



# Patient.co.uk

The UK's leading independent health site

Media Pack 2014

**Patient.co.uk is the UK's leading independent health site, established since 1997.**

We are a trusted source of information, and a first choice for consumers and health professionals nationwide.

Over 5000 clinician-authored condition & medicine pages are complemented by a comprehensive health and wellbeing centre and a free health-check. Our patient-to-patient discussion forums, large social media profiles, and mobile apps help us place patients at the centre of their own health.

We are accredited by The Information Standard, the Department of Health's quality mark and were recommended as 'The top health website you can't live without' by the Times newspaper (Jan 2013).



**88%**  
overall rating



**Debbie Bottomley**

Recommended by my GP as a tool to read symptoms / medical advice for patients and get the right information - Impressed will recommend

Like · Comment · January 10 at 12:07pm

👍 Patient.co.uk likes this.



**THE TIMES**


**#1 Health Website**

The top 50 websites you can't live without



# Patients trust our medical information, with over 17 million views each month

Page views per month

Mar 2014  
 **32,462,936**

Unique visitors


Mar 2014  
 **16,110,065**

New visitors per month


Jan 2014  
 **57.34%**

 **89,000+**  
Facebook likes

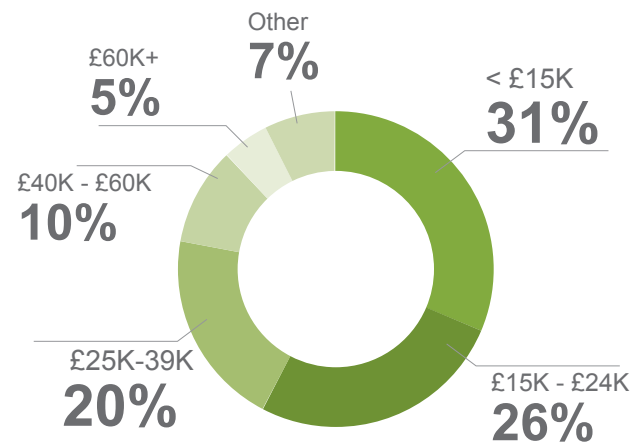
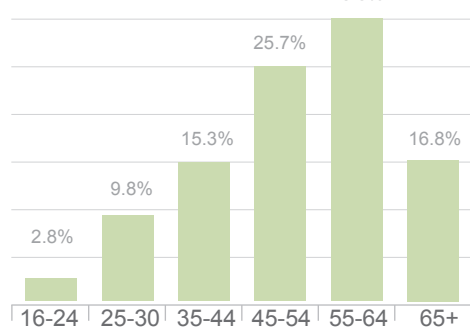
 **19,000+**  
Twitter Followers

 **1.5m**  
mobile apps impressions per month

## Consumer profile

  
**78%**  
Female

Age breakdown of Patients using Patient.co.uk





# Patient.co.uk reach 204,000+ unique health professional visitors every month

Page views from health professionals



Nov 2013  
**1,233,249**

People returning to the site



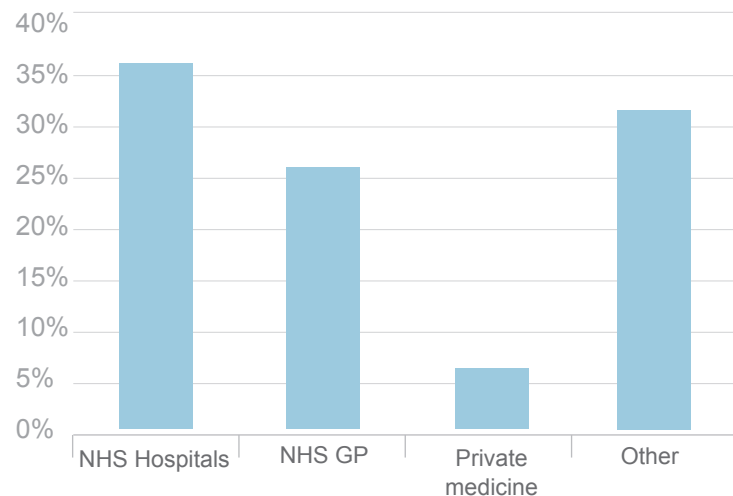
Nov 2013  
**81.4%**

Average visit duration

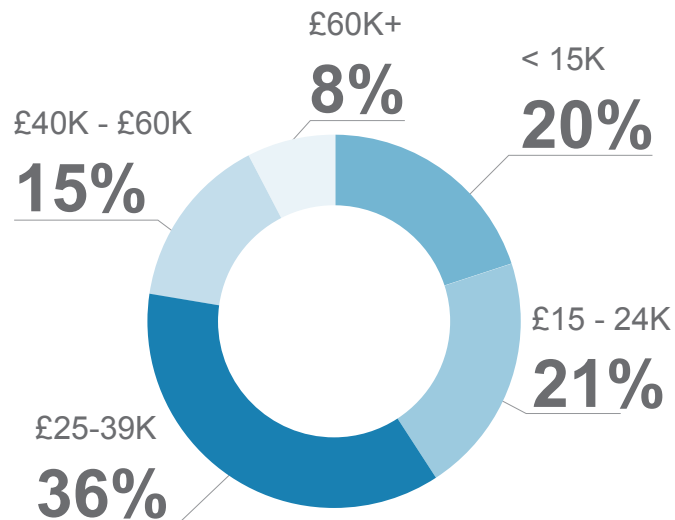


Nov 2013  
**4:13**

Workplace of health professionals using Patient.co.uk



Income of health professionals using Patient.co.uk



Take advantage of our professional targeted sections including:

[Educational resources](#)

[Brief decision aids](#)

[Professional blogs](#)

[UK Guidelines](#)



# Commercial opportunities

Find out how you can feature your content on Patient.co.uk to a highly engaged and relevant health audience

## Highly targeted advertising

Target your ad content:

- on individual pages
- on health channels
- by geographic location
- on the homepage
- on Search results
- to patient or health professional visitors
- mobile app advertising

Analytics report on monthly performance of targeted advertising available on request

## Newsletter feature

Feature your product, service or special offer in our monthly newsletter

- Get monthly exposure to tens of thousands of UK based patients
- Feature in healthcare professional targeted newsletters

## Advertorials and microsites

Engage customers with your brand messages through advertorial microsites

- Target customers through relevant health channels on Patient.co.uk
- 250,000 run of site traffic drivers included
- Video content, polls & data capture, all available on request



# More commercial opportunities

## Sponsorship

Our condition specific health hubs offer awareness within health channels and interactive discussions

- Sponsor health categories or discussion forums
- Run product trials
- Collect feedback from a highly targeted audience and promote your product as branded incentive for completion
- Insight into customer views and profiling
- Detailed reporting

## Social media

Reach a potential audience of 450k+ through our social media channels

All services priced on request, for more contact information see page 8

## Sponsored real-time chat

For a unique engagement opportunity and brand exposure, offer instant real-time chat on the relevant Patient.co.uk pages

- We provide experts offering free & confidential advice
- You sponsor the real-time chat service
- Ask bespoke questions to the user once the chat is concluded

### Parenting questions? Chat with an expert for free



● **Caroline Flint**  
Childbirth & Baby Expert  
Caroline advises on pregnancy, childbirth and life with a new baby.

Caroline: Hi, can I help?



YOUR BRAND HERE





# Get in touch

To discuss advertising opportunities,  
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