



# Homecare Association



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## Affiliate Members Programme Media Opportunities 2022

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Connecting you to over 2,000 homecare providers across the UK





**We are the  
Homecare  
Association**

# Showcase your products and services to key decision makers in homecare

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The Homecare Association is the only membership body dedicated to representing homecare providers. Together we ensure that homecare is valued, and people can live well at home and flourish in their communities.

We have over 2,000 homecare provider organisations in membership, with over 4,000 member contacts with whom we communicate, representing a third of the homecare market.



*We value the insights on the sector and the opportunities to connect with homecare providers.*



Max Parmentier, CEO at Birdie

Our members who operate in the independent or voluntary homecare sector provide a range of home-based care and support services, including:

- hourly care at home
- live in care services
- extra care housing
- nursing care at home.








As an Affiliate Member of the Homecare Association or supplier to the homecare sector, our affiliate programme offers a unique and valuable opportunity to raise awareness of your products and services to a relevant and engaged audience.

Our programme offers a range of unrivalled opportunities to access major influencers and key decision makers in the homecare market, including business owners, directors of homecare, registered managers, and franchise owners.

# Benefits of Affiliate Membership

Our Affiliate Membership programme is available to any individuals or organisations that provide goods, services and consultancy to homecare providers. Our members are looking to work with organisations that add value to what they do and help them address opportunities and challenges.

Here is what we offer you as an Affiliate Member of the Homecare Association

-  **Access to the homecare market** – over 2,000 homecare provider members ranging from small independent providers to large national franchises
-  **Connect and network** – meet, engage and build relationships with homecare providers, through facilitated connection and a comprehensive programme of events
-  **Promote your goods and services** – Affiliate Members benefit from a directory listing on a dedicated web page, with the opportunity to promote offers on your listing
-  **Regular homecare news and information direct to your inbox** – everything from offers, policy alerts and sector updates to keep you informed about the market
-  **Discounted rates on promotional and sponsorship opportunities** – feature in our traditional and digital media channels, including our new member publication 'Homecare'
-  **Use of our Affiliate Membership logo** – demonstrate your commitment and support for the homecare sector by using our logo in your marketing
-  **Access to the member's area of our website** – benefit from our member-only market reports and resources giving you valuable insights into the homecare sector

Our insight. Our influence. Our impact.

# Opportunities to reach and engage our membership

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We offer our Affiliate Members a number of ways in which they can reach our provider members, including traditional and digital platforms, including:

## Digital marketing

- Blogs
- Vlogs
- Podcasts
- Email shots
- Webinar sponsorship
- Adverts on the Homecare Association website.

## Traditional marketing channels

- Event sponsorship and exhibition opportunities, including our flagship annual conference
- 'Homecare' - our members magazine
- New member welcome packs



*Towergate has worked in partnership with the Homecare Association for 10 years. We find this relationship gives us valuable insight into the sector and allows us to really understand the needs and concerns of their members.*



Carolyn Baker-Mellor, Head of Care and Charity  
at Towergate Insurance Brokers

# Digital marketing

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## **Blogs**

Share your knowledge and expertise on topics of interest to our members via our blog. As part of your membership fee, you will have the opportunity to include one blog a year on our website. Our blog page currently has over 3,000 unique page views per month.

Discounted rates for subsequent blogs will be offered to a maximum of three per year. Blogs will be shared to our membership via email marketing and on our social media channels.

## **Vlogs**

Like a blog, vlogs enable you to share your expertise, thoughts and ideas via a short video. Vlogs are very powerful at engaging and inspiring an audience, allowing for a more personalised approach to delivering key messages. Vlogs will be shared to our membership via email marketing and shared on our social media channels.

## **Podcasts**

Podcasts are a digital audio files and are rising in popularity. If you do not feel video delivery is right for you or your organisation you could consider a five-minute podcast. Podcasts are also useful if you want to deliver your knowledge and expertise in an interview style format. Podcasts will be posted on the Homecare Associations YouTube channel and shared on our social media platforms.

## **Email shot**

Send your advert or case study direct to the inbox of over 2,000 homecare provider members.

**Our vocation. Our voice. Our value.**

# Webinar sponsorship

As part of our membership engagement programme, we run regular webinars on a range of topics. The aim of our webinars to provide practical advice and support to help our members with the opportunities and challenges they face. Our webinars typically reach an audience of 100-250 delegates. We can provide post event metrics to help you evaluate success and return on investment.

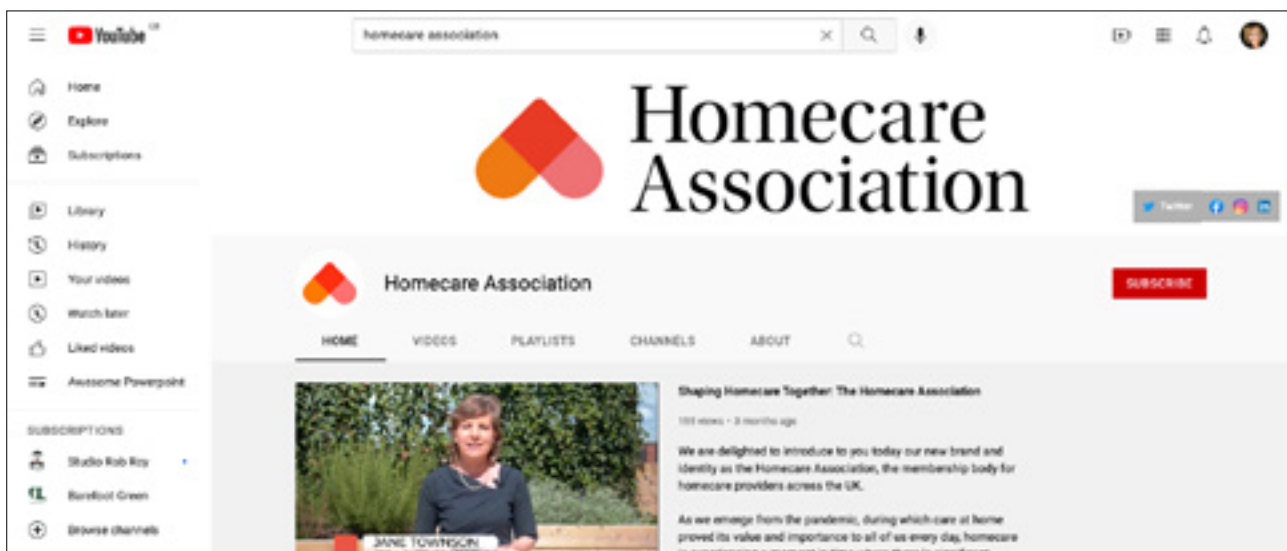
We offer our Affiliate Members three types of webinar sponsorship opportunities:

1. sponsor a Homecare Association webinar
2. host your own webinar
3. themed panel discussion.

## Sponsor a Homecare Association webinar

If we are running a webinar that has relevance to your offering, you could raise the profile of your business by sponsoring our webinar. This package includes:

- listed as sponsor when advertising the webinar
- listed on the booking form and confirmation email
- listed in pre-event email to delegates
- listed on the landing slide
- credited in host's opening and closing address
- two-minute speaking slot
- credited on our social media channels.



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## Host your own webinar

Why not host your own webinar? If you have something practical, relevant and meaningful to say that will help and support our members we can set up and market a webinar on your behalf. We will proactively market your webinar, including email and social media marketing. If you are interested in this opportunity, we will develop a bespoke package that meets your needs.

## Themed panel discussion webinar

Join one of our themed events as a panellist to showcase your expertise and ideas, contributing to debates that help shape key opportunities for our members and solve challenges and concerns. This package includes:

- listed as sponsor when advertising the webinar
- listed on the booking form and confirmation email
- listed in pre-event email to delegates
- listed on the landing slide
- credited in host's opening and closing address
- part of panel discussion
- credited on our social media channels.

## Advertise on our website

Promote your product or service on the Homecare Association's new website, reaching 3,000+ unique visitors every day.



**KIERAN  
LYNCH &  
CO**

CARE SECTOR VAT SPECIALISTS

Contact either Ian Sutton or Jock Waugh  
e [ian.sutton@kieran-lynch.co.uk](mailto:ian.sutton@kieran-lynch.co.uk) or  
e [jock@kieran-lynch.co.uk](mailto:jock@kieran-lynch.co.uk)  
t 0114 262 2127 w [kieran-lynch.co.uk](http://kieran-lynch.co.uk)

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# Digital rates

Digital channel	Size	Affiliate member rate excluding vat	Non-member rate excluding vat
Email Shot	600px wide and 100px high and located in the footer of the email	£750	£1500
Blog post	500 words max	£500	£500
Podcast	Five minute recording or video	£1,000	£2,000
Vlog	TBC	£1,000	£2,000
Web adverts	TBC	POA	POA

Our insight. Our influence. Our impact.

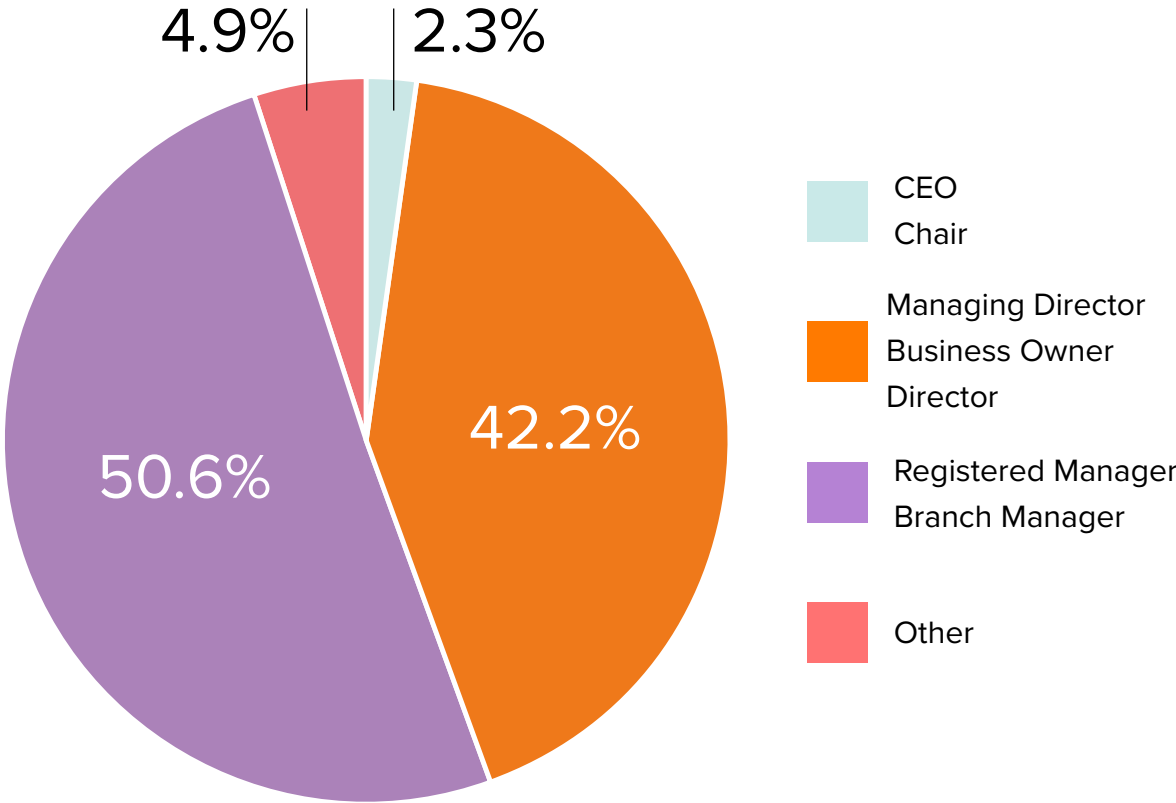
# Member magazine – ‘Homecare’

We are delighted to announce the relaunch of our widely respected and trusted member magazine, with its new name ‘Homecare’.

The Homecare Association is the only membership body dedicated to representing homecare providers. Together we ensure that homecare is valued and people are able to live well at home and flourish in their communities. We have over 2,000 homecare provider organisations in membership.

We believe the new name of our magazine better reflects our membership and audience profile. Our primary audience profile is key decision makers in homecare, including business owners, directors of homecare, registered managers and franchise owners.

## Readership profile



# Engage our membership in your offering

Homecare magazine provides our Affiliate Members and partners with an opportunity to promote their products and services directly to our homecare provider membership. Homecare will be produced every quarter (March, June, September and December) in both hard copy magazine format and as a 'flipbook' electronic book. All homecare provider organisations will receive a hard copy and electronic version direct to their inbox.

Below is our media rate card detailing the costs of advertising.

Size/position	Dimensions	Affiliate member rate excluding vat	Non-member rate excluding vat
Back Cover	297mm x 210mm (3mm bleed)	£1,500	£2,000
Inside Front Cover	282mm x 195mm (no bleed)	£1,500	£2,000
Full page	282mm x 195mm (no bleed)	£1,100	£1,650
½ Page	137.5mm x 195mm	£700	£1,050

Please supply all artwork at 300dpi, CMYK colour.

Print submission deadlines: 7 February, 7 May, 7 August, 7 November

If you would like to advertise or to book a series, please contact Liam Pavesi in Membership Services. There are discounts on offer for repeat advertising.

t. 020 8661 8181

e. [liam.pavesi@homecareassociation.org.uk](mailto:liam.pavesi@homecareassociation.org.uk)

For technical print enquiries please contact our Head of Marketing  
Matt Wilks.

t. 020 8661 8186

e. [matt.wilks@homecareassociation.org.uk](mailto:matt.wilks@homecareassociation.org.uk)

# Membership event programme

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We are planning to run a comprehensive programme of events, both online and face-to-face in 2022/2023. All events will offer our Affiliate Members either direct engagement or sponsorship opportunities.

If you would like to exhibit at our annual conference or be a sponsor, please refer to our Exhibitor and Sponsorship Programme.

In addition to our annual conference, we are scoping the following events which we will market to our membership:

- round tables and dinners
- special Interest Groups (SIGs)
- regional events
- celebrating success in the homecare sector – annual event
- masterclass series
- new member events
- member update meetings.

If you feel sponsorship of one of these events would meet your business needs, we welcome you to express an interest.

# New member marketing

If you would like to create awareness of your products and services to new members joining the Homecare Association, we are looking to create opportunities for you to do so.

Why not consider a promotional insert into our new members welcome pack?

Or a PDF insert sent with our welcome email.



# Follow us on social media

Social media growth over the past 12 months

We gained over

**423**

**NEW followers**  
on Instagram

we reached

**53k**

people on  
**FACEBOOK**

our posts can  
reach over

**6.6k**

on Facebook  
EACH MONTH

We totalled

**7750k**

**FOLLOWERS**  
on Twitter

We gained over

**1600k**

**NEW followers**  
on LinkedIn

On LinkedIn  
we reached over

**335k**

**PEOPLE**

we reached over

**594k**

**PEOPLE ON**

*Twitter*

we received

**887**

**TOTAL LIKES**

on Facebook



# Prices

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Affiliate Membership is based on an annual subscription

Homecare Association Affiliate Membership costs as little as £815 exclusive of VAT, depending on your companies turnover:

<b>Turnover £</b>	<b>Rate (Ex VAT)</b>
Up to £500k*	£815
£500k- £5 million	£1, 635
£5 million- £25 million	£2, 450
£25 million +	£4, 085

\*Up to £500k category includes organisations at pre-revenue stage

For more details please contact the membership team on:

**t.** 020 8661 8188 select option 2

**e.** [membership@homecareassociation.org.uk](mailto:membership@homecareassociation.org.uk)

## Terms and conditions

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It is the responsibility of the Affiliate Member to keep ensure any advertisement of their product or service is kept up to date. The Homecare Association reserves the right to amend/remove an advert should a query arise, however the member will be notified prior to this action.

Affiliate Members can use the Homecare Association affiliate logo whilst in membership and should they wish offer discounts to other Homecare Association homecare provider members.

Affiliate Membership is based on a paid membership subscription which is non-refundable.

Paid for advertising through the Homecare Associations digital channels is not a sign of endorsement.

Applications for sponsorship or advertising from Affiliate Members will be reviewed and assessed, with a decision given within five working days.

Artwork supplied to the Homecare Association will be checked however it is the responsibility of the supplying organisation that the details and formats are correct. The Homecare Association is not responsible for any incorrect materials supplied.

The Homecare Association will promote through all our media channels the opportunity for homecare provider members to join our webinars however there is no guarantee on the numbers that attend.

We will provide data on digital marketing performance, but are unable to share any homecare provider data.



**Homecare Association**

Sutton Business Centre  
Restmor Way  
Wallington  
SM6 7AH

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**t:** 020 8661 8181

**e:** [membership@homecareassociation.org.uk](mailto:membership@homecareassociation.org.uk)

**w:** [www.homecareassociation.org.uk](http://www.homecareassociation.org.uk)

Company registration number: 03083104

Registered in England

