

Contact Doctors.net.uk

For more information on the benefits of advertising your vacancies on Doctors.net.uk, get in touch:

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“Doctors.net.uk is an extremely friendly and professional organisation. Our account manager Andrea and her team are always on hand with help and to give advice when needed. Andrea and Angela always do their best to ensure our company objectives are met and that everything runs as smoothly as possible. All in all, Doctors.net.uk is a pleasure to work with.”

Why use Doctors.net.uk's recruitment service?

The medical recruitment advertising service from Doctors.net.uk supports many UK and overseas organisations with their medical recruitment advertising activities.

The service has a proven track record in delivering flexible recruitment solutions for UK and global clients across the medical recruitment sector. Whether you are looking to advertise a vacancy or increase your brand exposure to a specific and active doctor segment, Doctors.net.uk is the only place to advertise.

The website is exclusive to GMC-registered doctors only

- Client feedback regularly indicates high-quality applications from only the specific specialties you need

Targeted engagement with high-demand specialties

- Targeted advertising to reach doctors for hard-to-fill vacancies

Accurately target doctors across 80 specialties by seniority and location

- Engage only with doctors that meet your recruitment needs
- Reach active and passive job seekers

Member profiling

- Identify doctors with specific skills and clinical interests

Facility to pre-screen candidates

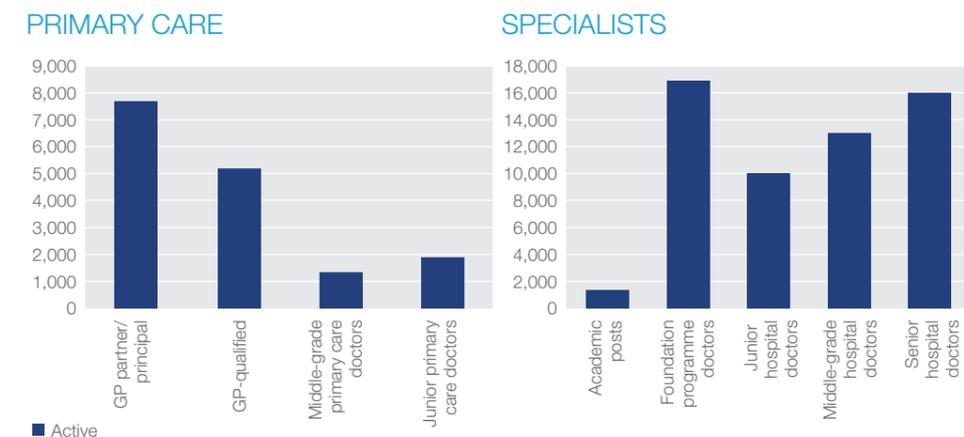
- Pre-screen candidates in line with pre-employment requirements

Doctors.net.uk recruitment service is used by **26,115 doctors** each month. In 2011 it attracted more than **68,000 unique doctors** across primary and secondary care.

Audience profile

By seniority

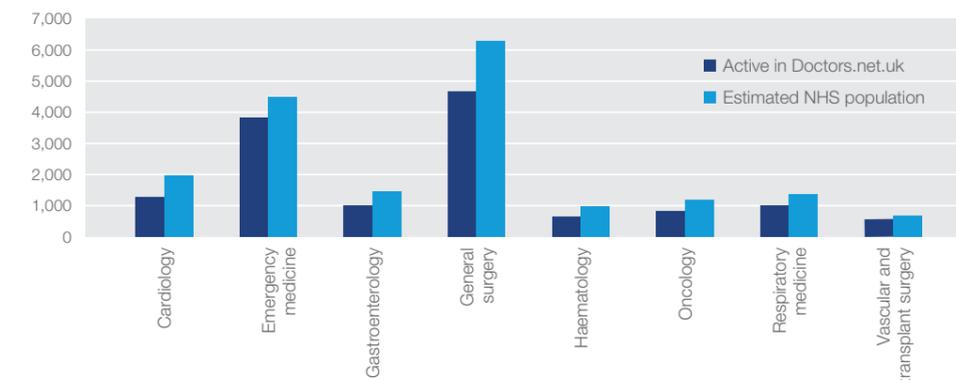
The membership of Doctors.net.uk is segmented by seniority. There are more than 100 different grading options available in primary and secondary care, from medical student and foundation year 1 to consultant, professor and director roles. A selection of these are illustrated below.*



*Active 90 member count at 11 May, 2011

By specialty

The membership of Doctors.net.uk is made up from more than 80 different specialties across primary and secondary care. A selection of these are illustrated below comparing active members* of Doctors.net.uk with the estimated NHS population.



Doctors.net.uk enjoys unrivalled levels of activity with authenticated UK doctors. No other website can offer these levels of activity or quantity of registered medics.

Advertising options

Each option is designed to reach and engage your target audience and active members of the website.

Promotions within the jobs area and across the website will engage both active and passive job seekers, generating awareness of your vacancies.

A. Branded applications – page 4

Gold package

Brand exposure in the clinical e-bulletin reaching active members of Doctors.net.uk

Silver package

Brand exposure in the jobs e-bulletin reaching active job seekers

B. Target a post – page 6

Gold package

Promote your post in the clinical e-bulletin reaching active members of Doctors.net.uk

Silver package

Promote your post in the jobs e-bulletin reaching active job seekers

C. Multiple posts – page 10

D. Display advertising

For further information on display advertising (CPM) and DoctorClicks (CPC), request a media pack

Contact us

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Last year

- 26,115 unique doctors interacted with jobs content on average each month

– 23,130 hospital doctors

– 2,985 GPs

Did you know?

The clinical e-bulletin typically increases click-through to your advert by **25–45%** (dependent upon specialty).

Branded applications

“ The branded recruitment campaign we have been running targets the doctors we need and consistently delivers great results in terms of numbers and quality of applications. Being able to focus our advertising on particular grades and specialties is of great benefit and ensures we meet demand from our clients. ”

Gold package

Maximum brand exposure accurately targeting your chosen audience by specialty and seniority. Includes promotion in the clinical and jobs e-bulletins to ensure you reach both active and passive job seekers.

Promotion in the clinical e-bulletin will typically increase activity on your advert by 25–40% (dependent upon specialty).

Rates

Start at **£1,500 for 4 weeks** and are dependent upon the scale of the audience size of your chosen doctors.

(Discounts apply to longer-term commitment)

- Elements in the clinical e-bulletin reaching active email users in your target doctors
- Signposting across the website attracting active and passive job seekers and providing maximum brand exposure
- Featured recruiter promotion on the main jobs page giving higher visibility of your brand
- Promotional element in the jobs e-bulletin targeting members actively looking for new job opportunities
- Pre-screen doctor applications in line with pre-employment requirements, generating quality applications

Silver package

Promote your brand on the jobs homepage and across the website reaching both active and passive job seekers. Clear signposting in high-profile areas of the website accurately targets doctors by seniority and specialty.

Rates

Start at **£1,000 for 4 weeks** and are dependent upon the scale of the audience size of your chosen doctors.

(Discounts apply to longer-term commitment)

- Signposting across the website attracting active and passive job seekers and providing maximum brand exposure
- Featured recruiter promotion on the main jobs page giving higher visibility of your brand
- Promotional element in the jobs e-bulletin targeting members actively looking for new job opportunities

Applications with a specific skill set?

Include pre-screening questions in line with pre-employment requirements at just **£50 per question**.

Target a post

“Doctors.net.uk has been very friendly and efficient to deal with. We have advertised for occupational health physicians and have been very happy with the results.”

Gold package

Prime positioning in front of active and passive job seekers by accurately targeting doctors with the required skill set. Includes promotion in the clinical e-bulletin providing maximum exposure of your post.

Promotion in the clinical e-bulletin will typically increase activity on your advert by 25–40% (dependent upon specialty).

Rates

Start at **£1,250 for 4 weeks** and are dependent upon the scale of the audience size of your chosen doctors.

(4-week extension 25% discount)

- Elements in the clinical e-bulletin reaching your chosen audience
- Signposting across the website attracting active and passive job seekers
- Featured recruiter promotion on the main jobs page
- Promotional element in the jobs e-bulletin

Applications with a specific skill set?

Include pre-screening questions in line with pre-employment requirements at just **£50 per question**.

Silver package

Promote your vacancy to job seekers in your chosen target audience. Clear signposting in high-profile areas of the website accurately targets doctors by seniority and specialty.

Rates

Start at **£950 for 4 weeks** and are dependent upon the scale of the audience size of your chosen doctors.

(4-week extension 25% discount)

- Signposting across the website attracting active and passive job seekers
- Featured recruiter promotion on the main jobs page
- Promotional element in the jobs e-bulletin
- Priority display in search results

Applications with a specific skill set?

Include pre-screening questions in line with pre-employment requirements at just **£50 per question**.

Multiple posts

Multiple job slot packages are ideal for the smaller budget. Job listings will be found by doctors searching for new job opportunities.

- Most recent jobs uploaded listed at the top of search results
- New jobs uploaded promoted in email alerts to job seekers
- Display in 'Latest jobs' on the main jobs page
- All job listings display your organisation logo
- Promotion in 'You may also be interested in' on the main jobs page

Packages

1. **100 job slots to be posted over 3 months £750**

Purchase additional jobs slots within your account period for only **£10 per job**

2. **Pay per unique application only**
100 job slots to be posted over 6 months:
£25 per unique application

'Multiple post' packages exclude high-profile promotion to active members of Doctors.net.uk

Increase the visibility of your jobs listings

Promote to job seekers in the jobs e-bulletin

- £250 per promotional element**

Display your brand on the main jobs page

- Featured recruiter slot **£500 per month**

Provide more information on your company

- Employer profile just **£100**, visible from live jobs

Higher visibility of single job listings

- Purchase 'featured job' slots at just **£5 per slot** (minimum purchase £100)

Latest jobs

Displays the most recent jobs listed on the jobs board.

You may also be interested in

Displays your organisation logo and promotes all or single job listings.

Job listing

As standard, includes your organisation logo and job email alerts.

Featured jobs

Displays job title.



Featured recruiters

Displays your organisation logo and includes rollover text to promote all or individual job listings.

“ When we started using the advertising service on Doctors.net.uk the idea was to list vacancies on an ad-hoc basis only. Two years on, my colleagues and I use it every day; it is firmly established as our favoured medical jobs site. ”

How to advertise

For more information on placing an advertisement, contact one of the team today.

Creative requirements are accepted in most formats and any questions can be discussed with your dedicated account manager.

DEADLINES ARE DEPENDENT UPON YOUR REQUIREMENTS

Doctors.net.uk aims to launch your advert online as soon as possible, priding ourselves on our quick turnaround times (subject to receipt of your work order and artwork).

Payment will be by invoice if you have advertised with Doctors.net.uk previously. Invoices will be raised on the day your advert goes online and should be settled within 30 days of the date of invoice.

Prepayment is required if you are a new organisation working with Doctors.net.uk and payment of invoice can be made by BACS transfer, credit card (3% fee applies) or cheque.

RATES VALID FROM MAY 2012 UNTIL FURTHER NOTICE

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About Doctors.net.uk

Doctors.net.uk is the largest and most active professional network of doctors in the UK.

Since its launch in 1998, **over 188,000 doctors** have become members. The network is doctors' most used and trusted source of online information, collaboration and education.

Members are GMC-authenticated doctors

- On average, active members use Doctors.net.uk 26 times each month
- Around a quarter of the UK's doctors use the service every day
- High open rates are regularly achieved across the range of highly targeted specialist newsletters
- Doctors.net.uk is accessible to members at work (within the NHS) and at home
- Activity levels over time (unique doctors):
40,000 in a day; 54,000 a week;
64,000 in 30 days; 82,000 in 180 days

With **over 40,000 doctors** engaging with the network every day, Doctors.net.uk is supporting members in making the best decisions for the care of their patients.

Doctors.net.uk enjoys unrivalled levels of activity on its network with authenticated UK doctors. No other website can offer these levels of activity or quantity of registered medical professionals.

Why do doctors use Doctors.net.uk?

Accessibility and relevance are two important reasons doctors use the service.

Doctors.net.uk is accessible to doctors at work, unlike the majority of other webmail services or communications websites.

Doctors' experience on Doctors.net.uk is tailored to their profile so the content they see is more likely to be interesting and clinically relevant.

Don't just take our word for it, here's what one member had to say:

I feel plainly indebted to Doctors.net.uk for creating a platform for facilitating professional networking and enabling me to stand on the shoulders of giants.