

# Media Information

- **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 7,000 website readers, 13,000 monthly page views and 80,000 social media followers every month.
- **The crossover ‘cause of our times’:** Mental health is the number one social issue of this generation and the cause has been adopted by a growing number of public figures.
- **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.

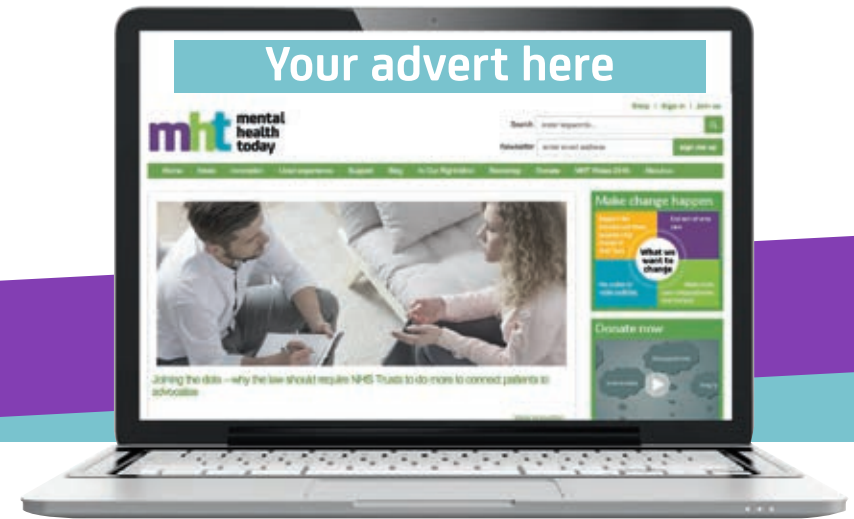
Our community of writers and readers – thought-leading professionals who work in the upper echelons of mental health care, individuals with mental health needs, and public figures – are together working to support the isolated and those experiencing change in their lives.

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.

**7,000**  
monthly website readers

**13,000**  
monthly page views

**80,000**  
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.

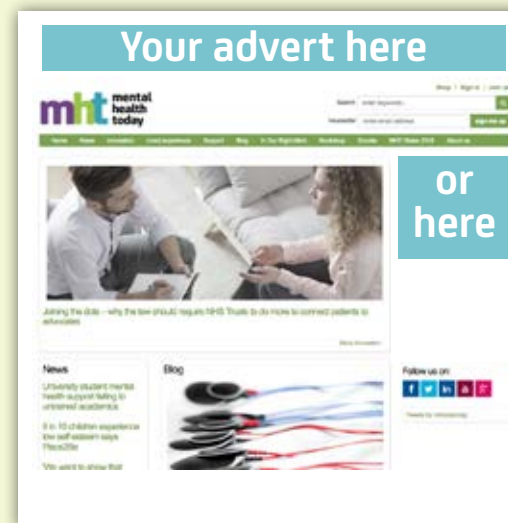
The news and content featured on *Mental Health Today* goes out in weekly e-newsletters that reach an audience of 11,000 unique email addresses of people who have an interest in mental health, including professionals, carers, students and people with mental health needs.

Moreover, all content is spread further afield via our social media channels which have a combined following of more than 80,000.

In addition to these formats, we also offer you exclusive options around webinars, surveys, events coverage and video content, enabling you to attract delegates to your sponsored events.

## MHT Online

Homepage banner or MPU



## Newsletter

Weekly e-newsletter



**73,000**  
twitter followers

**2,000**  
facebook followers

**11,000**  
weekly e-newsletter audience

# MHT advertising rates and specifications

## Website advertising rates for 1 month

Position	Price (1 month)	Specification – all dimensions in pixels		
Site sponsor	£500		125 x 205px	
Homepage banner advert	£250	Desktop Tablet Mobile	728 x 90px 728 x 90px 320 x 100px	Displays at the top of all pages
Middle page unit (MPU) advert	£175		300 x 300 px	
Please provide your artwork in all required sizes, so it can be displayed correctly across all devices.				

## Additional digital opportunities

### Event listing

Enhanced event listing: includes full event listing with a link to the event website.

This includes one press release in an email newsletter of your choice for £495 per year.

### 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.