

UKAuthority Media Pack 2024

Digital, data and technology for the public good

- ▶ 84,000+ web visitors/week
- ▶ 27,942 weekly newsletter subscribers
- ▶ 4,283 daily news alert subscribers

Advertise on UKAuthority.com (Leaderboard & MPU running on rotation across site)

Time period	Artwork supplied by client (ex VAT)	Artwork created by UKA (ex VAT)	Average Outcomes
One Month	£ 425.00	£ 525.00	Combined monthly average: 10,000 impressions / 150 click throughs
Three Month Series	£1,147.50 (10% discount)	£1,417.50 (10% discount)	
Six Month Series	£2,167.50 (15% discount)	£2,677.50 (15% discount)	

Specifications: Leaderboard - 1172px X 120px | MPU - 250px X 250px

Newsletter advertising (Weekly 27k+ subscribers x one insert and Daily 4k+ subscribers x two inserts)

Publication	Artwork supplied by client (ex VAT)	Artwork created by UKA (ex VAT)	Average Outcomes
Timing agreed with client	£935.00	£1,055.00	400 click throughs

Specifications: 600px X 200px image plus 40 word call to action

Advertorial on UKAuthority and outreach via newsletter and social media

- Comprising: Industry Voice feature | Newsletter promoted posts (one x weekly plus two x daily) | Social Media support for feature (Twitter / LinkedIn x 5 in total)

Publication	Content / Artwork supplied by client (ex VAT)	Content / Artwork created by UKA (ex VAT)	Average Outcomes
Timing agreed with client	£2,340.00	£3,555.00	1000 page views 400 click throughs from newsletter various re social media

Specifications: 1000 words max | hero image 1000px X 400px | logos as required

UKAuthority's audience

Exploring best practice and innovation in the use of digital, data and technology to deliver efficient, modern health and public services.

30,000+ DDaT decision makers, thought leaders and professionals across Local Government, Central Government, Police, Fire, the NHS, Housing and Third Sector.

For more information about media opportunities, advertising and advertorial with UKAuthority or engaging with our virtual conferences, research or UKA Live programmes contact Helen Olsen Bedford: helen@ukauthority.co.uk



Central Government

- Ministerial Departments
- Non Ministerial Depts
- Executive Agencies
- NDPBs / Regions

TOTAL CONTACTS = 4,221

IT - including heads of / CIO / CDO / SIRO
Departmental Directors / Assistants / Deputies
Financial / Procurement / Contracts
Governance / Performance / Legal / Continuity
Project Officers / Strategists
Personnel / Training / Organisational Development
Policy and Public Relations
Other: Environment, Economic Development, Community, Operations, Customer Services



Housing Associations

TOTAL CONTACTS = 2,195

IT - including heads of / CIO / CDO / SIRO
Chief Executives / Financial Heads / Procurement
Heads of Housing service / Operations
Customer Services / Social Inclusion



Universities / FE

TOTAL CONTACTS = 1,911

IT - including heads of / CIO / CDO / SIRO
Chief Executives / Financial Heads / Procurement



Health

- Ambulance Trusts
- Health Acute Trusts
- Health Mental Care Trusts
- Health Boards (Scotland and Wales)
- Clinical Commissioning Groups
- Commissioning Support Units / Health Informatics
- Community Health Trusts

TOTAL CONTACTS = 4,741

IT - all aspects; including heads of / CIO / CDO / SIRO
Chief Executives / Assistants / Deputies / Corporate Affairs
Financial Directors / Procurement
Governance / Performance / Legal / Continuity
Medical & Nursing Directors / PCT and HLB
Commissioning
Project Managers / Heads of Operation
Personnel / Training / Organisational Development
Policy and Public Relations
CCG Chairs / Vice Chairs
CCG Practice Manager reps
Community / Operations / Customer Services



Fire and Rescue

TOTAL CONTACTS = 511

IT - including heads of / CIO / CDO / SIRO
Chief Fire Officers / Assistants / Deputies
Financial / Procurement / Contract officers
Governance / Performance / Legal / Continuity
Operations / Personnel / Authority Members etc.



Local Government

- English Counties
- English Districts
- English Unitaries
- London Boroughs
- Metropolitan Districts
- Northern Ireland
- Scottish Unitaries
- Welsh Unitaries

TOTAL CONTACTS = 15,110

IT - all aspects; including heads of / CIO / CDO / SIRO
Chief Executives / Assistants / Deputies
Financial Directors / Procurement / Contracts
Customer Services / Revs / Bens
Governance / Performance / Legal / Continuity
Social Care / Children's / Education
Councillors / Members
Housing / Community Safety / Emergency Planning
Libraries / Records / Cultural / Leisure
Personnel / Training / Organisational Development
Policy / Public Relations
Environmental / Economic Development

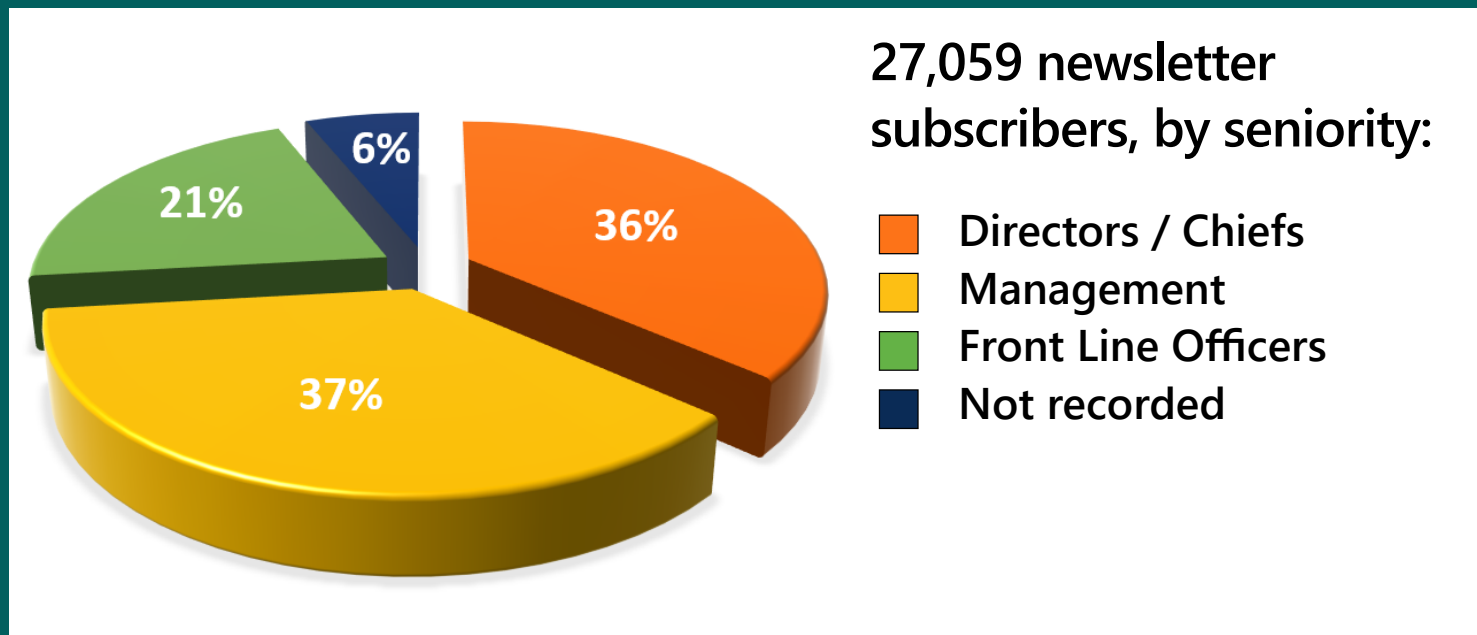
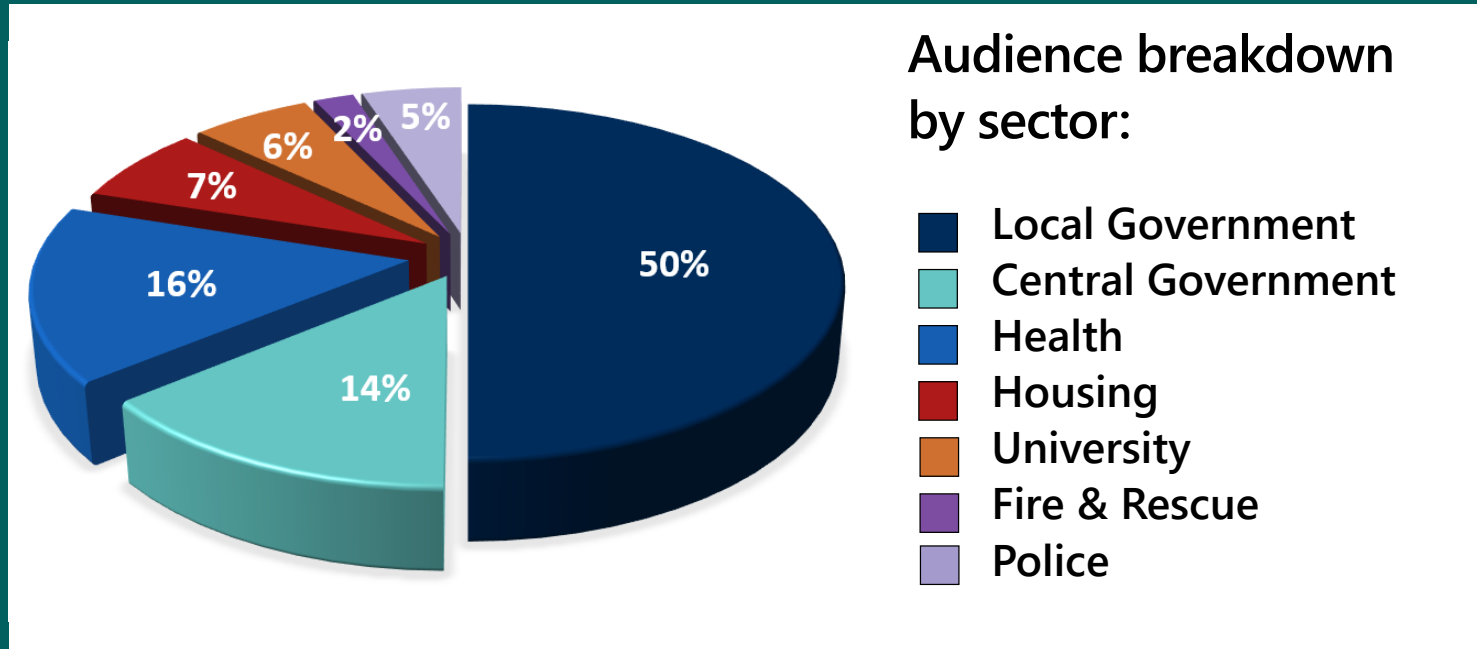


Police

TOTAL CONTACTS = 1,408

IT - including heads of / CIO / CDO / SIRO
Chief Constables / Assistants / Deputies
Other Senior Officers
Financial / Procurement / Contracts Officers
Governance / Performance / Legal / Continuity
Project Managers / Operations
Police and Crime Commissioners

UKAuthority's regular readers



For more information about UKAuthority virtual conferences, advertising opportunities, research programmes or UKA Live contact Helen Olsen Bedford: helen@ukauthority.co.uk

UKAuthority Speakers & Partners for Conferences, News & Research:

The following list represents the logos displayed in the grid:

- Cabinet Office
- Stockport Metropolitan Borough Council
- Scottish Government
- Nutanix
- AWS
- Cisco
- National Cyber Security Centre
- Norfolk County Council
- The Royal Borough of Kingston Upon Thames
- GIG Cymru NHS Wales
- Jisc
- Microsoft
- Central Digital & Data Office
- NPCC (National Police Chiefs' Council)
- Leeds City Council
- Socitm
- alteryx
- Crown Commercial Service
- ICO (Information Commissioner's Office)
- Mayor of London
- The Royal Borough of Kensington and Chelsea
- NHS University Hospitals Coventry and Warwickshire NHS Trust
- NDL
- Hitachi Solutions
- Department for Digital, Culture Media & Sport
- Wigan Council
- Canolfan Gwasanaethau Cyhoeddus Digidol
- Centre for Digital Public Services
- Loti
- tisski
- maptionnaire
- Department for Environment Food & Rural Affairs
- ONE LONDON
- NHS England
- TPXimpact
- Department of Health & Social Care
- Sunderland City Council
- Birmingham City Council
- geo.place
- SS&C | blueprism
- Department for Levelling Up, Housing & Communities
- Greater Cambridge Partnership
- Suffolk County Council
- Digital Office (Scottish Local Government)
- UiPath Reboot Work.
- Hewlett Packard Enterprise
- Department for Science, Innovation & Technology
- Manchester City Council
- Glasgow City Council
- Coventry and Warwickshire Integrated Care System
- Local Government Association
- ieq4
- precisely
- Ministry of Defence
- DWP Digital
- Swindon Borough Council
- NHS West Yorkshire Integrated Care Board
- Local Government Association
- techUK
- JADU
- rackspace technology
- Hackney
- Hertfordshire
- Ada Lovelace Institute
- scc Health
- Agilisys
- Cisco Secure