

## PSN:

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

With nearly 270,000 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.



269,921 registered users [Officer Login](#) [Supplier Login](#)

**PSN MAKING CONNECTIONS**

**NVIVO**  
Software to support evaluation and consultation

[Home](#) [Officers](#) [Suppliers](#)

**Public Sector News**  
ESA astronaut Tim Peake controls British-built rover fro...  
Environment Minister champions weekend walking trips  
Over 1,000 life sciences companies driving £10 billion L...  
Forces Help to Buy loans £100m for new homes in first...

**Public Sector Events**  
Facilities Show  
The Public Sector Show  
2nd Annual Future Ed Tech 2016  
2nd Annual Future Ed Tech 2016

**Thought Leadership**  
Nicky Morgan speech at the NAHT annual conference 2...  
The importance of the curriculum  
Digital transformation in government and blockchain te...  
NHS 7 day services and the junior doctors' strike

**Best Practice**  
Rollout of flagship welfare reform Universal Credit reac...  
Report to Parliament published  
Using low-power light to reduce infection risk and incre...  
Councils get new powers to tear down pointless road st...

**White Papers and Reports**  
Cold callers to be forced to display phone numbers und...  
HS2 opening speech for third reading  
Ed Vaizey Culture White Paper launch  
£1.7 million investment to make Wales a global leader L...

**Latest Products and Services**  
Digital Marketplace: Transforming how bus...  
Free workshops for NHS trusts: Implement...  
Fresh food  
New improved prostate pack for GPs

**Government**  
Government response to...  
elections...  
administration of pub...  
political direction...  
management of an...

**Latest PSN Newsletters**  
April 2016 PSN Newsletter  
March 2016 PSN Newsletter  
February 2016 PSN Newsletter  
January 2016 PSN Newsletter

**Research and Surveys**  
Empty homes reach all time low  
Sustainable local government finance and L...  
230,000 benefit as pension revolution mar...  
Vehicle emissions testing programme findin...

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

- Free access for everyone working in Government
- Browse, contribute and engage directly with suppliers or officers
- Low cost subscription and promotion services for suppliers and contractors
- Content is fully tailored and customised to your areas of interest and responsibility

**Interactive directory of the UK Public Sector**  
Look up all Public Sector organisations, their contact details and structures.

Search by Org Type  Search by Region  Search by org name

Central Government

Local Government    NHS    Further and Higher Education

Parish Councils    Care Homes and Private Healthcare    Schools

Housing Associations

Get full access by signing up now

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 contact us.

## *Approach:*

At Oscar Research we are passionate about helping our clients understand and communicate effectively with the 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 data and in parallel to their own in-house run campaigns; the client utilised a slot on the PSN's rotating banner 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 yielding 24,000 views, together with an advertisement spot in a number of the monthly newsletters sent to over 150,000 post holders across Government.

### **Event Organiser**

While another client, as an enhancement to their data purchase, took an annual supplier's subscription to PSN 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 200,000 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 data and exploitation of 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.**

## *Vital Statistics:*

Table showing Website Article Counts for last 6 month period:

	Jun 2016	Jul 2016	Aug 2016	Sep 2016	Oct 2016	Nov 2016	Increase
Website Article Count	4115	4178	4308	4384	4612	4732	617
Total Article Views	1,059,346	1,122,686	1,197,939	1,262,422	1,417,962	1,512,280	452,934
Average Views	257	269	278	288	307	320	63

General:

- **Over 4700 Online Articles across News, Features and Case Studies.**
- **269,000 Public Sector Members with automatically customised content.**
- **Popular Articles regularly receive over 5,000 views.**
- **Over 1.6 million Total Article Views**
- **Use of extensive Ad Word 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 Workers**
- **Average of 3,000 Clicks per Newsletter**

## Website Advertisement:

Placement of a 618/100 banner within the header of the PSN website. Persistent exposure throughout the website to all 6000 monthly viewers, generating 300 hours of monthly exposure to the Public Sector market. Limited to 5 rotating spaces.

Costs:

Advertisement	Cost for Six Month Inclusion	Cost for Annual Inclusion
<b>618 x 100 – Primary Banner</b> <i>5 Rotating spaces on first served basis</i>	£1000	£1500

Screenshot Example:



269,921 registered users [Officer Login](#) [Supplier Login](#)

**PSN**  
MAKING CONNECTIONS

**expert**<sup>TM</sup>  
messaging

Give us an hour and we'll give you a month

618 x 100 – Primary Banner

[Home](#) [Officers](#) [Suppliers](#)

**Public Sector News**  
ESA astronaut Tim Peake controls British-built rover fr...  
Environment Minister champions weekend walking trips  
Over 1,000 life sciences companies driving £10 billion L...  
Forces Help to Buy loans £200m for new homes in first...

**Public Sector Events**  
Facilities Show  
The Public Sector Show  
2nd Annual Future Ed Tech 2016  
2nd Annual Future Ed Tech 2016

**Thought Leadership**  
Nicky Morgan speech at the NAHT annual conference...  
The importance of the curriculum  
Digital transformation in government and blockchain t...  
NHS 7 day services and the junior doctors' strike

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

- Free access for everyone working in Government
- Browse, contribute and engage directly with suppliers or officers
- Low cost subscription and promotion services for suppliers and contractors
- Content is fully tailored and customised to your areas of interest and responsibility

**Interactive directory of the UK Public Sector**  
Look up all Public Sector organisations, their contact details and structures.

Search by Org Type  Search by Region  Search by org name

Central Government

## Articles:

We currently have over 5000 Articles on the PSN website that have been viewed over 1.9 million times. The average monthly view count per article is 320 with the most popular articles generating over 5000 views. Articles are available online into perpetuity and

Choose one of our Article Types and Headings. Work with our in-house team of editorial staff to develop and sponsor an Article, or series of Articles, to suit your organisation and goals. Or, provide us with some copy and content for your own Article.

Article Types	
News	White Papers and Reports
Thought Leadership	Products and Services
Best Practice	Research and Surveys

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

Online Articles can be further promoted via inclusion on our E-Newsletter. Costs and options are as follows. :

## *Sponsorship:*

We will research and create an Article, or series of articles, of your chosen Type and Heading. The article will carry your organisations logo, website link, overview and contact details as the sponsoring body. Sponsorship can also be applied to any of our current Articles:

Prices are assuming a maximum of 1000 words per article and one image. If you require a larger piece of editorial or in-depth research, please contact us to discuss your specific requirements and we can provide a cost for the work.

Number of Articles	Cost	Inclusion in E-Newsletter
1	£600	£300
6	£500	£200
12	£400	£150

## *Editorial:*

We provide the platform for your content. There is no limit to the size of the Article and we will arrange the content and images as well as proof-reading and providing you with a final copy for approval. Your organisations logo, contact information and weblink will also be included.

Number of Articles	Cost	Inclusion in E-Newsletter
1	£200	£400
6	£150	£300
12	£100	£200

## 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
<b>200 x 165 Square</b> <i>2 per newsletter</i>	£400	£300	£200
<b>595 x 95 Footer</b> <i>1 per newsletter</i>	£600	£500	£400
<b>Sponsored Editorial</b> <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 layout of the PSIN Public Sector Network Newsletter. At the top is the PSIN logo and a 'Share On' button. Below is the newsletter title 'Public Sector Network Newsletter • April 2016'. The main content area features a large article titled 'Cabinet Office Commissioning Academy relaunched by social enterprise' with a photo of a building. To the right of this article is a login box for the UK's largest public sector network, with fields for username and password. Below the main article is a 'Sponsored Editorial' section with a 'Read Article' button. To the right of the editorial is a '200 x 165' advertisement for the 'Public Sector Show' (28th June 2016) at ExCeL, London, which is 'FREE for public sector professionals'. Below the editorial is another '595 x 95' advertisement for 'Smart to Future Cities & Urban IoT 2016' (26-27 April 2016) at Horse Guards Arch, London, which is 'FREE for those who are operators'. At the bottom of the newsletter is a 'Share On' button and a copyright notice for 2016 Public Sector Network.

## *The PSN Subscription:*

We have combined all our data, information and promotional products into one simple subscription. A must for anyone involved with, supplying or wishing to promote themselves to the UK Public Sector.

**The cost for a 12 month subscription is £200 plus VAT**



### **Entry in the Supplier Directory**

Provide an in-depth profile of your organisation and your services. Details are listed in our suppliers directory and search engine, used by thousands of officers for supplier identification and recruitment



### **Weekly Bespoke Tender Alerts by e-mail**

We gather details of tenders from a number of official sources, categorise them and send you a weekly e-mail containing those most relevant to your services as well as making an online archive available in your subscriber area.



### **Full and bespoke access to the News and Information Network**

Browse the latest news, thought leadership, best practice, research, surveys and white papers from across the Public Sector. Supplied, by our editorial team, our Public Sector contributors and other suppliers.



### **Access to the Officers Network Directory of over 200,000 officers and organisations**

You can view in-depth contact information, areas of responsibility, organisation charts and demographics within our online directory of Public Sector employees and organisations. Contains over 220,000 officers and 80,000 organisations.



### **Unlimited entries in the Events Diary**

Post details of events, conferences and seminars you are organising, or just those that you feel are relevant, to gain exposure to our entire Public Sector user base within the Events Diary.