



# media pack

[www.firstpracticemanagement.co.uk](http://www.firstpracticemanagement.co.uk)

an introduction to **First Practice Management**



# First Practice Management (FPM)

[www.firstpracticemanagement.co.uk](http://www.firstpracticemanagement.co.uk) is the UK's leading online resource for medical practice managers.

**Our content driven website provides a wide range of information, guidance and support with all aspects of GP practice management.**

The site comprises of a 'public area' which includes general information on practice administration, news and articles, practice manager vacancy listings and salary surveys.

The 'member area' includes an extensive library of policies and procedures, toolkits and job descriptions. It also features a detailed HR & Employment Law area and a comprehensive Health & Safety section.

The online resource is backed up by dedicated expert advice lines providing employment law and operational advice and a thriving members community forum.

## History

FPM was launched in 2002 and has been at the heart of practice management for many years – the website has long been established as the most visited specialist GP practice management website in the UK. We understand the needs of practices and our team of experts and consultants are focused on providing members with the support, guidance and time-saving resources to help them manage their business.

## Site statistics 2012

**Unique visitors > 12,000 per month**

**Visitors > 27,000 per month**

**Page views > 118,000 per month**

# sample client list

Companies who have chosen  
[www.firstpracticemanagement.co.uk](http://www.firstpracticemanagement.co.uk)  
to reach their target market  
include...

**Supplies Team Solutions**  
Office Supplies & Stationery

**Towergate MIA**  
Surgery & Locum Insurance

**Westfield Health**  
Health Plan Services

**Crescendo Systems Ltd**  
Digital Dictation & Speech  
Recognition Systems

**My Surgery Website**  
Practice Websites

**Payedoc**  
Payroll Services

**RPM Solutions**  
Telecoms Solutions

**Minster**  
Cleaning Services

**SRCL Ltd**  
Waste Management  
Services

**Safe Water Solutions**  
Legionella Testing

**marketing** opportunities with FPM



# email bulletin

The weekly FPM email bulletin is sent to over 8700 medical practice managers and healthcare professionals.

The bulletin is a great opportunity to deliver your marketing message, increase awareness for your brand and direct readers to your site or promotional material.

The most recent Bulletins can be viewed in the FPM Bulletin Archive on the website.



# email bulletin advertising specification

## FPM bulletin advertising

Banner specifications	Width (pixels)	Height (pixels)	Resolution	File size*
<b>FPM leader board (top banner)</b>	619	90	72-96ppi	50kb
<b>Medium rectangle</b>	300	250	72-96ppi	50kb
<b>3:1 rectangle</b>	300	100	72-96ppi	50kb
<b>FPM leaderboard (bottom banner)</b>	619	90	72-96ppi	50kb

\*initial downloads only

## Guidelines

- Files must be no larger than 50kb
- All banners must have a target URL or document for the advert to link to. (Documents can be hosted on the FPM server if required.)
- Where a white background is used a border must be present
- First Practice Management reserves the right to refuse ads due to design/editorial content
- No sound/video/Flash

## Accepted file types

Static GIF/JPEG – .gif, .jpeg

Animated GIF – .gif

Animation duration – maximum 15 secs

Animation frames – maximum 5 frames

**Please note:** Outlook version 7 and above do not support animation – only the first frame of an animated .gif will display – so please ensure the first frame of the animation includes the main marketing message and call to action.

# email bulletin advertising pricing

## FPM bulletin advertising pricing

<b>3:1 rectangle/FPM leaderboard (bottom banner)</b>	£250 + VAT per insertion £750 + VAT for 4 insertions (booked together) £1300 + VAT for 8 insertions (booked together) £1625 + VAT for 13 insertions over a 12 month period (booked together) <i>Other discount options available</i>
<b>Medium rectangle</b>	£350 + VAT per insertion £1050 + VAT for 4 insertions (booked together) £1820 + VAT for 8 insertions (booked together) £2275 + VAT for 13 insertions over a 12 month period (booked together) <i>Other discount options available</i>
<b>FPM leaderboard (top banner)</b>	£500 + VAT per insertion £1500 + VAT for 4 insertions £2600 + VAT for 8 insertions £3250 + VAT for 13 insertions over a 12 month period (booked together) <i>Other discount options available</i>



# website

Run of Site (ROS) advertising is a great way to deliver your marketing message to practice managers and healthcare professionals visiting **[www.firstpracticemanagement.co.uk](http://www.firstpracticemanagement.co.uk)**.

Your advert will display across all pages of the site increasing awareness for your brand and is an excellent way of directing readers to your site or promotional material.

ROS advertising is sold on a CPM (cost per thousand impressions) basis.



# ROS advertising specification

## FPM website advertising

Banner specifications	Width (pixels)	Height (pixels)	Resolution	File size
FPM leader board (Run of Site)	400	85	72-96ppi	50kb

## Guidelines

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- First Practice Management reserves the right to refuse ads due to design/editorial content
- No sound/video/Flash

## Accepted file types

Static GIF/JPEG – .gif, .jpeg

Animated GIF – .gif

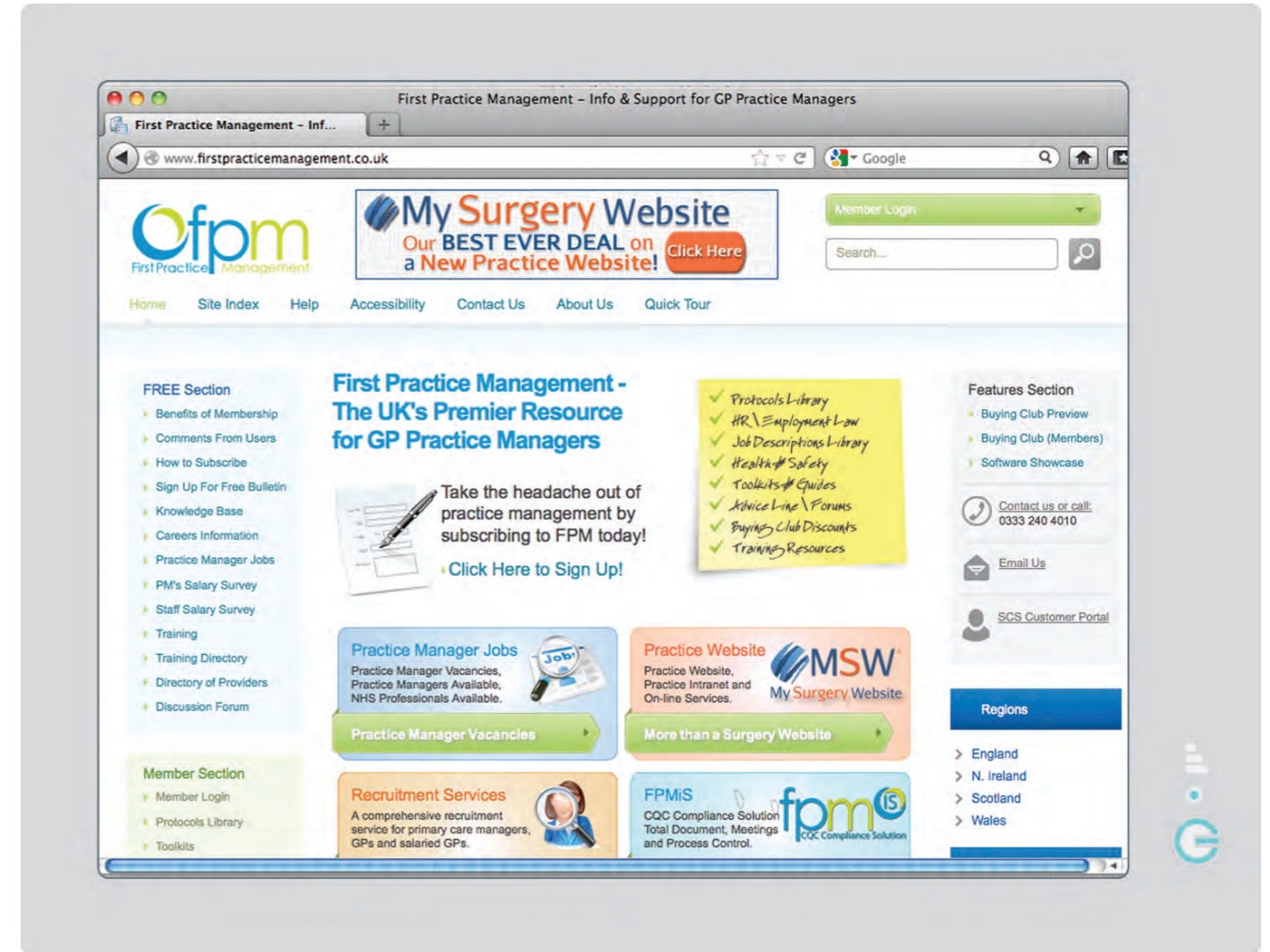
Animation duration – maximum 15 secs

Animation frames – maximum 5 frames

# pricing

FPM leaderboard (Run of Site)

£40 + VAT CPM  
Minimum 5,000 impressions





# directory of providers

The FPM Directory of Providers is a comprehensive listing of products and services of interest to GP practice.

The directories are categorised by product or service type and also alphabetically, allowing customers to find your business fast.

Directory entries are sold on an annual basis with three low cost options.

# directory of providers entry specification

<b>Standard</b>	<p>A Standard listing in the directory comprises of: Company name, location and postcode Telephone number, email address, website address Product/service description (up to 10 words in Word format)</p> <p><i>Note – a standard entry consists of a maximum of 4 lines. All Standard entries appear in alphabetical order underneath any Premier or Enhanced entries.</i></p>
<b>Enhanced</b>	<p>An Enhanced listing in the directory comprises of: Company name, full postal address and postcode Telephone number, email address, website address Product/service description (up to 100 words in Word format) Company logo (in jpeg format) The facility to link to a brochure, PDF or supporting document(s)</p> <p>A 'New Provider' announcement in our e-mail bulletin which goes out weekly to over 8700 managers and healthcare professionals around the UK.</p> <p><i>All Enhanced entries appear in alphabetical order towards the top of the page. Enhanced entries are positioned before any Standard entries/after a Premier entry.</i></p>
<b>Premier</b>	<p>A Premier advert is limited to one advert per product or service category. The premier advert appears above all other adverts. Specification is as per the Enhanced entry above but with further provision for additional promotional features.</p>

# directory of providers pricing

<b>Standard</b>	£125 + VAT per year
<b>Enhanced</b>	£250 + VAT per year
<b>Premier</b>	£500 + VAT per year



# buying club

First Practice Management promotes partner products and services via the FPM Buying Club.

Buying Club partners are required to offer FPM subscribers a favourable deal on their products or services which could not be obtained from another source.

If you wish to discuss the FPM Buying Club in more detail please get in contact with us via [buyingclub@firstpracticemanagement.co.uk](mailto:buyingclub@firstpracticemanagement.co.uk)

For further information  
on anything included  
in this media pack  
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