



CHARTERED
SOCIETY
OF
PHYSIOTHERAPY

www.csp.org.uk



CSP Media 2023

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

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

connect with our **60k-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

Display

Frontline magazine delivered to 60,000 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



Frontline magazine

Frontline magazine is CSP's leading member benefit, delivered to 60,000 members every month to help them keep up to date with industry changes, engage with new knowledge, and discover fresh opportunities.

Reach 80% of chartered physiotherapists in a trusted and valued environment.



Display Frontline (hwx)

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

Classified Frontline (hwx)

| | | |
|-----------------------|----------------|---|
| Half page | £1,259 | horizontal – 130mm x 183mm vertical – 260mm x 89mm |
| Quarter page | £715 | 130mm x 89mm |
| Lineage – members | £1.48 per word | Min £25 per advert, Max word count 150 |
| Lineage – non-members | £1.92 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

Frontline recruitment

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.

Recruitment Frontline (hwx)

| | | |
|-----------------------|----------------|---|
| Full page | £3,432 | Bleed 286mm x 219mm, Trim 280mm x 213mm |
| Half page | £2,059 | horizontal – 130mm x 183mm vertical – 260mm x 89mm |
| Quarter page | £1,372 | 130mm x 89mm |
| Lineage – members | £1.48 per word | Min £25 per advert, Max word count 150 3-column loading +10% |
| Lineage – non-members | £1.92 per word | |

Physiotherapy Jobs www.csp.org.uk/jobs

| | | |
|-------------------------------------|--|------------------------------------|
| Job of the week + Premium | Your ad is featured as one of two 'jobs of the week' in the weekly (members only) Physiotherapy News e-newsletter as well as at the top of the jobs landing page for that week. Job displayed at the top of any relevant search where it is one of the four closest premium results for that search. | £625 |
| Job of the week + Standard | Your ad is featured as one of two 'jobs of the week' in the weekly (members only) Physiotherapy News e-newsletter AND at the top of the jobs landing page for that week. | £570 |
| Premium listing | Job displayed at the top of any relevant search where it is one of the four closest premium results for that search. | £455 |
| Standard listing | 28-day listing Job advert fully searchable by keywords, physiotherapist type and location and a logo included in your listing. | £341 |
| Unlimited monthly usage | | £POA |
| Unlimited annual usage | | £POA |
| Physiotherapy Jobs banner | MPU (300 x 250 pixels) | £45.50 CPM* |
| Physiotherapy News Ebulletin banner | (600 x 159 pixels) | £682 to £858 depending on position |

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

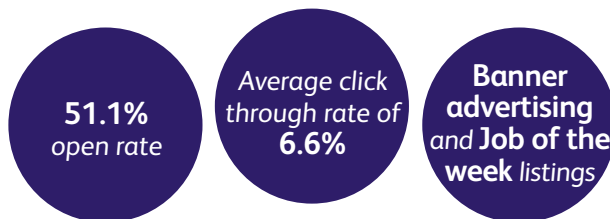
www.csp.org.uk

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 6.9 million page views annually.



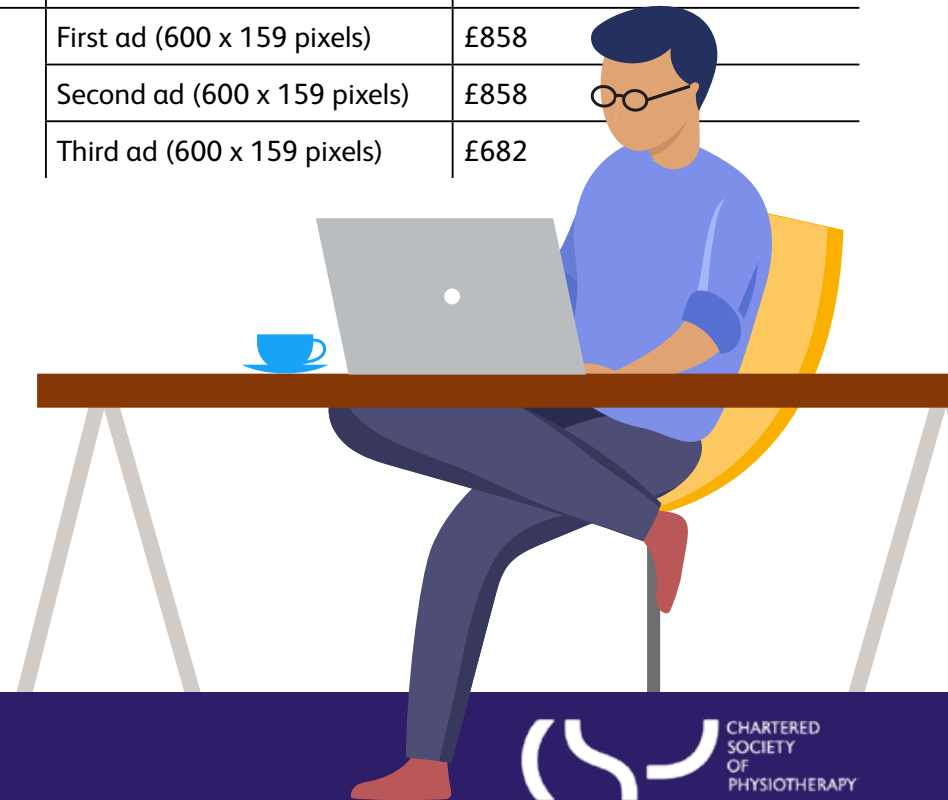
Physiotherapy News email

Our news email is sent out to over 51,000+ 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) | £40 CPM* |
| <i>CSP - Run of site</i> | Leaderboard (Desktop 728 x 90 pixels, Mobile 320 x 50 pixels) | £51 CPM* |
| <i>CSP - Run of site</i> | MPU (300 x 250 pixels) | £45 CPM* |
| <i>Physiotherapy Jobs</i> | MPU (300 x 250 pixels) | £45 CPM* |
| <i>Physiotherapy News ebulletin</i> | First ad (600 x 159 pixels) | £858 |
| | Second ad (600 x 159 pixels) | £858 |
| | Third ad (600 x 159 pixels) | £682 |

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.

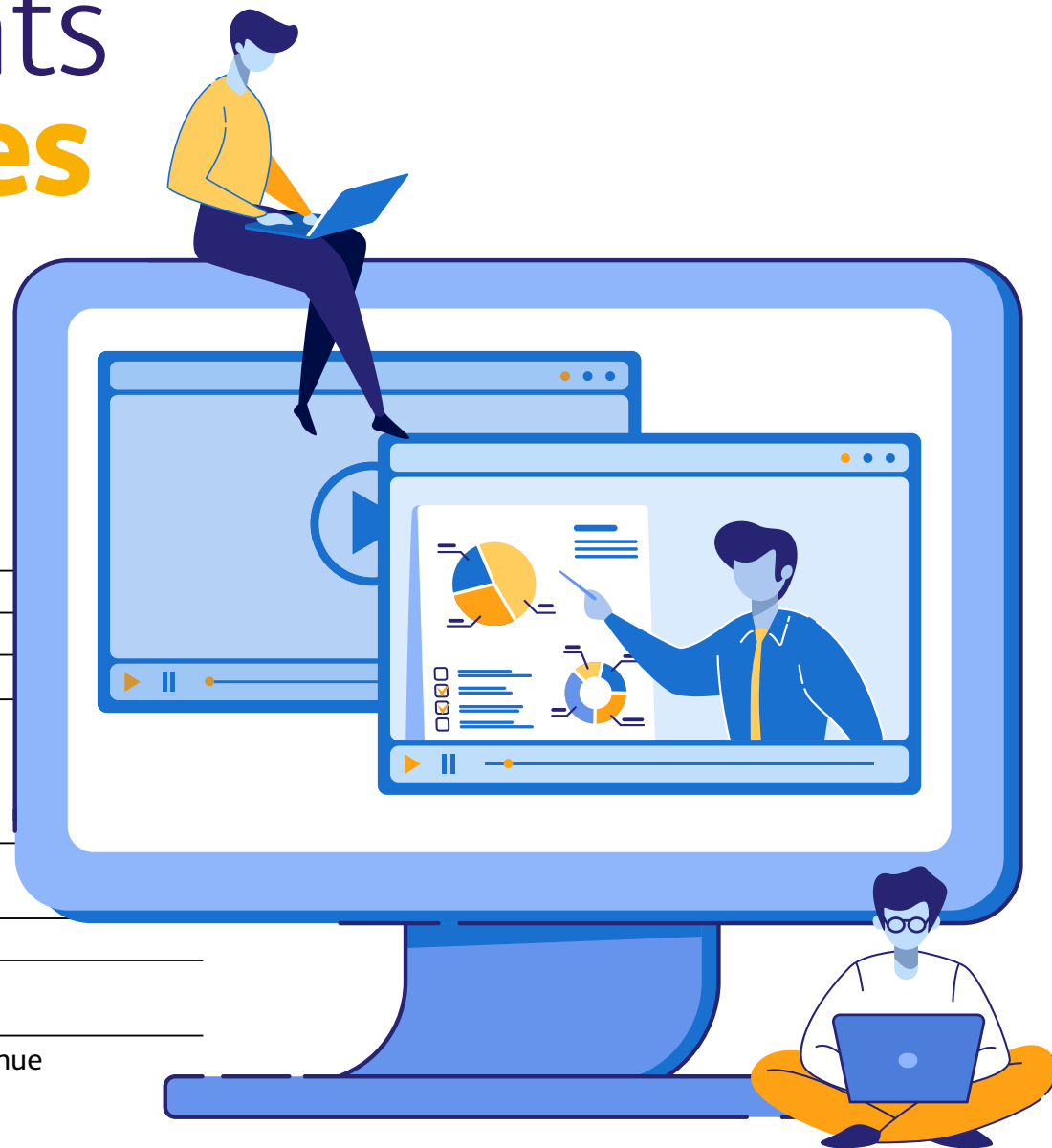
Frontline

| | |
|-------------------------|----------------|
| Full page | £2,662 |
| Half page | £1,419 |
| Quarter page | £1,095 |
| Lineage (150 words max) | £1.00 per word |

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

| | |
|--|--------------------|
| Premium web listing (logo, background colour, elevation in listings) | £90 |
| Standard web listing | £57 |
| Speciality networks promotion (Included in the email bulletin and online in your iCSP network of choice) | £17 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 Harriet Abbs, harriet.abbs@cpl.co.uk, or the CSP team, CSPmedia@cpl.co.uk. Please contact us to confirm digital advertising specifications

Issue dates & deadlines

| Frontline magazine | Publication date | Display booking | Display artwork deadline | Courses & Recruitment booking | Classified & courses ad deadline |
|--------------------|------------------|-----------------|--------------------------|-------------------------------|----------------------------------|
| January 2023 | 28/29 December | 2 December | 5 December 2022 | 5 December 2022 | 6 December 2022 |
| February 2023 | 1 February | 6 January | 9 January | 9 January | 10 January |
| March 2023 | 1 March | 3 February | 6 February | 6 February | 7 February |
| April 2023 | 1 April | 10 March | 13 March | 13 March | 14 March |
| May 2023 | 1 May | 7 April | 10 April | 10 April | 11 April |
| June 2023 | 1 June | 5 May | 8 May | 8 May | 9 May |
| July 2023 | 1 July | 9 June | 12 June | 12 June | 13 June |
| August 2023 | 1 August | 7 July | 10 July | 10 July | 11 July |
| September 2023 | 1 September | 11 August | 14 August | 14 August | 15 August |
| October 2023 | 1 October | 8 September | 11 September | 11 September | 12 September |
| November 2023 | 1 November | 6 October | 9 October | 9 October | 10 October |
| December 2023 | 1 December | 10 November | 13 November | 13 November | 14 November |
| January 2024 | 1 January 2024 | 1 December | 4 December | 4 December | 5 December |



www.csp.org.uk

CPL

www.cpl.co.uk

To discuss your advertising requirements, please contact the media team:

Harriet Abbs / harriet.abbs@cpl.co.uk / Julie Badrick / julie.badrick@cpl.co.uk / CSPmedia@cpl.co.uk / 01223 378 005