



## RCN Advertising Opportunities Newly Qualified Nurses' Handbook 2021

This proposal sets out the advertising opportunities within the seventh edition of the Royal College of Nursing's  
**Newly Qualified Nurses' Handbook**



## About us

- The Royal College of Nursing is a membership organisation of more than **450,000** registered nurses, midwives, nursing support workers and nursing students. We are both a professional body, carrying out work on nursing standards, education and practice, and a trade union.
- At the RCN we represent, support, influence, develop and maintain our members.



**450,000**

Members



**2,000**

workplace  
representatives



**12**

regional locations

## What?

Each year, **up to 12,000 copies** of the Newly Qualified Nurses' handbook are disseminated free of charge to nurses and midwives who remain in RCN membership and new members who join after qualifying and receiving their NMC pins.

## Key objectives of the handbook

- Motivate newly qualified nurses and midwives
- Support nurses and midwives entering the job market
- Increase the RCN's engagement with its newly qualified nurse and midwifery members

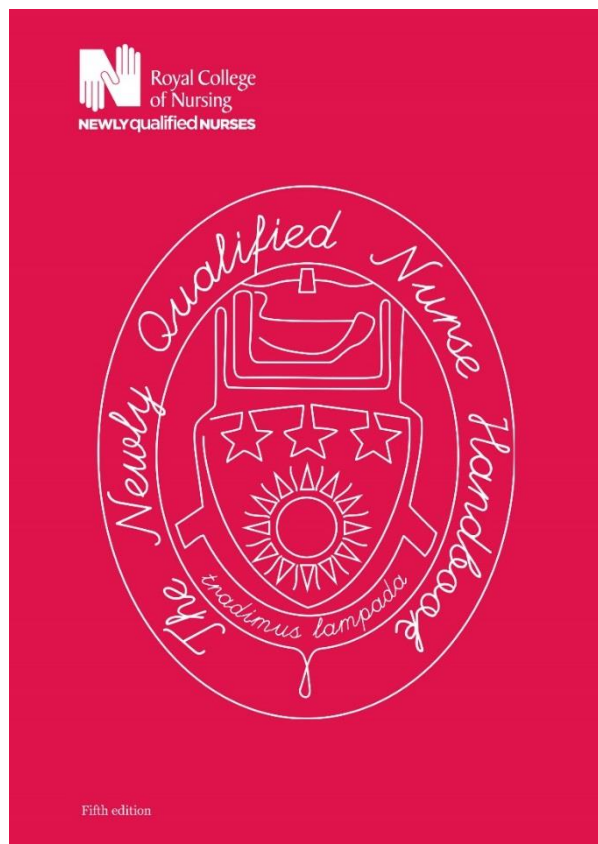
## Opportunity

Advertise within this A5 spiral bound handbook and engage with newly registered nurses and midwives.

Build brand awareness, showcase Preceptorship programmes and the services you have to support nurses and midwives during this challenging and sometimes uncertain period of their careers.

## When?

The Newly Qualified Nurses' handbook will be disseminated **from April 2021 via post or electronically** to RCN members upon their **graduation**. Many new members who join the RCN as registered nurses also receive a copy.





## Advertising opportunities

Within the handbook there are 8 designated advertising spaces.

- **Inside Front Cover** – **Premium** advert ★
- **Chapter One** – The foundations of good practice
- **Chapter Two** – Preceptorship
- **Chapter Three** – Finding a balance
- **Chapter Four** – Regulatory, employment & legal issues
- **Chapter Five** - Get involved
- **Index**
- **Inside Back Cover** – **Premium** advert ★



Adverts will be allocated on a **first come, first served basis**. Please contact us as soon as possible to secure your preferred space.



## INSIDE FRONT COVER – Premium position

### **1: THE FOUNDATIONS OF GOOD PRACTICE**

The Nursing and Midwifery Council (NMC)  
The RCN Principles of Nursing Practice  
Clinical judgement and decision making  
Standards and guidance  
Escalating concerns  
Duty of candour  
Accountability, responsibility and Delegation  
Leadership and followership  
Continuing professional development

### **2: PRECEPTORSHIP**

Overview of preceptorship  
Appraisal  
Glossary of terms

### **3: FINDING A BALANCE**

Taking care of yourself  
Self-care and compassion  
What is stress?  
Recognising stress  
Top tips  
When things get tough  
Taking action  
Bullying

### **4: REGULATORY, EMPLOYMENT & LEGAL ISSUES**

The NMC register  
Contracts  
Payslips  
Agency and bank work  
RCN support in the workplace  
Finances after graduating  
RCN legal support

### **5: GET INVOLVED**

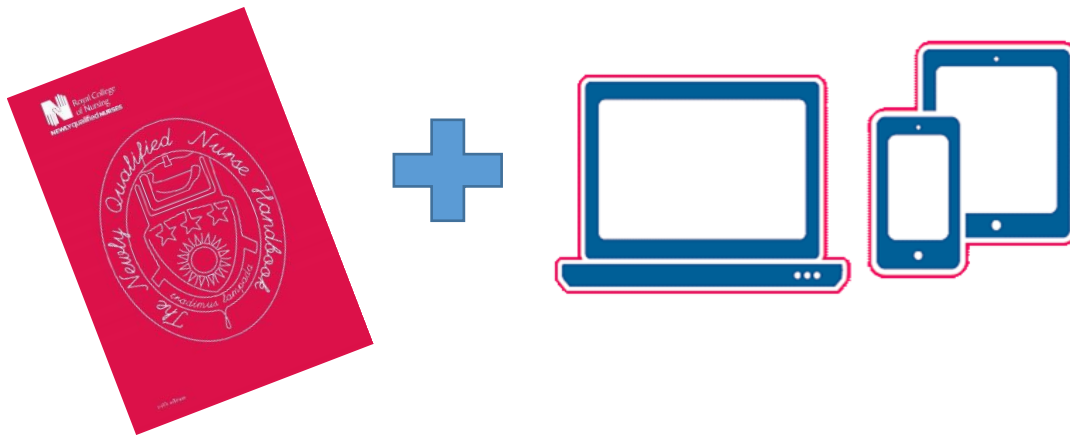
Forums and networks  
RCN branches  
RCN representatives  
RCN Congress  
RCN campaigns  
RCN conferences, events, courses and magazines

## INDEX

## INSIDE BACK COVER – Premium position

## Print + web advertising package

- Also available is an advertising package, at a **discounted** rate, comprising a full page A5 print advert in the handbook **plus** a leaderboard web advert\* on the high-traffic professional development RCN webpages.



\*Full details, including specification, available on request



Each month the RCN website secures:

- Over 1 million**  
page views across the site
- Over 400,000**  
unique users
- Over 75,000**  
homepage page views

## Handbook advert specification

### Full page (A5)

Bleed: 216mm deep x 154mm wide  
Trim: 210mm deep x 148mm wide  
Type area: 174mm deep x 112mm wide

Provide as a High Resolution PDF  
Include bleed and crop markings  
Portrait adverts are recommended

**Final artwork**

**Friday 5 March 2021**



Newly Qualified Nurses' Handbook Activity	Cost
Standard print advertisement – A5 full page	£2,200
Premium print advertisement – A5 full page	£3,000
<b>Newly Qualified Nurses' Handbook Activity – Print + Web Package</b>	
RCN Advertising Package 1: <ul style="list-style-type: none"> <li>• 1 x standard print advertisement in NQN Handbook – A5 full page</li> <li>• 1 x web advertisement (Leaderboard) on RCN homepage for <b>1 month</b></li> </ul>	£3,500
RCN Advertising Package 2: <ul style="list-style-type: none"> <li>• 1 x premium print advertisement in NQN Handbook – A5 full page</li> <li>• 1 x web advertisement (Leaderboard) on RCN homepage for <b>3 months</b></li> </ul>	£6,000

\*VAT will be added to all costs and charged at current rates.





To discuss these advertising opportunities please contact:

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020 7647 3415

**PLEASE NOTE:**

- Timelines and specific content is subject to change as the project is executed.
- The RCN may consider sponsorship from more than one company.
- All event activity that forms part of the proposed dissemination strategy cannot be guaranteed at the time of writing this proposal.