



INSERT

## RCN Publishing Company - the voice of nurses nationwide

**Gender:** 92% Female  
**Age:** 35-55  
**Income:** £45k+

**RCN Bulletin 400,000 magazine mailings every two weeks**  
**Nursing Standard 60,000 magazine mailings every week**

The RCN Publishing Company is a wholly owned subsidiary of the Royal College of Nursing, the world's largest organisation for nurses. RCN Publishing produces a fortnightly title, *RCN Bulletin* and a weekly title, *Nursing Standard*, their flagship journal which is the UK's biggest selling weekly for nursing.

**RCN Bulletin** is a fortnightly member publication from the Royal College of Nursing and is a major source of up-to-the-minute information for RCN members in all specialities, grades and working environments.

**Nursing Standard** is the UK's bestselling nursing journal with a reputation for bringing readers exclusive coverage on issues affecting nursing practice and career choices and provides the most authoritative coverage of the week's news.

### Recruitment

UK nurses join the RCN which is the largest professional union for nursing in the UK. Membership also entitles individuals to indemnity cover and with a considerable list of benefits is a must for the nursing sector.

### Customer Interests

Reading, Savings, Hiking, Exercise, Cookery, Skiing, Wines, Cultural events.

### Insert rates

£45 /000 (based on 7gs insert) | Prices exclude VAT

### Volumes available

**RCN Bulletin:** 400,000 every two weeks

**Nursing Standard:** 60,000 every week

### Benefits

Trusted brand | Very short lead times

Limited slot availability | Regular high volumes

### Other information

Max insert size:

**RCN Bulletin** - A5 210x148mm

**Nursing Standard** - 260x185mm

Heavier inserts can be considered on request

Hard and creative approval required before order can be accepted

Minimum order 60,000

Agency commission - 10%

[www.rcnpublishing.co.uk](http://www.rcnpublishing.co.uk)



For more information,  
please contact one of  
the sales team on

**01225 480480**

or email

**sales@responseone.co.uk**

In addition, we can also offer  
print and production services

**www.responseone.co.uk**

