



2018 Media Pack

PSN:

The largest Public Sector news, data and information network in the UK

With nearly 250,000 members and an average of 100,000 document and content views per month, PSN offers a unique opportunity for Public Sector organisations and suppliers wishing to publicise and promote news, events and their products and services.

THE LARGEST PUBLIC SECTOR NETWORK IN THE UK

MAP AND DIRECTORY FIND A SUPPLIER ARTICLE HUB EVENTS CALENDAR

We provide a number of promotional opportunities for Public Bodies and their Suppliers, including:

- Online Advertisements**
- Article Creation and Sponsorship**
- E-Newsletter Advertisements and Content**
- PSN Supplier Subscription and Event Listings**

Access to the site and all resources is free for anyone within Government. For anyone within the Public Sector wishing to gain access or submit editorial and news, please sign up on the website or contact us.



2018 Media Pack

Bespoke Approach:

At Oscar Research we are passionate about helping our clients understand and communicate effectively within and to the UK Public Sector; being well placed to assist clients develop their campaigns strategically we have always been happy to discuss specific requirements and help however we can, this has led to us working with public sector bodies and suppliers alike to design and develop a number of flexible and cost effective opportunities which enable our clients to promote themselves directly via the PSN website and e-Newsletters.

The following are two examples of the campaigns undertaken by Oscar clients.

Telecommunications Company:

To complement the supply of communication data and in parallel to their own in-house run campaigns; the client utilised an advert slot on the PSN Map and Directory page to further get their message in front of our 6000 a month unique visitors. The client also took advantage of editorial coverage on the site via a Product and Service article yielding over 2,000 views, together with an advertisement spot in a number of the monthly newsletters sent to over 150,000 post holders across Government.

Event Organiser

Took an annual PSN supplier's subscription in order to receive relevant tender notifications and to upload details of their conferences and seminars to the Events Diary as well as inclusion of their contact information within the PSN supplier directory. They also made use of the newsletter to promote themselves to its 150,000 plus Public Sector audience.

Overall, we can increase the level and depth of coverage by offering bespoke packages giving you the best possible combination of content and media to best exploit our PSN platform and newsletters. We would welcome the opportunity to discuss your particular requirements and objectives and understand how we can help. If you would like more in-depth information and to explore the possibilities, we'd be delighted to hear from you.

Alan Carson, PSN Editor in Chief.



2018 Media Pack

Vital Statistics:

General:

- Over 6300 Online Articles across News, Features and Case Studies.**
- 250,000 Public Sector Members.**
- Popular Articles regularly receive over 5,000 views.**
- Over 3.6 million Total Article Views**
- Use of Online and AdWord Campaigns**
- Excellent current Keyword Optimisation and Search Engine positioning.**

Average Monthly Figures:

- Over 6000 unique website visitors**
- Average Session Time of 3 minutes**
- 320 Average Article Views**
- More than 300 Hours of constant online exposure**
- Newsletter Broadcast to over 150,000 Public Sector Post Holders**
- Average of 3,000 Clicks per Newsletter**





2018 Media Pack

Website Advertisements:

Placement of a 370 x 100 banner within the right hand pane of the primary PSN website pages. There are up to 6 spaces per page. Discounts are available for adverts placed across multiple pages. We can either take your own static JPG/PNG files or animated GIF's or can help put one together for you.

Page and Cost Options:

Page	Cost for Six Month Inclusion	Cost for Annual Inclusion
 Map and Directory	£1000	£1500
 Article Hub	£800	£1200
 Event Calendar	£800	£1200



2018 Media Pack

Screenshot Example:

The screenshot displays the PSN website interface. At the top left is the PSN logo. The navigation menu includes: MAP AND DIRECTORY, FIND SUPPLIER, ARTICLE HUB, EVENTS, and LOGIN / SIGN UP. A breadcrumb trail shows HOME > MAP AND DIRECTORY. The main heading is "Public Sector Map and Directory". Below this, a text block states: "PSN covers every Public Sector and Service organisation with detailed contact, demographic and structural data accessible our unique platform. Used by thousands of Public Sector workers for reference, communication and collaborative working." The search section features a text input for "Search org name", dropdown menus for "Select org Type" and "Select region", and a "Search" button. Below the search filters are buttons for various organization types: Central Government, Local Government, NHS, Further and Higher Education, Parish Councils, Care Homes and Private Healthcare, Schools, and Housing Associations. A link for "Members please log in for full access" is located at the bottom left of the search area. On the right side, there are three promotional banners: "370 x 100 banners" (highlighted in red), "Daisy WiFi" (highlighted in red), "expert messaging" (highlighted in red), and "Work in Public Services?" (highlighted in green).



2018 Media Pack

Articles:

We have more than 6000 Articles on the PSN website that have been viewed more than 3.5 million times. These are split up by Article Types and into a number of Subject Areas. The average number of view per article is over 650 and the most popular articles generate over 5000 views. Articles are available on the PSN site into perpetuity and are accessible both through google searches and our own Article Hub. The latest Product and Service Articles also feature on our Suppliers Directory page.

Figures as of May 2018:

Article Type	Number of Articles	Number of Views
Best Practice/Case Studies	642	341,850
News	3,507	2,058,131
Products/Services	227	159,786
Research/Surveys	371	200,566
Thought Leadership	1128	645,643
White Papers	482	306,131
Total	6,357	3,712,107

Table showing Website Article Counts for a 6 month period during 2017-18:

	Nov 2017	Dec 2017	Jan 2018	Feb 2018	Mar 2018	Apr 2018	Increase
Website Article Count	5115	5178	5308	5384	5612	5732	617
Total Article Views	3,059,346	3,122,686	3,197,939	3,262,422	3,417,962	3,512,280	452,934
Average Views	257	269	278	288	307	320	63



2018 Media Pack

Product and Services Articles:

You can commission your own Product and Service Article to showcase any product or service you feel would be beneficial to those working across Public Services.

The article can be up to 1000 words and include two images. It will carry your organisations logo, website link, overview and contact details as the sponsoring body as well as the specific details around the product or service you wish to promote.

Your article will be listed on the Article Hub and will be featured in the latest list of Products and Services on the Supplier Directory Page.

The screenshot shows the PSN Article Hub interface. On the left, a teal box titled 'Public Sector Suppliers' contains the text: 'List your organisation in the Suppliers Directory by signing up to our PSN Supplier subscription. [Click Here](#)'. Below this is a section for 'Latest Products and Services' with several article links: 'Simplified 'Public Sector Contract' cuts red tape for small businesses', 'Online guides will help renters and leaseholders to know their rights', 'Government calls on technology firms to help tackle the UK's biggest challenges', 'Building a strong security culture', and 'Call for evidence: Home Office partnership working with other government departments. (OGDs)'. On the right, the 'Article Hub' section features a circular icon with a person and a list, followed by the text: 'PSN has published over 5000 Articles covering the Latest News, Best Practice, Products and Services, Thought Leadership, Reports and Research. All indexed and searchable here. Registered members can Publish articles and content and provide exposure and insight to all users. Our editorial team add regular content and are also available to help put articles together.' Below this is a search area with the text 'Search by area of interest, type or keyword', a dropdown menu for 'Select area of interest', another dropdown for 'Select article type', a 'Text Search' input field, and a green 'Search' button.



2018 Media Pack

Choose one of our Article Headings and work with our in-house team of editorial staff to develop a Product/Service Article specifically about your business or latest services.

Article Headings	
Built Environment	Housing and Facilities Management
Catering/Food	HR & Training
Community, Recreation and Big Society	IT/Computing
Defence, Justice and Emergency Services	Legal and Compliance
Economy, Employment and Welfare	Management/Corporate Development and Strategy
Education	Science
Finance/Procurement/Pensions	Sustainability/Environment
Health & Social Care	Transport/Fleet/Logistics/Storage/Warehousing

Costs and options are as follows :

Service	Cost	Inclusion in the PSN E-Newsletter*
Product and Service Article	£400	£600

*Product and Service Articles can be further promoted via inclusion on our E-Newsletter.



2018 Media Pack

Article Sponsorship:

Sponsorship can also be applied to any of our current Articles* Sponsorship of an article is perpetual and includes a 370 x 100 banner and weblink. Those sponsoring all articles under a particular heading will have their banner and web link included on all historical and new articles as they are published for the duration of their subscription.

(*Excluding Product or Service Articles or any current being sponsored):

Article Type	Number of Articles	Number of Views
Best Practice/Case Studies	642	341,850
News	3,507	2,058,131
Research/Surveys	371	200,566
Thought Leadership	1128	645,643
White Papers	482	306,131
Total	6,357	3,712,107

Costs

Number of Articles	Cost	Inclusion in the PSN E-Newsletter
Single Article	£100	£200
Up to 10 Articles	£80 (each)	n/a
All Articles Under a Heading	Annual Subscription from £1000	n/a



2018 Media Pack

Count of Articles by Heading

<i>Article Heading</i>	<i>Article Count</i>
Built Environment	381
Catering/Food	190
Community, Recreation and Big Society	1064
Defence, Justice and Emergency Services	846
Economy, Employment and Welfare	1573
Education	1120
Finance/Procurement/Pensions	506
Health & Social Care	1057
Housing and Facilities Management	415
HR & Training	365
IT/Computing	438
Legal and Compliance	209
Management/Corporate Development and Strategy	597
Science	317
Sustainability/Environment	659
Transport/Fleet/Logistics/Storage/Warehousing	609



2018 Media Pack


Example

PSN

MAP AND DIRECTORY FIND SUPPLIER ARTICLE HUB EVENTS LOGIN / SIGN UP

Online guides will help renters and leaseholders to know their rights

New 'how to' guides include checklists for new and existing tenants, landlords and letting agents



Landlords, leaseholders and tenants will be armed with vital information on their rights and responsibilities thanks to new online rental guides published by the Ministry of Housing, Communities and Local Government today (26 June 2018).

Sponsor:

Daisy WiFi
Fast, reliable WiFi solutions tailored to your organisation's needs
For general practices: 0300 232 8966 For hospitals and trusts: 0344 843 3000

Share:

Tweet f in G+



2018 Media Pack

The E-Newsletter:

Monthly Edition

Sent to over 150,000 Public Sector staff
Average of 3,000 clicks per edition
Last 6 Editions archived and available online
Click reporting/analysis for Advertisers

Advertisement	Each	6 Month Series	12 Month Series
200 x 165 Square <i>2 per newsletter</i>	£400	£300	£200
595 x 95 Footer <i>1 per newsletter</i>	£600	£500	£400
Sponsored Editorial <i>1 per newsletter</i>	£600	£500	£400

Prices exclude VAT and are subject to a £50 set-up fee.
 Prices quoted for series relate to each inclusion. Content to be supplied by the advertiser in a suitable image format. We are happy to supply proofs and also to discuss any editorial content.

The screenshot shows the top of the newsletter with the PSN logo and 'MAKING CONNECTIONS' tagline. Below the logo is a 'Public Sector Network Newsletter • April 2016' header. The main content includes a 'Cabinet Office Commissioning Academy' article, a 'Public Sector Show' advertisement (200 x 165), and a 'Sponsored Editorial' section. The editorial contains two articles: one about Ofsted's top inspection grade for Westminster and Chelsea, and another about the new £1 coin. A 'Smart to Future Cities & Urban IoT 2016' advertisement is also visible at the bottom.

