RCGP Learning

Advertising Media Pack

PRINT | ONLINE | EBULLETIN
FOR COURSES AND EVENTS TO UK GPs

Contact us
T: 0161 872 6667
E: rcgp@lansdownepublishing.com
W: rcp.org.uk/learning
RCGP Learning provides hundreds of courses, conferences, seminars and eLearning modules to support our members’ continuing professional development. Via our Learning platform, we offer you the most cost effective method of reaching GPs in the UK. You can advertise on the courses and events pages of the RCGP website, through the online eLearning platform, within the fortnightly RCGP Learning eBulletin and in print in the RCGP monthly medical journal, BJGP.

1. A print advert

Display and classified advertising in the monthly journal (British Journal of General Practice), reaches over 50,000 GPs and is the largest distributed magazine or journal received by general practices.
2. Online advertising

Courses and events pages
rcgp.org.uk/courses
rcgp.org.uk/learning/events-search-results
This searchable database of accredited courses and events receives over 60,000 views and 20,000 unique visits each month.

Searchable eLearning page
elearning.rcgp.org.uk/mod/page/view.php?id=3927
This key page receives over 50,000 views each month.

eLearning pages
elearning.rcgp.org.uk
Advertise across the whole of the eLearning platform which receives over 50,000 views and 11,000 unique GP users who sign in to eLearning courses each month.
3. RCGP Learning eBulletin

Fortnightly eBulletin reaching 50,000 GPs

The RCGP Learning eBulletin is sent twice per month to over 40,000 RCGP members. Our 10,000 GP trainee members receive a monthly version.

Members rely on this email channel to stay up to date with the College’s latest educational provision and learning resources.

Open rates are typically around 25%, with a click through rate of around 20%.
Our unique packages include:

Print advertising rates
- Outside Back Cover £2,195
- Inside Back Cover £1,995
- Full page within the classified section £1,595
- Half page within the classified section £1,100
- Quarter page within the classified section £682

Online advertising rates
Courses and events page
- Banner advertising on the top of both the landing page and searchable page. Size 728px (w) by 90px (h)
  - Solus advertising slot £1,250
  - Shared advertising slot (no more than 3 slots per month) £550
- Rectangle advertising on both the landing page and searchable page. Size 368px (w) by 250px (h)
  £350–£450 depending on position and availability

eLearning page
- Banner advertising across all pages. Size 728px (w) by 90px (h)
  - Solus banner £750
- Rectangle advertising on all searches and category pages. Size 263px (w) by 250px (h)
  £250–£350 depending on position and availability

Learning eBulletin
- Solus banner advertisement at the top of the eBulletin. Size 600px (w) by 90px (h)
  - Single eBulletin £450
  - Two eBulletins (1 month) £850

Artwork deadlines
Online advertising copy deadlines are the third Friday of the month before your advert goes live.

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<tr>
<th>BJGP production schedule</th>
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<td>Issue</td>
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All advertising rates are based on a monthly basis, plus VAT. Discounted rates will apply for multiple bookings and combined packages.

For further information and copy deadlines, please contact: Susie Smith
E: rcp@lansdownepublishing.com | T: 0161 872 6667

All prices subject to VAT at the prevailing rate.