeHands
- Kingsway Care
- Mumby's Live-in Care
- Newcross Healthcare
- Penrose Care
- Radfield Home Care
- Respectful Care
- Right at Home UK
- Somerset Care
- Sweettree Home Care
- The Good Care Group
- Unique Senior Care
- Visiting Angels
- Westmorland Homecare

# WEBSITE

Our website [www.homecareinsight.co.uk](http://www.homecareinsight.co.uk) provides industry news and insight on a daily basis and is the most visited home care news website for senior executives in the sector.

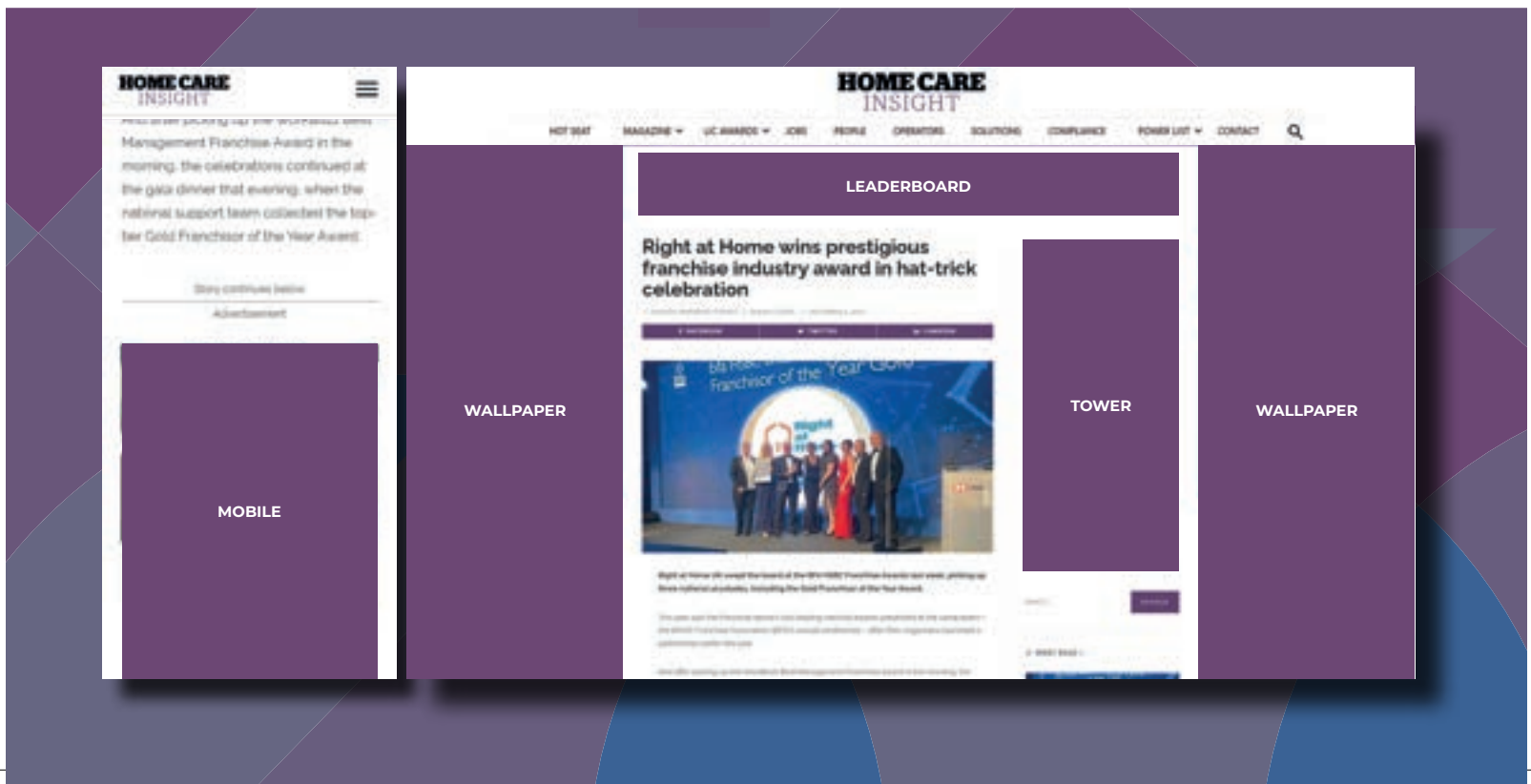
<b>19,000</b>	monthly impressions	<b>9,500</b>	monthly users	<b>48%</b>	of sessions via mobile website
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averages are based on 2024 statistics.

# WEBSITE ADVERTISING COSTS

POSITION	PRICE (per month)	SPECIFICATIONS (pixels)
Wallpaper	£2,000.00	1920 x 1080
Mobile	£1,500.00	1080 x 1920
Leaderboard	£1,250.00	1040 x 120
Tower	£1,250.00	300 x 600
MPU	£1,250.00	650 x 250

- Costs listed are per month and subject to VAT.
- Discounts available for multi-month and cross-platform packages.
- Website banner positions are sold on rotation, with a maximum four clients sharing impressions.



# DAILY NEWS ALERT ADVERTISING COSTS

Our daily news alert is sent Monday-Friday to over 1,950 subscribers.

POSITION	PRICE (per month)	SPECIFICATIONS (pixels)
E-Shot	£3,000.00	.html file
Leaderboard	£1,500.00	576 x 115
Tall Leaderboard	£1,950.00	576 x 173
Billboard	£2,250.00	576 x 230

- Costs listed are per month (per send for eshot) and subject to VAT.
- Discounts available for multi-month and cross-platform packages.
- Daily News Alert banner banners appear on all news alerts for the months booked (sent Monday-Friday).

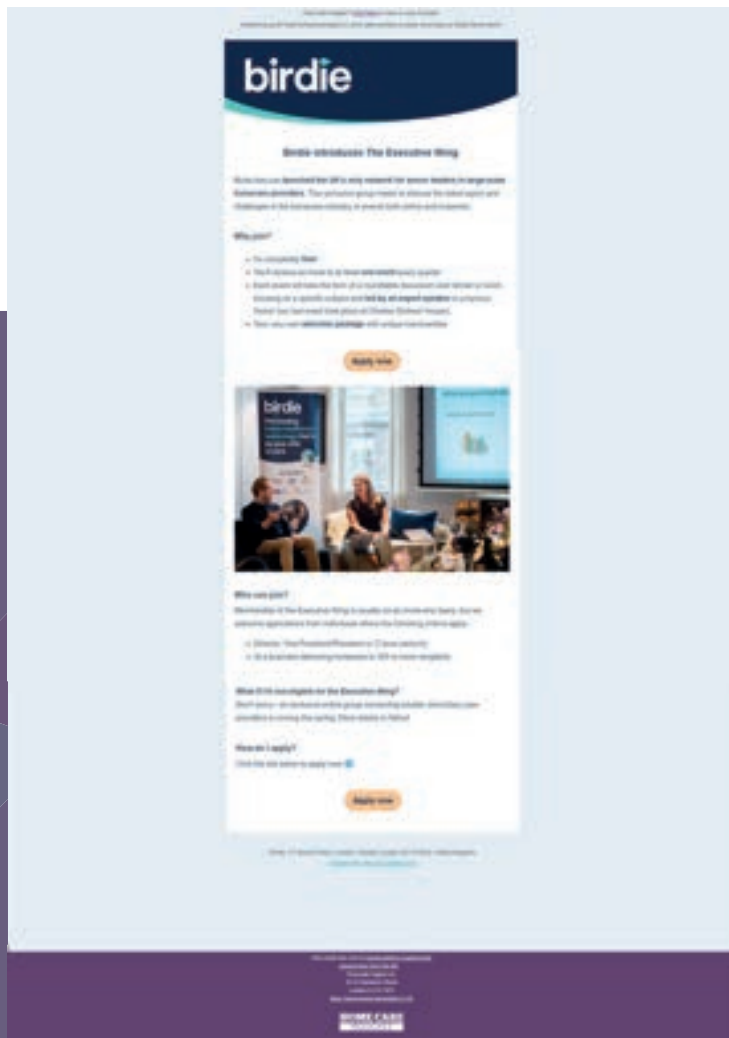
**1,950** subscribers

**40%** average open rate

DAILY NEWS ALERT



E-SHOT



# PRINT

2,350

monthly subscribers

6,500

home care providers our subscribers are responsible for

## SPECIAL REPORTS 2024

EDITION	SPECIAL REPORT	EVENTS (Additional Magazine Distribution)
January	ANNUAL BUYERS' GUIDE Leading Women in Care Awards Preview	Buyers' Guide also distributed at UK Care Week (22-23 March) and The Residential & Home Care Show in (26-27 April, London) Leading Women in Care (8 March)
March	Specialist equipment Feature Leaders in Care Conference Preview Leading Women in Care Awards Shortlist	UK Care Week Future of Care Conference (28 March, London) Residential and Home Care Show Leading Women in Care
May	Going Digital - Care Planning & Management Software Leading Women in Care Awards Winners	Leaders in Care Conference
July	Power List Leaders in Care Conference Event Coverage Leaders in Care Awards Shortlist What Do You Want From Your Tech Providers?	
September	TOP 10 Home Care Providers Leaders in Care Awards Preview Assistive Technology, AI and Innovative Solutions Feature	Leaders in Care Awards 2023 (10 Oct, Birmingham) The Care Show (11-12 Oct, Birmingham)
November	Food Feature Leaders in Care Awards Winners	The Care Show (11-12 Oct, Birmingham)

## PRINT ADVERTISING COSTS

Position	Price (per month)	Specifications (MM) (WxH)
Front Cover Package	£4,000.00	215 x 285 (300 dpi)
Opening Double Page Spread	£2,500.00	215 x 285 (TWO PAGES)
Outside Back Cover	£2,250.00	215 x 285
Inside Front Cover	£2,000.00	215 x 285
Double Page Spread	£2,000.00	215 x 285 (TWO PAGES)
Full Page	£1,750.00	215 x 285
Half Page	£1,250.00	185 x 121.6 (H) or 90 x 247.9 (V)
Quarter Page	£900.00	90 x 121.6
Insert*	£1,500.00	

- Costs listed are per month and subject to VAT.
- Discounts available for multi-month and cross-platform packages.
- \*Insert cost dependent upon size/weight of the insert. Price based on standard A5 single flyer.

# EVENTS

## LEADERS IN CARE AWARDS

In 2024, the LIC Awards welcomed over 300 executives from care providers and suppliers across residential and domiciliary care. Sponsorship of our Awards provides branding opportunities across each of our platforms in the lead up to the event, at the event itself and post event, with promotions starting in April 2025, six-months before the event. Our sponsorship packages also include tables at the Awards allowing you to invite existing or potential key customers, or rewarding staff, with a three-course meal and paid bar.

The 2025 Awards will take place on 7th October in Birmingham.



*We come to the Leaders in Care Awards every year - it is such a wonderful event where we have the opportunity to celebrate the talent of the care sector. It is lovely to be with and connect with our peers, who continue to do great things.*  
**Vicky Haines, managing director, Kingsway Care**



*The Leaders in Care Awards is such a fantastic and prestigious event. I feel very proud and privileged to be around so many incredible leaders within the sector who care so much about what they do day-to-day.*  
**Heather Wehrle, director of people, Right at Home UK**



*As a tech provider working across the whole health and social care, we are dedicated to supporting and highlighting our partners and fellow industry professional's achievements as often as we can. Recognising accomplishments is vital for fostering positivity and retaining talent in the industry, that's why we're proud to support the LIC Awards.*  
**Simon Qasir, chief revenue officer, Radar Healthcare**

## ROUNDTABLES

A HCI Roundtable allows the exclusive sponsor to network with selected care providers, discuss key topics facing the sector and benefit from a multi-page branded write up in an edition of CHP magazine, allowing your company to be seen as a thought leader in the sector.

We offer both physical and virtual events with packages starting from £3,500 (virtual). Webinars also available on request.



# LEADERS IN CARE CONFERENCE

In 2024, the Leaders in Care Conference welcomed over 100 attendees to One Moorgate, London. From CEOs and managing directors, to suppliers and organisations, people from across the residential and domiciliary care sector gathered together to network and hear actionable advice.

The conference's point of difference is its focus on ground-level changes that care providers can make in the absence of government change and funding increases.

Sponsorship of the conference provides branding opportunities across Home Care Insight and sister title Care Home Professional in the lead up to the event, at the event itself and post event. Promotions start in January 2025, five months before the event. Our sponsorship packages also include headline sponsorship, exhibiting, or a seat on a panel of your choice.

The 2025 conference is set to take place in June.



*What I found to be brilliant about this conference is its interactivity. It's not just been about people giving their views, it's been about people in the audience being able to challenge opinions, initiate different discussion, and generally talk about what is going on for them. Through that, we've all experienced a rich and very different conference. The event brought people from all ends of social care to stage. From those working on the front line and management, to the voices of charities and organisations.*  
**Martin Green, CEO, Care England**



*Events like this are always really useful to us. The Leaders in Care Conference has given me the opportunity to hear what other care providers are experiencing – whether that be what they're pleased or worried about etc. It informs the vital work that we do at Homecare Association.*  
**Jane Townson, CEO, Homecare Association**



*Conferences like this are vital to help with the changing times of social care.*  
**Amrit Dhaliwal, CEO, Walfinch**

# LEADING WOMEN IN CARE AWARDS

Last year, Home Care Insight and Care Home Professional debuted the Leading Women in Care Awards. Leading on from last year's success, our special gathering is once again fixated on highlighting the remarkable success stories of women in social care. It's about inspiring current and future female leaders, providing a system of support, and awarding the excellent work going on behind the scenes those who are working hard to change and shape a positive future for woman.

Taking place on Thursday 6 March 2025, just before International Women's Day, at a beautiful central London venue, the event will see around one hundred attendees turn out to celebrate this important day. From newcomers and registered managers, to the CEOs, industry experts and suppliers, everyone is welcome.

Attendees will hear from a captivating panel full of social care experts and leading CEOs, as well as having the opportunity to network with their peers.

The awards being handed out are as following: Leader of the Future Award, Business Woman of the Year Award, and Excellence in Women Empowerment Award (this will go to a care provider).

Sponsorship of the conference provides branding opportunities across Home Care Insight and Care Home Professional in the lead up to the event, at the event itself and post event. Sponsorship opportunities include headline sponsorship and a seat on the panel.





*Home Care Insight has transformed the home care media landscape with a dynamic approach to news reporting. Their magazine, daily newsletters and 'newsflash' content are highly informative, backed up by in-depth reporting on the issues of the day. It's certainly my go-to for news.*

**Martin Jones**  
CEO, Home Instead



*Home Care Insight has a proven track record of reporting the key stories from the sector in a timely fashion. It is a must-read for anyone in the sector. We have an excellent working relationship with the editor, and HCI is one of the key media outlets for news involving the Homecare Association.*

**Dr Jane Townson**  
CEO, Homecare Association



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**DAILY NEWS ALERT**

**SUBSCRIPTION URL**

[www.homecareinsight.co.uk/dna](http://www.homecareinsight.co.uk/dna)

**SOCIAL MEDIA DETAILS**



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