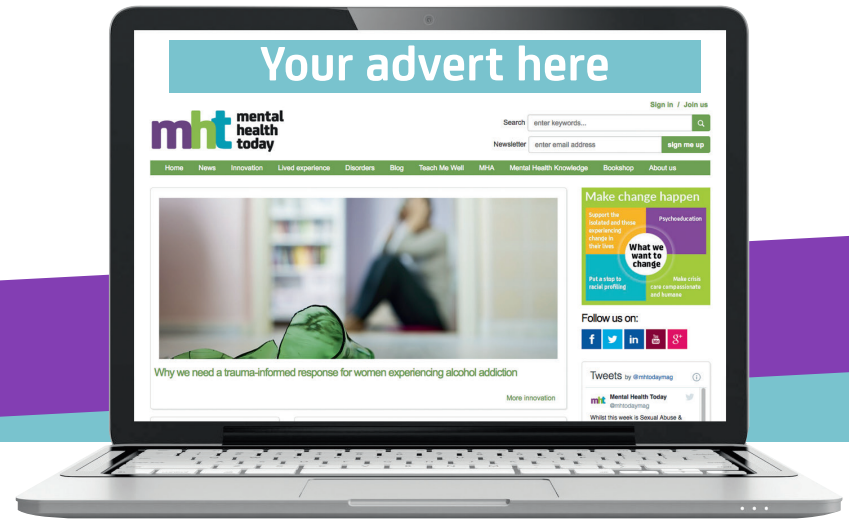


Media Information 2020



- **Our product:** *Mental Health Today* is an online magazine containing news, features and blogs. It shares positive and innovative examples of mental health care to an audience of 14,300 website visitors, with 17,300 monthly site visits and 95,000 social media followers every month.
- **Our mission and values:** By sharing ‘what good mental health care looks like’, *Mental Health Today* supports services to improve their level of care and individuals to bolster their own personal mental health.

Our community of writers and readers – thought-leading professionals who work in the upper echelons of mental health care, individuals with mental health needs, and public figures – are together working to support the isolated and those experiencing change in their lives.

We are also campaigning to end out-of-area care, put a stop to racial profiling and to ensure Mental Health First Aid and the new Mental Health Act evolve appropriately.



24,300
pageviews

17,300
monthly site visits

95,000
monthly social media followers

Where to advertise on MHT

The *Mental Health Today* website is well-established and recognised among growing audiences concerned with mental health, as is the weekly email-newsletter. Our targeted channels ensure your message reaches all areas of the mental health sector.

You can target your audience at a particular time of day or year with targeted web adverts, to ensure your message reaches the right audience at the right time.

The news and content featured on *Mental Health Today* goes out in weekly e-newsletters that reach an audience of 7,000 contacts who have an interest in mental health, including professionals, carers, students and people with mental health needs.

Moreover, all content is spread further afield via our social media channels which have a combined following of more than 98,000.

In addition to these formats, we also offer you exclusive options around webinars and other advertising options.

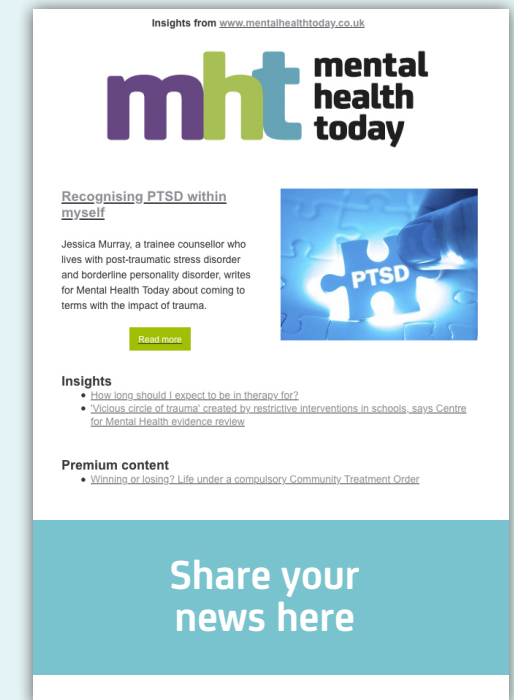
MHT Online

Homepage banner or MPU



Newsletter

Weekly e-newsletter



92,000

twitter followers

6,000

facebook followers

7,000

weekly e-newsletter audience

Why advertise with MHT

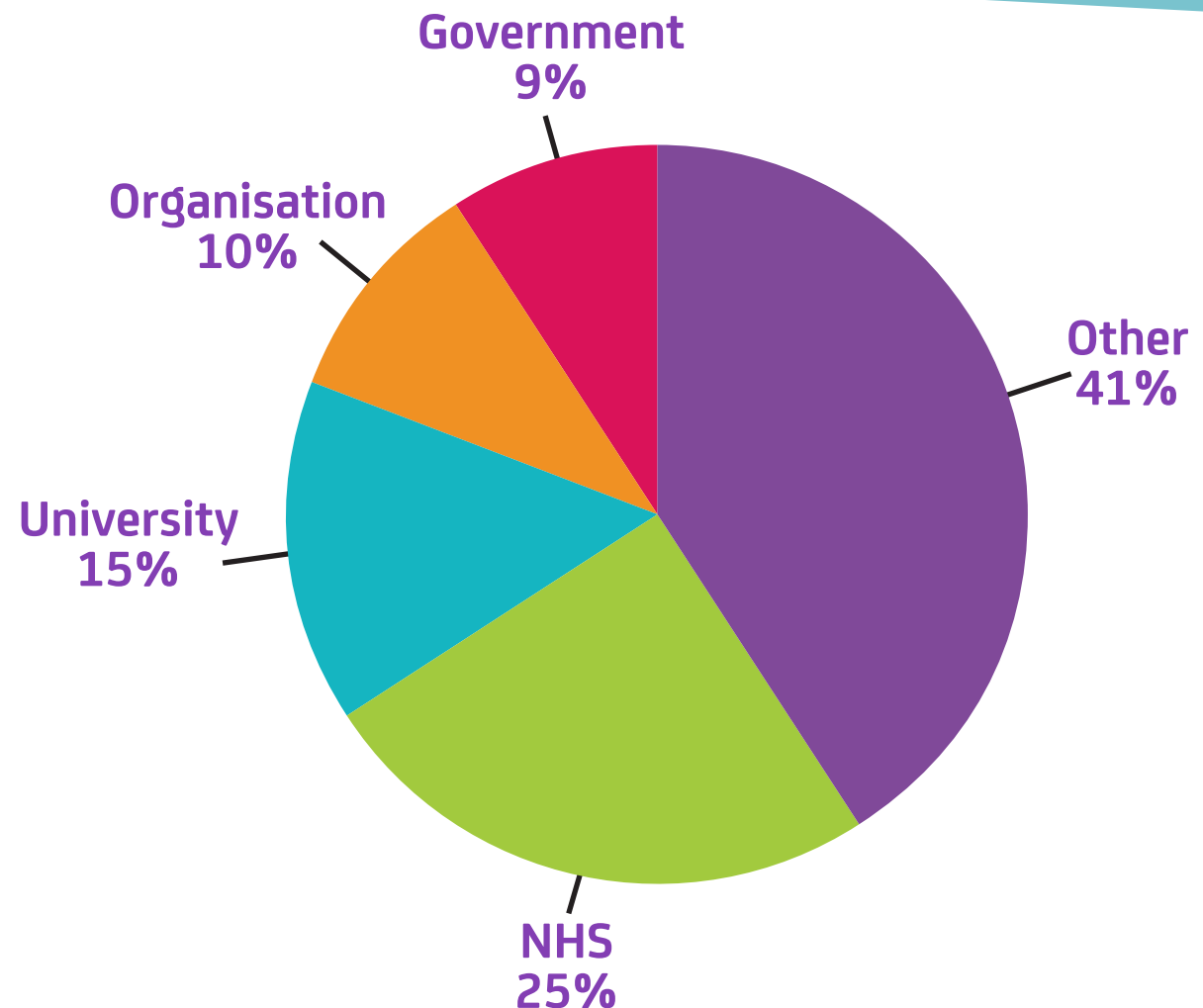
MHT Audiences

Reaching the right audience

We have an increasing audience and a reputation for quality.

Our audience includes:

- People working in the field of mental health, support, empowerment, campaigning for the cause
- People living with mental health challenges and their families
- People who care about improving mental health services,
- Policy and practice decision makers



Who writes for MHT?

21%
of mht writers
are **BAME**

(the BAME population
of England and Wales
is 14 percent
– 2011 census)

7%
of mht writers
reference they
are **LGBTQI+**

UK LGBTQI+ population
is 3-7%; ONS, Stonewall,
IHRC/AJHB)

60%
of mht writers
are **female**

(the female population
of England and Wales
is 51 percent
– 2011 census)

41%
of mht writers
reference their **lived experience**
of mental health challenges

reference their **lived experience**
of mental health challenges

(25 percent of the UK population
have a diagnosable MH
condition each year
– Mind, 2007)

26%
of mht writers
work in **policy/
research**

41%
of mht writers
work in **frontline mental
health service provision**

work in **frontline mental
health service provision**

(psychologists; psychiatrists;
social workers; therapists;
other)

(Based on analysis of all Mental Health Today contributors
published June 21 2018 – June 20 2019: www.mentalhealthtoday.co.uk)

MHT advertising rates and specifications

Online and email advertising rates for 1 month

Position		Price	Specification - all dimensions in pixels	
1. Sitewide banner advert	Appears at top of all pages	£200	Desktop Tablet Mobile	728 x 90px 728 x 90px 320 x 100px
2. Secondary advert	Appears in the right-hand column on desktop and above the footer for tablet	£130	Desktop Tablet	200 x 200px 200 x 200px
3. Sponsored content package	Advertorial and MPU on category landing page which appears in the right-hand column on desktop and above the footer for tablet and mobile. Includes pop-up message when visitors first arrive at site.	£250	Desktop Tablet Mobile	200 x 200px 200 x 200px 200 x 200px
4. Weekly email sponsorship	Your logo and/or your news to appear as part of our newsletter.	£150		1200 x 400px 600 x 200px
Please provide your artwork in all required sizes, so it can be displayed correctly across all devices				
Some advert units can be booked weekly, please contact us for more details and pricing. Advert slots are booked on a non-exclusive basis.				
Middle page unit appears in the middle of the column on a desktop only				

Additional digital opportunities

Product video/webinar

Specially commissioned and edited video: we will film, host and edit your product video or webinar on our website for twelve months.

The price includes promotion in two consecutive email newsletters for £595 per year.

Sponsored content

A sponsored article gives you the opportunity to bring your high-quality editorial to our readers. Your article will be featured on our homepage and the relevant specialty pages, and can also be pushed out via our weekly e-newsletter. For as little as £250 we require an article of 500 - 1000 words.