



accidents don't have to happen

Media Pack

Connect with our vibrant community of members, award winners and clients

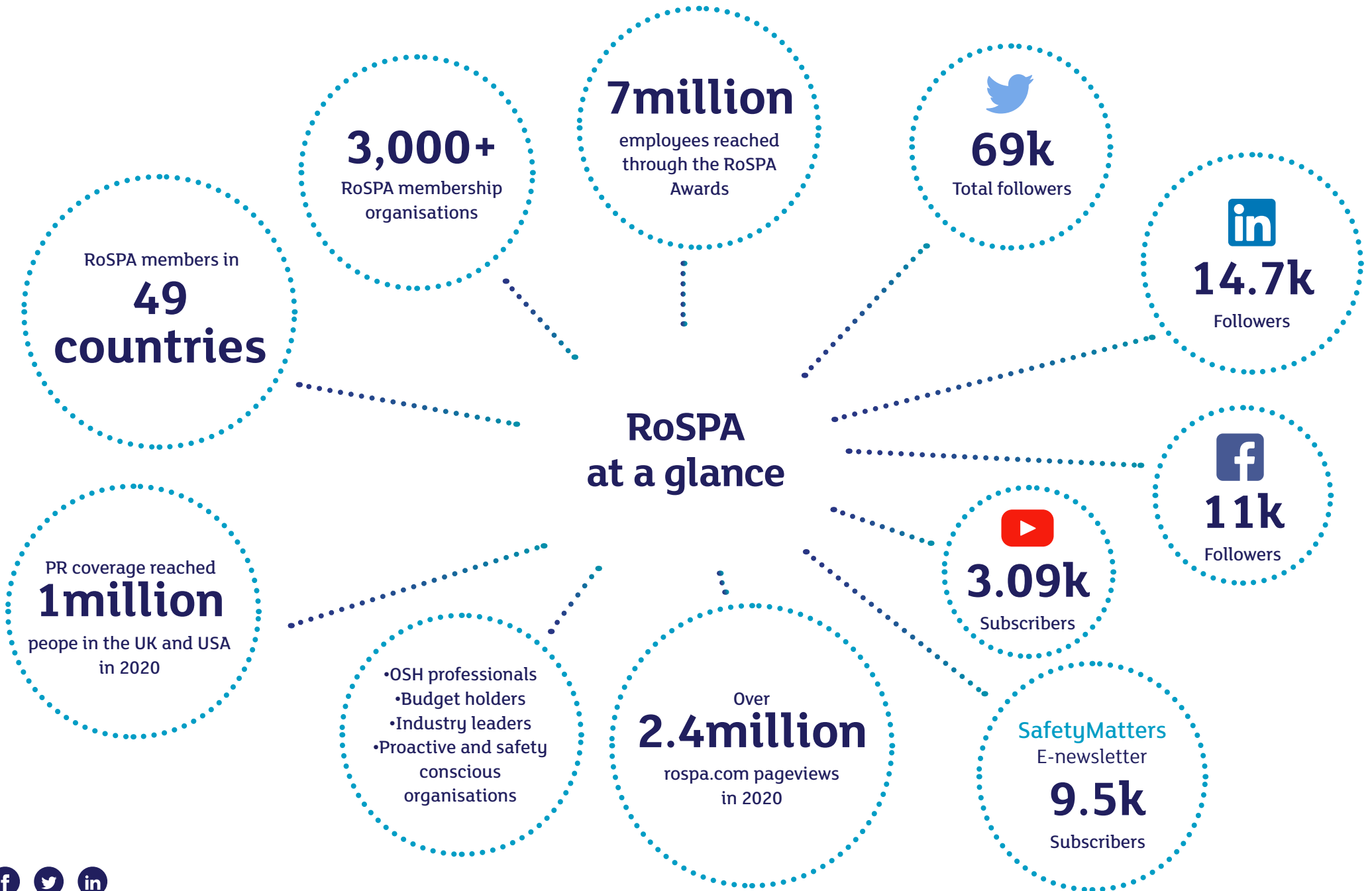
Why advertise with RoSPA?

Our vibrant community of members, award winners and clients are tremendously loyal to RoSPA, passionate about safety and are B2B purchasers. One of the most effective ways to educate and influence them is by inspiring them through engaging content; and we have some powerful tools to help you to achieve this.

Our new digital RoSPA Journal has a modern, fresh design and a great mix of content. It gives advertisers access to our members and subscribers via adverts, advertorials or feature articles. Extend your reach by featuring in our e-newsletter, Safety Matters or improve engagement with our followers by posting on our popular social media accounts (Twitter, Facebook, and LinkedIn). You also have opportunities to submit content to our blog or via our member exclusive platform, MyRoSPA and to request quotes from RoSPA experts for inclusion in your own press releases.

Whichever format you choose, you'll be accessing and influencing our highly sought after clients with the sort of messages that'll make a difference to both them and to you.





Journal Editorial and Advertising

Journals

The RoSPA Journal

Our flagship journal offers the latest developments and discussions happening in occupational health and safety, and road, home, leisure and education safety.

Published bi-monthly, digitally, it contains a range of news and comment, in-depth feature articles covering a wide spectrum of topical health and safety issues, book and website reviews and analysis of safety policy issues.

Care on the Road

Care on the Road is for those who want to keep up to date with road safety developments at home and overseas.

Published bi-monthly, digitally, Care on the Road has broad readership that includes members of RoSPA Advanced Drivers and Riders (RoADAR), road safety officers, road safety engineers, professional drivers and fleet managers, police and fire service personnel and teachers, the journal contains news and features.



Specifications

Adverts

Full Page

	Height x Width
Bleed	276mm x 216mm
Trim	270mm x 210mm
Type	246mm x 190mm

Half Page

	Height x Width
Horizontal	120mm x 190mm
Vertical	246mm x 92mm

Quarter Page

	Height x Width
Horizontal	57mm x 190mm
Vertical	120mm x 92mm

Advertorial

Full page and half page advertorials are available.



Social Media & E-Newsletter Advertising

SafetyMatters

E-Newsletter

Our e-newsletter features the latest news and updates and is delivered to over 9.5k health and safety practitioners each month.

With open rates of over 30%, its a great way for you to engage with our active audience.

Choose from:

Advert 1 *600 x 150px image*

Advert 2 *275 x 220px image*

Feature Article *60-80 words, 275 x 200px image*

Social Media

Twitter, LinkedIn, Facebook

Posting on our social media channels allows you to reach a wider audience than those who are following you.

We use Twitter, LinkedIn and Facebook to help you increase brand awareness, engagement and to drive leads and sales.

Twitter post and image

LinkedIn post and image

Facebook post and image

Youtube Video Sponsorship



69k

Total followers



14.7k

Followers



11k

Followers



3.09k

Subscribers



PR & Communications

Communications

Consultancy, blogs, interviews and more

As part of our consultative communications service, we help deliver your messages directly your audiences.

Based on your objectives, our team can help you raise general awareness or take a more targeted approach by using our services for media interviews; writing or contributing to press releases; supplying guest blogs and more - all with the credibility of being associated with the RoSPA name.

We're also ideally positioned to help PR agencies meet their clients needs. If your clients want to become more visible and connected in our world thanks to the strength of our evidence, expertise and sphere of influence, we can add a whole new dimension to their promotional strategies. Our policy expertise, thought-leadership, presidential team and political connections can definitely strengthen your safety credentials.

Services available:

Blogs

- Guest blog on rospa.com or MyRoSPA
(content supplied by client or supplied by RoSPA)

Consultancy

- PR and communications
- Script/Advert proofing

Press release

- Press release copy writing
- Quote for press release

Radio or Television Interview

- Half day*
- Full day*

“Partnering with RoSPA has really helped our client differentiate themselves in a crowded market. The RoSPA marketing and communication teams are professional and reliable. If you have a client looking to strengthen their safety credentials we can recommend working with them.”

Field Consulting



Media Advertising

Marketing Package

Prices start from £5,000 + VAT

What's included?

- Full Page advert in The RoSPA Journal or Care on The Road Journal
- Social Media post and image (Twitter, LinkedIn, Facebook)
- Feature article and image in SafetyMatters

One month	£5,000 + VAT
Two months	£8,500 + VAT
Bespoke	Price upon agreement

Marketing & Communications Package

Prices start from £10,000 + VAT

What's included?

- Full Page advert in The RoSPA Journal or Care on The Road Journal
- Social Media post and image (Twitter, LinkedIn, Facebook)
- Feature article and image in SafetyMatters
- Guest blog on rospa.com or MyRoSPA
- Press release

One month	£10,000 + VAT
Two months	£15,500 + VAT
Bespoke	Price upon agreement

Package add ons:

Script/Advert proofing	Price upon agreement
PR and communications consultancy	Price upon agreement
Radio or television interview	Price upon agreement



Sponsorship

Events & Conference Sponsorship

Prices upon agreement

RoSPA organises conferences, seminars and webinars throughout the year, right across the spectrum of health and safety, with programmes drawing together influential figures and experts. Event highlights include the Road and Fleet Safety Event, Home Safety Event, Water and Leisure Event, and Awards Excellence Forums.

What's included?

- Speaker opportunity at the event
- Company logo/branding throughout the event publicity campaign
- Company logo/branding on event marketing materials (incl. email and direct mail communications)
- Company logo on the event webpage
- Coverage of sponsorship in press releases via RoSPA's in-house press office
- Coverage of sponsorship in RoSPA Journal, SafetyMatters and blog
- Handout of your choice to be given to delegates at the event
- Free delegate places

Awards Sponsorship

Prices start at £10,000 + VAT

For over 65 years the internationally renowned RoSPA Health and Safety Awards proudly remains one of the most prestigious, recognised schemes in the world, with almost 2000 entries, winners in over 49 countries and a reach of over 7 million employees every year.

Sponsorship of one sector	£10,000 + VAT
Sponsorship of three sectors	£15,000 + VAT
Sponsorship of five sectors	£17,500 + VAT
Sponsorship of an industry award	£10,000 + VAT

Terms and conditions:

- RoSPA reserves the right to refuse publication if the copy does not align with RoSPA's wider message/objectives. All copy submitted is subject to approval and/or editing by RoSPA for editorial style, spacing and grammar.
- All paid social media advertising posted from any of the RoSPA social media accounts will include the hashtag #AD in the copy and image



“At Arco, our core purpose to keep people safe at work. For us, safety means so much more than delivering products or services. It’s about delivering strategic, joined-up safety solutions that help our customers manage, mitigate and remove risk at every step. Working with RoSPA we use their targeted channels and this enables us to reach safety decision makers that are truly interested in working with an expert safety partner.”

Arco, RoSPA Partner

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