

Care Home Professional

MEDIA KIT 2025

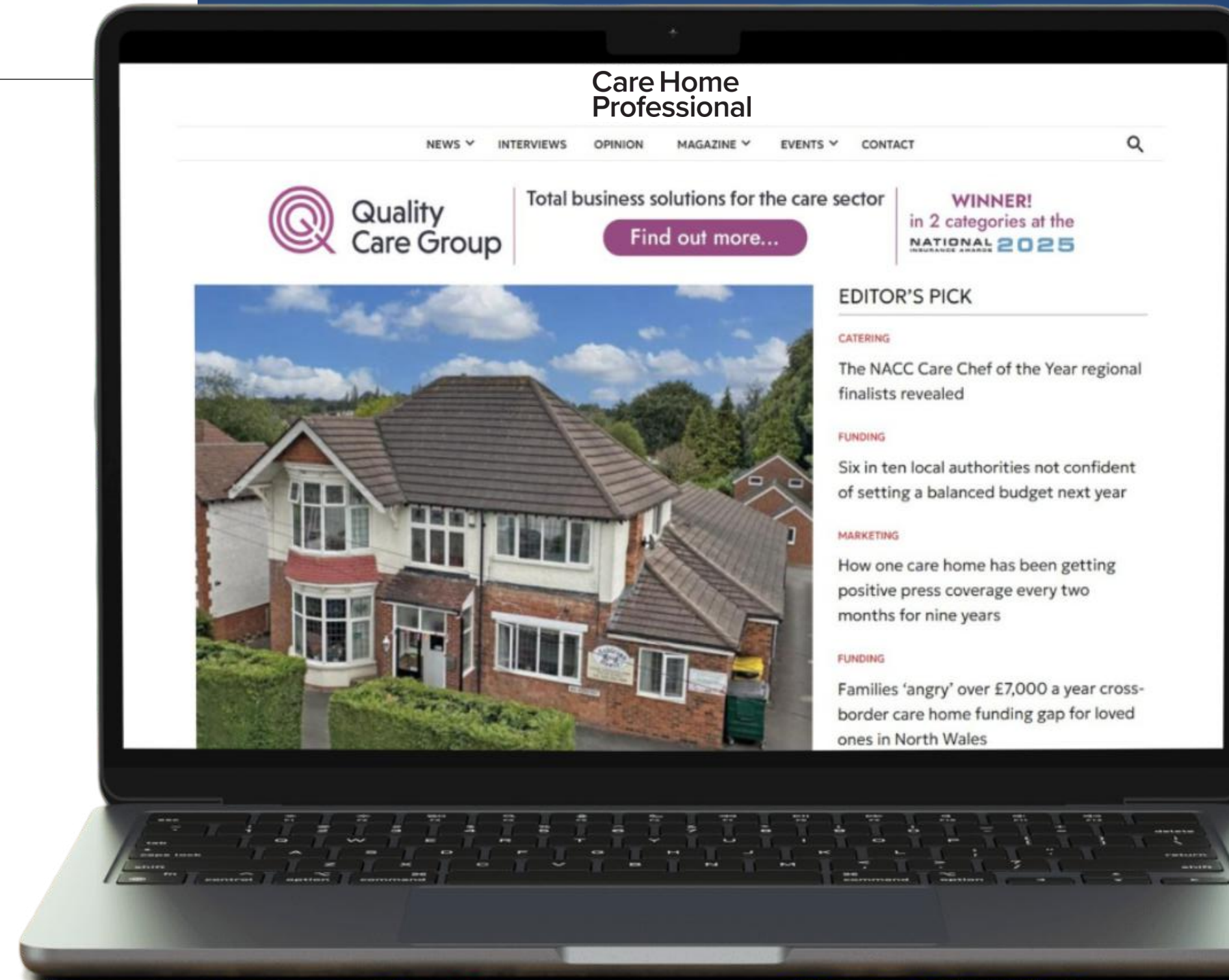
carehomeprofessional.com

WHO WE ARE

Care Home Professional is the industry's most authoritative and respected platform for information and business intelligence on the residential care sector. With a daily updated website, email news alert service and monthly print title for qualified senior executives, CHP is the go-to source for industry news and developments.

From breaking news stories and exclusive interviews with the chief executives of the most influential care providers to analysis of company strategies and industry best practice, CHP keeps those at the heart of this multi-billion pound market informed and up to date.

Through its engagement with care home owners, directors and chief executives, CHP offers suppliers an unrivalled opportunity to reach industry decision-makers and build brand awareness in a rapidly-expanding sector. In addition to print, digital and social media campaigns, CHP offers unique sponsorship opportunities for the annual Leaders in Care Awards, Leaders in Care Conference and Leading Women in Care Awards.



WHO THEY ARE

Care Home Professional reaches thousands of professionals from leading residential care providers, such as:

- Abbeyfield Society
- Advinia Health Care
- Akari Care
- Anchor Hanover
- Avery Healthcare
- Barchester Healthcare
- Bondcare Group
- Bupa UK Care Services
- Care UK
- Caring Groups
- Excelcare
- Four Seasons Health Care
- Greensleeves
- Hallmark Care Homes
- HC-One
- Healthcare Homes
- Hill Care
- Larchwood Care
- Maria Mallaband
- MHA
- Minister Care Group
- Orchard Care Homes
- Orders of St John Care Trust
- Porthaven Care Homes
- Priory Group
- Runwood Homes Ltd
- Sanctuary Group
- Shaw Healthcare
- Signature Senior Living
- Sunrise Senior Living & Gracewell



DIGITAL

Carehomeprofessional.com provides industry news and insight on a daily basis and is the most visited care home website for senior executives in the sector. Each month, the website is visited by **22,000 monthly users** and generates more than **40,000 impressions**.

POSITION	PRICE	SPECS
LEADERBOARD	£1,500	1040 x 120
MPU	£1,500	650 x 250
TOWER	£1,500	300 x 600
MOBILE TOWER	£1,800	300 x 100
WALLPAPER	£3,000	1920 x 1080

- *Discounts available for multi-month and cross-platform packages.
- Website banner positions are shared on rotation with a maximum of four clients sharing equal impressions. Wallpaper and pop-up are held exclusively, and not on rotation.
- Prices are per month and subject to VAT.

Care Home Professional

By **Stephen Hall** June 10, 2025



The executive chef at a Midlands-based care group has been awarded the Chef of the Year title at the recent Care Home Catering Awards

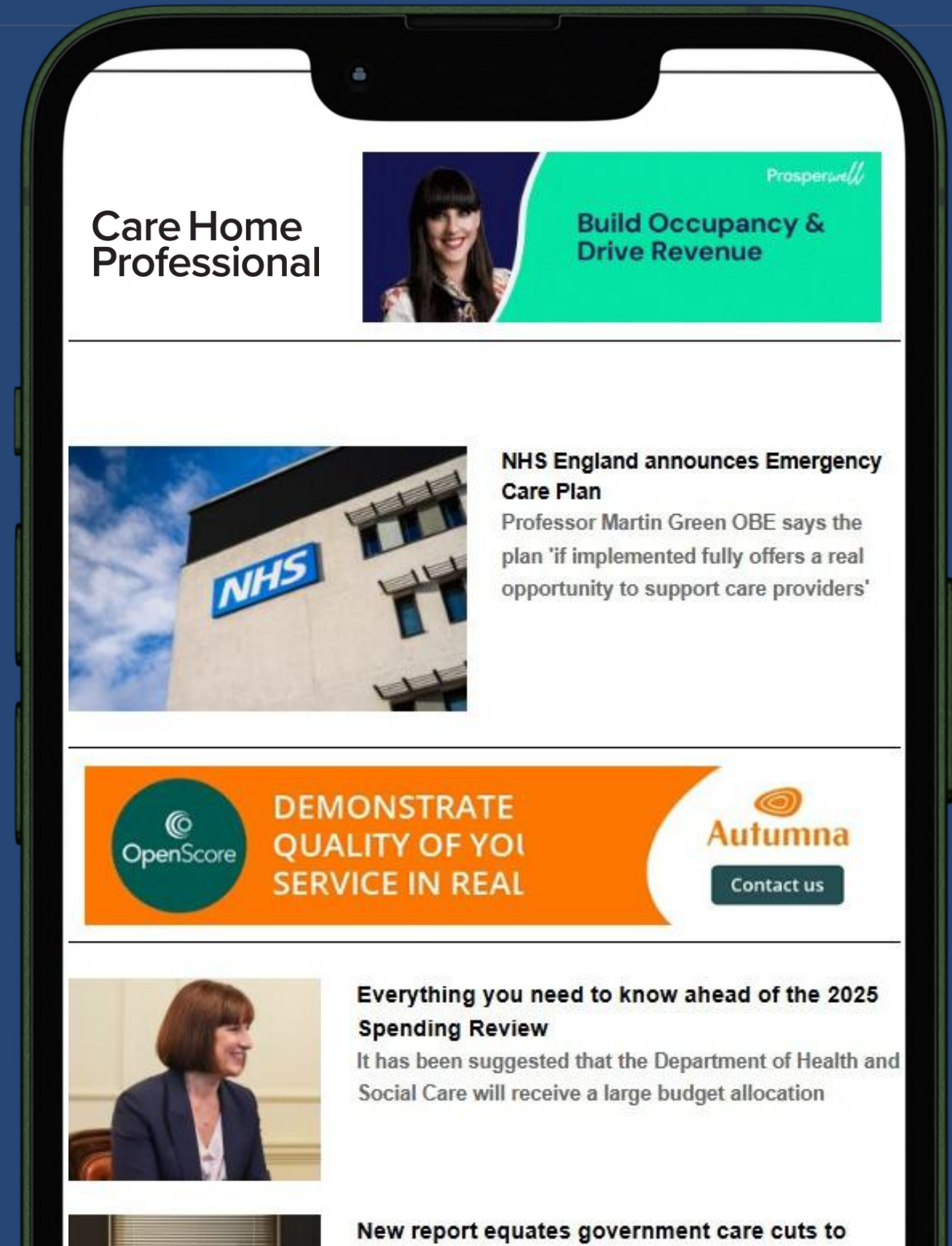
Anas Al Saadi is known affectionately as 'Ratatouille' by his colleagues and residents across the Macc Care Group,

DAILY ALERTS

Our daily news alert is sent Monday-Friday to more than **3,700 subscribers**, with **average open rates of almost 40%**. By advertising on the news alert, your company, products and services are placed in front of a highly targeted audience of care home operators in the UK. You're speaking directly to the owners, MDs and senior management that make the key purchasing decisions.

POSITION	PRICE	SPECS
E-SHOT	£3,000	HTML FILE
TOP BUTTON	£1,250	425 x 140
LEADERBOARD	£2,000	576 x 115
TALL LEADERBOARD	£2,500	576 x 173
BILLBOARD	£3,000	576 x 230

- *Discounts available for multi-month and cross-platform packages.
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PRINT

Every issue of Care Home Professional is read by more than **3,000** highly qualified professionals, while a digital version is also available via the website. Comprising a mix of in-depth features, executive interviews, company profiles and market analysis, CHP provides a comprehensive overview of the major developments taking place in the burgeoning care market.

POSITION	PRICE	SPECS
FRONT COVER PACKAGE	£5,000	210 x 280 (300 DPI)
OPENING DOUBLE PAGE SPREAD	£4,000	210 x 280 (TWO PAGES)
OUTSIDE BACK COVER BACK COVER	£2,500	210 x 280
INSIDE FRONT COVER	£2,250	185 x 121.6 / 90 x 247.9
DOUBLE PAGE SPREAD	£3,500	210 x 280 (TWO PAGES)
FULL PAGE	£2,000	210 x 280
HALF PAGE	£1,250	185 x 121.6 (H) or 90 x 247.9 (V)
QUARTER PAGE	£900	90 x 121.6
INSERT*	£2,000	*

- Discounts available for multi-month and cross-platform packages.
- *Insert cost dependent upon size / weight of the insert. Price based on standard A5 single flyer.
- Prices are per month and subject to VAT.



2025 SPECIAL REPORTS AND EVENTS

JULY

SPECIAL REPORT:

TOP 10 CARE GROUPS

LICC FEATURE

EVENTS:

LEADERS IN CARE CONFERENCE, LONDON (JULY 7TH)

AUGUST

SPECIAL REPORT:

POWER LIST, SPONSORED BY RADAR HEALTHCARE

LEGAL FEATURE

LEADERS IN CARE CONFERENCE REVIEW

SEPTEMBER

SPECIAL REPORT:

CSR/SUSTAINABILITY SPECIAL

OCTOBER

SPECIAL REPORT:

CARE SHOW PREVIEW (8TH-9TH OCTOBER)

LIC AWARDS SHORTLIST

EVENTS:

LEADERS IN CARE AWARDS 2025 (OCTOBER 7TH)

CARE SHOW BIRMINGHAM (OCTOBER 8TH-9TH)

NOVEMBER

SPECIAL REPORT:

LIC AWARDS WINNERS

DECEMBER

SPECIAL REPORT:

LUXURY CARE MARKET



A grand design

WYH has spent two years creating the Huntington complex, a Grade II listed building in Fulham. Managing Director Caroline Hedges talks us through an exclusive tour.

Nin London there is no finer care home group. WYH, founded in 1982, is the largest property in the world to be run by a single company. It has a reputation for excellent customer service, and its care homes are consistently rated as the best in the industry. This is due to the high standards of care and service that WYH provides. The company has a long history of excellence in care, and its reputation is well earned. The company has a long history of excellence in care, and its reputation is well earned. The company has a long history of excellence in care, and its reputation is well earned.

When we visit the new care home design things are different from other care homes. The new care home design is more modern, more comfortable, and more welcoming. The new care home design is more modern, more comfortable, and more welcoming. The new care home design is more modern, more comfortable, and more welcoming.



"It would take the care of a health and Social Care Minister to ensure the regulations and social care services are consistently high standard across the country."

It is an encouraging that ministers are clearly engaged in the social care sector. The government is committed to ensuring that social care services are consistently high standard across the country. The government is committed to ensuring that social care services are consistently high standard across the country.

EVENTS

The Leaders in Care Awards welcomes over 300 executives from care providers and suppliers across residential and domiciliary care. Sponsorship of our Awards provides branding opportunities across each of our platforms in the lead-up to the event, at the event itself and post-event, with promotions starting in April 2025, six months before the event. Our sponsorship packages also include tables at the Awards allowing you to invite existing or potential key customers, or celebrate with staff over a three-course meal and paid bar. The 2025 Awards will take place on 7th October in Birmingham.

Sponsorship packages at the Leaders in Care Awards start from £4,000 including a table for 10.



EVENTS

ROUNDTABLES

A CHP Roundtable allows the exclusive sponsor to network with selected care providers, discuss key topics facing the sector and benefit from a multi-page branded write up in an edition of CHP magazine, allowing your company to be seen as a thought leader in the sector. We offer both physical and virtual events with packages at **£5,000**. Bespoke webinars also available on request.



LEADERS IN CARE CONFERENCE

The Leaders in Care Conference welcomes over 100 attendees annually, with senior decision-makers from the residential and domiciliary care sector gathering to network and discuss key market topics. The conference's point of difference is its focus on ground-level changes that care providers can make in the absence of government change and funding increases. Sponsorship of the conference provides branding opportunities in the lead-up to the event, at the event itself and post-event. Our commercial packages include headline sponsorship, exhibiting, or a seat on a panel of your choice.



LEADING WOMEN IN CARE AWARDS

Taking place annually on International Women's Day at a beautiful central London venue, the Leading Women in Care Awards honours female champions from the care sector. From newcomers and registered managers to CEOs and business owners, individuals from all parts of the care sector are celebrated. Attendees get to hear from a captivating panel of social care experts and innovators, as well as having the opportunity to network with their peers. Sponsorship of the conference provides branding opportunities across our care platforms in the lead-up to the event, at the event itself and post-event.



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ABOUT ITP UK & ITP MEDIA GROUP

Care Home Professional is part of ITP Media (UK), an established publisher of B2B media, consumer publications and events. Its team of journalists provides daily news for sectors such as social care, retail catering and hospitality from the company's head office in London.

ITP Media (UK) is a subsidiary of the Dubai-headquartered ITP Media Group, which helps partners reach a global audience through its portfolio of publications, websites and events. Established in 1987, ITP Media Group has offices in Abu Dhabi, Riyadh and Mumbai, operating more than 75 brands and delivering over 200 events, conferences and awards galas every year.

For more, visit itp.com



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