



CHARTERED
SOCIETY
OF
PHYSIOTHERAPY

www.csp.org.uk



CSP Media 2024

Reach **77%** of **physiotherapists** in the UK in a **trusted environment**

CSP is dedicated to its four core values: Learning, Courage, Inclusivity, and Integrity



Display
Frontline magazine delivered to 64,000 members every month

Classified
Display and lineage formats available to reach an audience searching for products and services

Recruitment
www.csp.org.uk/jobs
Dedicated jobs site and section within Frontline magazine



connect with our **64k-strong physio community**



Courses and Events
www.csp.org.uk/professional-clinical/courses-events
Advertise your physiotherapy courses and events online and in Frontline magazine

Digital
www.CSP.org.uk
Reach up to 150k users on a trusted website that includes exclusive content for members. Regular newsletter reaching around 50k members, communications can be targeted by physiotherapy specialisms



Frontline magazine

Frontline magazine is CSP's leading member benefit, delivered to 64,000 members every month to help them keep up to date with industry changes, engage with new knowledge, and discover fresh opportunities.

Reach 77% of chartered physiotherapists in a trusted and valued environment.

“Power Diary, a practice management software company, has been extremely satisfied with its decision to work with the Chartered Society of Physiotherapy (CSP) for advertising. Advertising with the CSP has helped us to succeed. Thanks to the CSP, Power Diary is better reaching allied health professionals in the UK and we are thrilled to continue to work with the CSP.”

Kimberly Reach
Marketing Campaign Coordinator
January 2023



Display Frontline (wxh)

| | | |
|--------------------------|------------------|--|
| Double-page spread | £4,939 | Bleed 440mm x 286mm, Trim 434mm x 280mm |
| Full page | £2,662 | Bleed 219mm x 286mm, Trim 213mm x 280mm |
| Half page | £1,419 | Horizontal – 183mm x 130mm, Vertical – 89mm x 260mm |
| Quarter page | £1,095 | 89mm x 130mm |
| Cover position | £3,289 | Bleed 219mm x 286mm, Trim 213mm x 280mm |
| Inserts (max weight 12g) | £62 per thousand | Maximum weight: 12 grams |

Classified Frontline

| | | |
|-----------------------|----------------|--|
| Lineage – members | £1.60 per word | Min £25 per advert, Max word count 150 |
| Lineage – non-members | £2.00 per word | |

Additional optional extras

| | |
|-------------------------|--------------|
| Box around advert | £16.50 extra |
| Background shaded | £16.50 extra |
| Box & background shaded | £27.50 extra |

All rates exclude VAT at the current rate and are eligible for agency commission of 10% to recognised agencies

Physiotherapy Jobs

The bespoke recruitment area of our member website. With over 50,000 active accounts on the site, it's a great way to reach your target audience. With a mobile-first design, a range of search and filter options and email notifications, it is user-friendly on all devices and ensures your vacancy reaches the right candidate.

Physiotherapy Jobs www.csp.org.uk/jobs

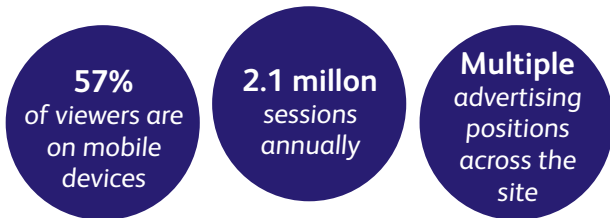
| | | |
|------------------------------------|---|----------------------|
| Job of the week + Premium Listing | Your vacancy will be featured as a top job on our dedicated job board to attract those candidates actively seeking a new role and will be displayed at the top of any relevant searches on a rotation basis with the top four positions. Plus , your vacancy will also feature as one of two 'jobs of the week' in the weekly (members only) <i>Physiotherapy News</i> e-newsletter. This enables you to reach candidates who aren't speculatively job searching and are holding out for the perfect opportunity! | £625+VAT for 28 days |
| Job of the week + Standard Listing | Your vacancy will be fully searchable by keywords, physiotherapist type, location, and a logo included in your listing on our dedicated job board. Plus , your vacancy will also feature as one of two 'jobs of the week' in the weekly (members only) <i>Physiotherapy News</i> e-newsletter as above. | £570+VAT for 28 days |
| Premium listing | Your vacancy will be featured as a top job on our dedicated job board to attract those candidates actively seeking a new role and will be displayed at the top of any relevant search on a rotation basis with the top four positions. | £455+VAT for 28 days |
| Standard listing | Your vacancy will be fully searchable by keywords, physiotherapist type, location, and a logo included in your listing on our dedicated job board. | £341+VAT for 28 days |
| Unlimited monthly usage | | £POA |
| Unlimited annual usage | | £POA |

Contact our team to book or discuss your job list – alternatively you can book your advert directly online at: <https://www.csp.org.uk/advertise-vacancy>

Digital advertising rates

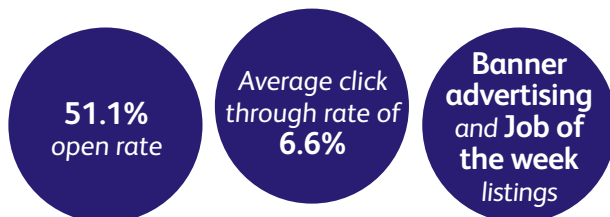
www.csp.org.uk

We place our members at the heart of what we do. At CSP, we want to make sure our society is in the best possible shape – by giving our members more of what they want. Our website has clear areas to allow members to engage with content that is relevant and helpful to them and receives more than 5.5 million page views annually.



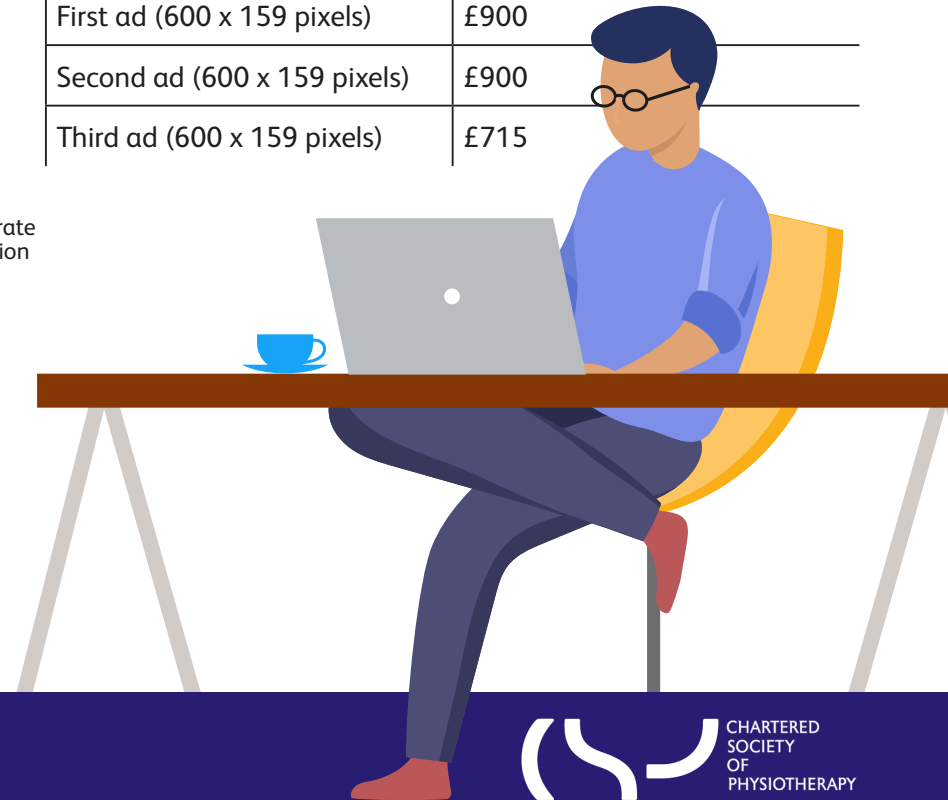
Physiotherapy News email

Our news email is sent out to 54,000+ recipients each Thursday. Members can opt in and out of newsletter communications, selecting the subject areas they would like to hear more about, and that are relevant to their specialism and career path.



| Site | Position | Price |
|-------------------------------------|---|------------------|
| <i>CSP – Home Page</i> | Home page (300 x 250 pixels) | £1,125 per month |
| <i>CSP – Run of site</i> | Leaderboard (Desktop 728 x 90 pixels, Mobile 320 x 50 pixels) | £1,750 per month |
| <i>CSP – Run of site</i> | MPU (300 x 250 pixels) | £1,550 per month |
| <i>Physiotherapy News ebulletin</i> | First ad (600 x 159 pixels) | £900 |
| | Second ad (600 x 159 pixels) | £900 |
| | Third ad (600 x 159 pixels) | £715 |

All rates exclude VAT at the current rate and are eligible for agency commission of 10% to recognised agencies



Courses and events advertising rates

Our members value and seek out CPD to further their professional development – advertisers can reach an active audience who are looking for courses and events that are relevant to them.

Book your online listing and add a print advert in *Frontline* magazine to receive money off your website advertisement. You get £50 off if you add a display advertisement and £5 off if you add a lineage advertisement.

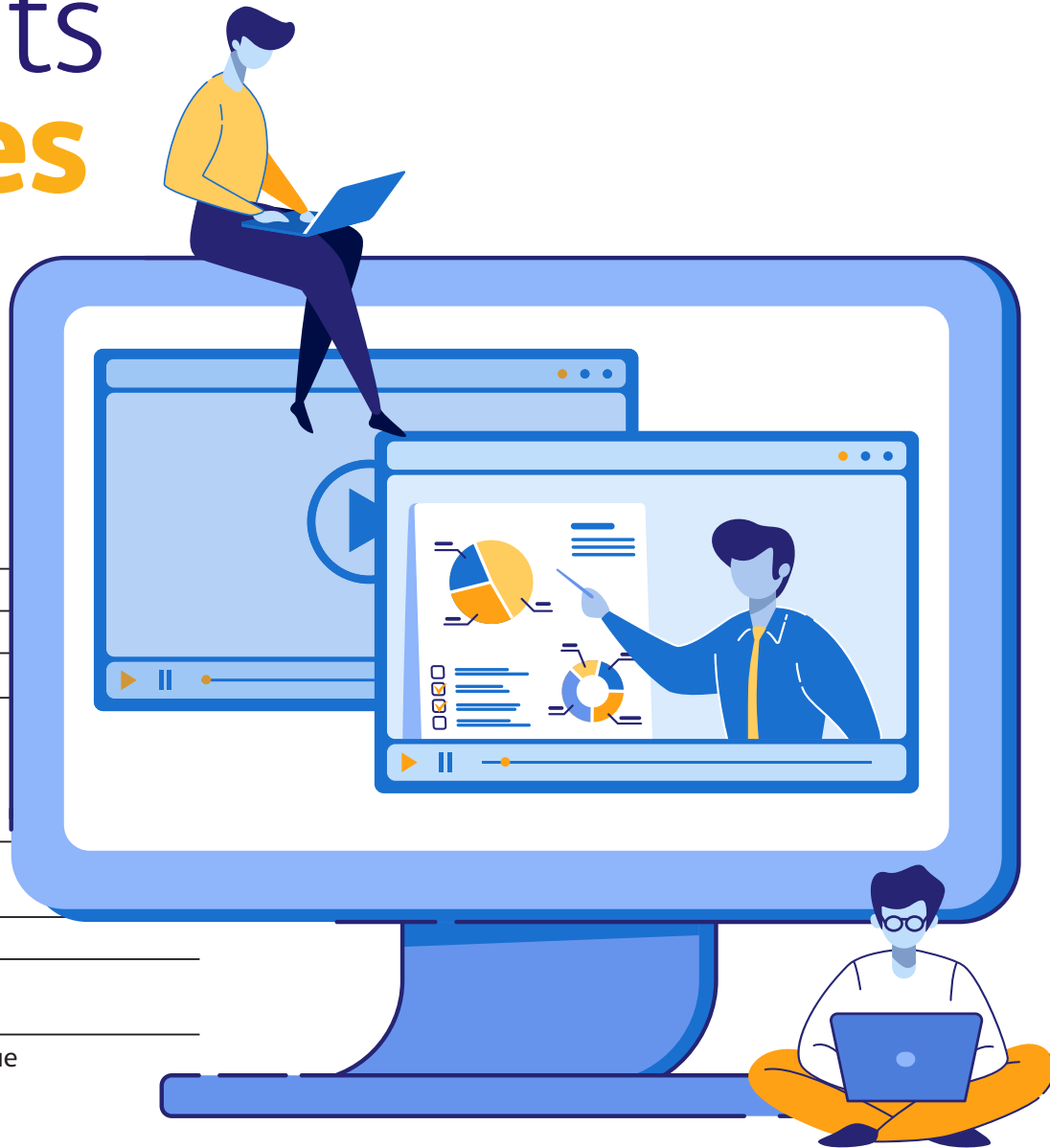
Frontline

| | |
|-------------------------|----------------|
| Full page | £2,662 |
| Half page | £1,419 |
| Quarter page | £1,095 |
| Lineage (150 words max) | £1.10 per word |

Physiotherapy events - www.csp.org.uk/events

| | |
|--|--------------------|
| Premium web listing (logo, background colour, elevation in listings) | £99 |
| Standard web listing | £62 |
| Speciality networks promotion (Included in the email bulletin and online in your iCSP network of choice) | £18 per network |
| Additional dates and venues | £28 per date/venue |

All rates exclude VAT at the current rate and are eligible for agency commission of 10% to recognised agencies
You can book your courses and events advertising directly online should you prefer at: <https://courseadverts.csp.org.uk/>



Frontline deadlines

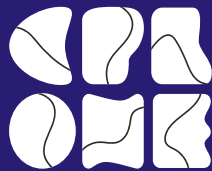
All print artwork must be supplied as high-resolution 300 DPI TIFF or PDF (CMYK). All digital artwork must be supplied as web-resolution JPEG PNG or GIF (RGB). Files should be sent by email to Gemma Gittings, gemma.gittings@cplone.co.uk, or the CSP team, CSPmedia@cplone.co.uk. Please contact us to confirm digital advertising specifications.

Issue dates & deadlines

| Frontline magazine | Publication date | Display artwork deadline | Classified, recruitment & courses ad deadline |
|--------------------|------------------|--------------------------|---|
| January 2024 | 28/29 December | 4 December 2023 | 5 December 2023 |
| February 2024 | 1 February | 15 January | 16 January |
| March 2024 | 1 March | 12 February | 13 February |
| April 2024 | 1 April | 11 March | 12 March |
| May 2024 | 1 May | 8 April | 9 April |
| June 2024 | 1 June | 13 May | 14 May |
| July 2024 | 1 July | 10 June | 11 June |
| August 2024 | 1 August | 8 July | 9 July |
| September 2024 | 1 September | 12 August | 13 August |
| October 2024 | 1 October | 9 September | 10 September |
| November 2024 | 1 November | 14 October | 15 October |
| December 2024 | 1 December | 11 November | 12 November |
| January 2025 | 28/29 December | 9 December | 10 December |



www.csp.org.uk



www.cplone.co.uk

To discuss your advertising requirements, please contact the media team:
Gemma Gittings / gemma.gittings@cplone.co.uk / CSPmedia@cplone.co.uk / 01727 739186