



Public Sector Network

2018 Media Pack

WE ARE THE **LARGEST**
PUBLIC SECTOR
NEWS, DATA &
INFORMATION
NETWORK
IN THE
UK



CONTENTS

- **PSN - An Introduction**
- **Public Sector Network Services**
- **Our Bespoke Approach**
 - Case Studies
 - Vital Statistics
 - Article Types
 - Article Views
 - Article Headings
 - Views Timeline
- **Website Advertisement**
- **Product & Service Articles**
- **Article Sponsorship**
- **The E-Newsletter**
- **The PSN Subscription**



01

To make the very most of PSN we recommend:

- Advertising on the site
- Creating or Sponsoring Events and Articles
- The PSN Subscription

02

Your content , adverts and events will be published and visible on our Platform to all of our **250,000 Public Sector Members**.

03

Our articles have been viewed **over 3.6 Million** times and we are constantly adding more. All old articles are archived and searchable.

PUBLIC SECTOR NETWORK

INTRODUCTION

Oscar Research is proud to introduce PSN - The largest Public Sector news, data and information network in the UK.

With almost 250,000 members and an average of 100,000 document and content views per month, PSN offers an unique opportunity to publicise and promote news, events, products and services to the Public Sector.

We provide a number of promotional opportunities, including:

- Online Advertisements
- Article Creation and Sponsorship
- E-Newsletter Advertisements and Content
- PSN Supplier Subscription
- Event Listings

Access to the site and all resources is free for anyone within Government. For anyone within the Public Sector wishing to gain access or submit editorial and news, please visit www.public-sector.co.uk.

PUBLIC SECTOR NETWORK SERVICES



Map & Directory

Every Public Sector and Service organisation with detailed contact, demographic and structural data accessible our unique platform.



Find & Supplier

A platform for Public Sector suppliers to showcase their services and a resource for Commissioners and Buyers to find service providers.



Article Hub

Over 6000 Articles covering the Latest News, Best Practice, Products & Services, Thought Leadership, Reports & Research.



Events Calendar

Calendar showing Public Sector events; post unlimited events in the Calendar by signing up to our PSN Supplier subscription

BESPOKE APPROACH

At Oscar Research we are passionate about helping our clients understand and communicate effectively within and to the UK Public Sector; being well placed to assist clients develop their campaigns strategically we have always been happy to discuss specific requirements and help however we can, this has led to us working with public sector bodies and suppliers alike to design and develop a number of flexible and cost effective opportunities which enable our clients to promote themselves directly via the PSN website and e-Newsletters.

The following are two examples of the campaigns undertaken by Oscar clients:

Telecommunications Company:

To complement the supply of communication data and in parallel to their own in-house run campaigns; the client utilised an advert slot on the PSN Map and Directory page to further get their message in front of our 6000 a month unique visitors. The client also took advantage of editorial coverage on the site via a Product and Service article yielding over 2,000 views, together with an advertisement spot in a number of the monthly newsletters sent to over 150,000 post holders across Government.

Event Organiser:

Took an annual PSN supplier's subscription in order to receive relevant tender notifications and to upload details of their conferences and seminars to the Events Diary as well as inclusion of their contact information within the PSN supplier directory. They also made use of the newsletter to promote themselves to its 150,000 plus Public Sector audience.

Overall, we can increase the level and depth of coverage by offering bespoke packages giving you the best possible combination of content and media to best exploit our PSN platform and newsletters. We would welcome the opportunity to discuss your particular requirements and objectives and understand how we can help. If you would like more in-depth information and to explore the possibilities, we'd be delighted to hear from you.

Alan Carson, **PSN Editor in Chief.**

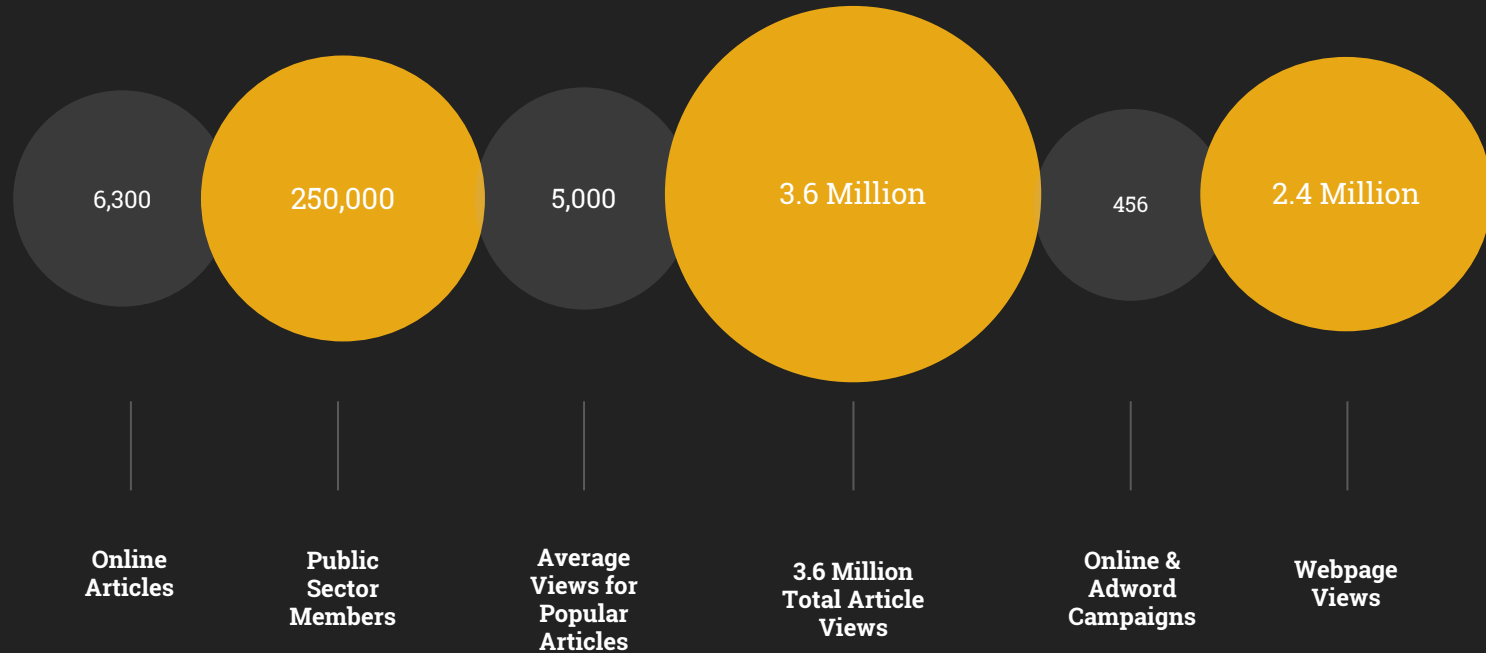


THE **LARGEST** UK PUBLIC SECTOR NETWORK



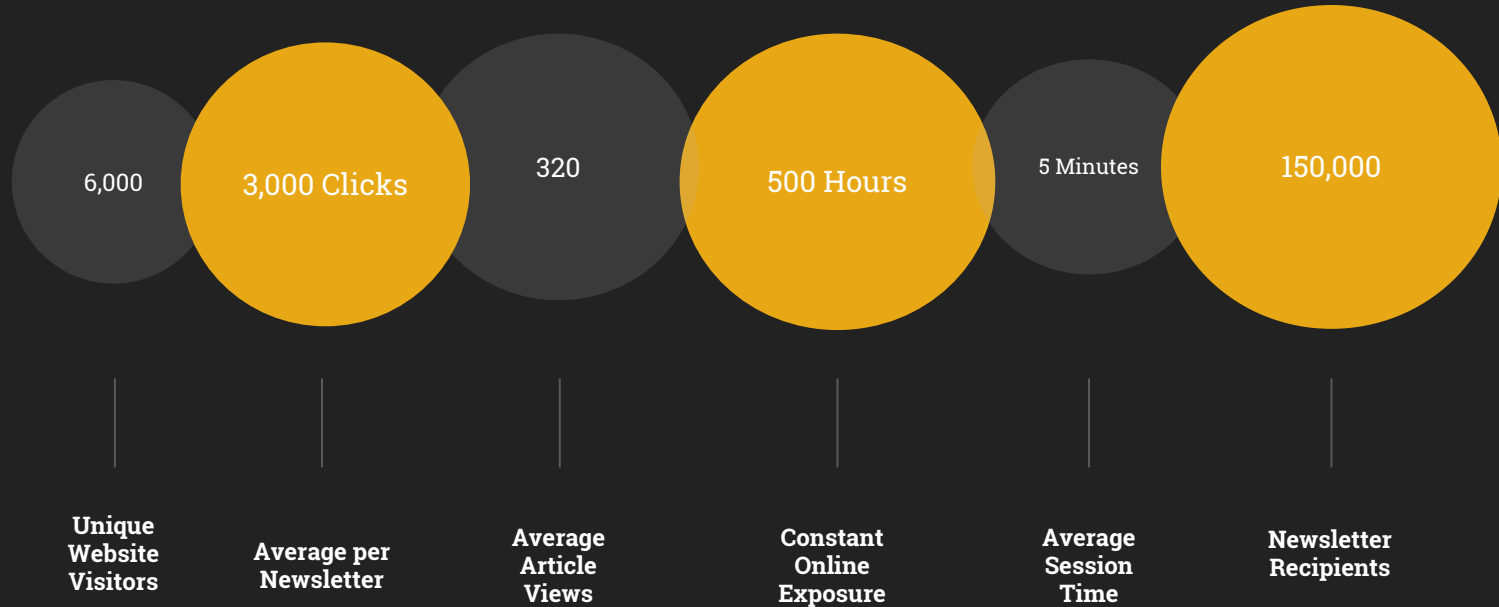
VITAL STATISTICS

GENERAL



VITAL STATISTICS

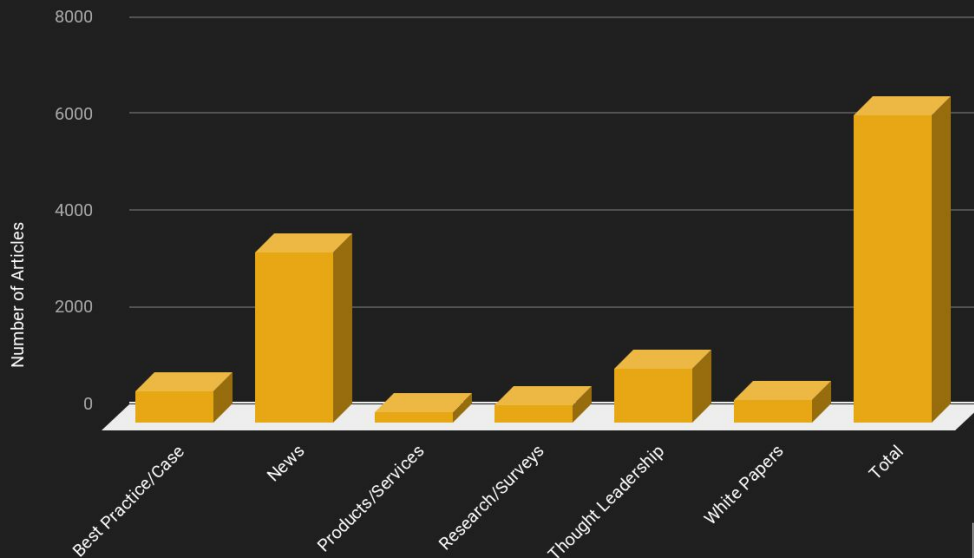
MONTHLY



ARTICLE TYPE

We have more than 6000 Articles on the PSN website that have been viewed more than 3.5 million times. These are split up by Article Types and into a number of Subject Areas. The average number of view per article is over 650 and the most popular articles generate over 5000 views. Articles are available on the PSN site into perpetuity and are accessible both through google searches and our own Article Hub. The latest Product and Service Articles also feature on our Suppliers Directory page.

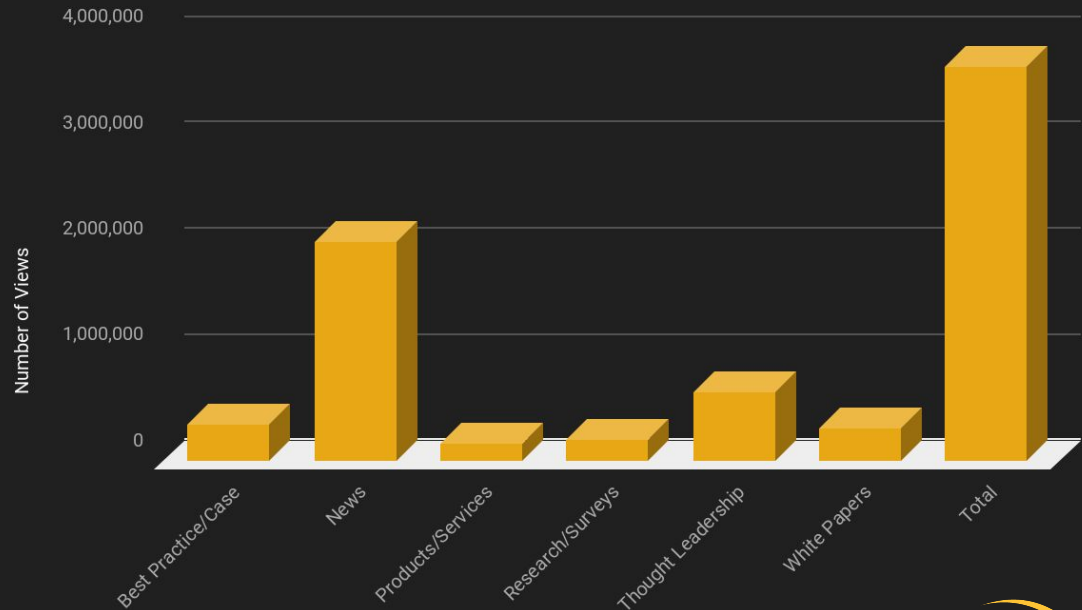
Article Type	Number of Articles
Best Practice/Case Studies	642
News	3,507
Products/Services	227
Research/Surveys	371
Thought Leadership	1128
White Papers	482
Total	6,357



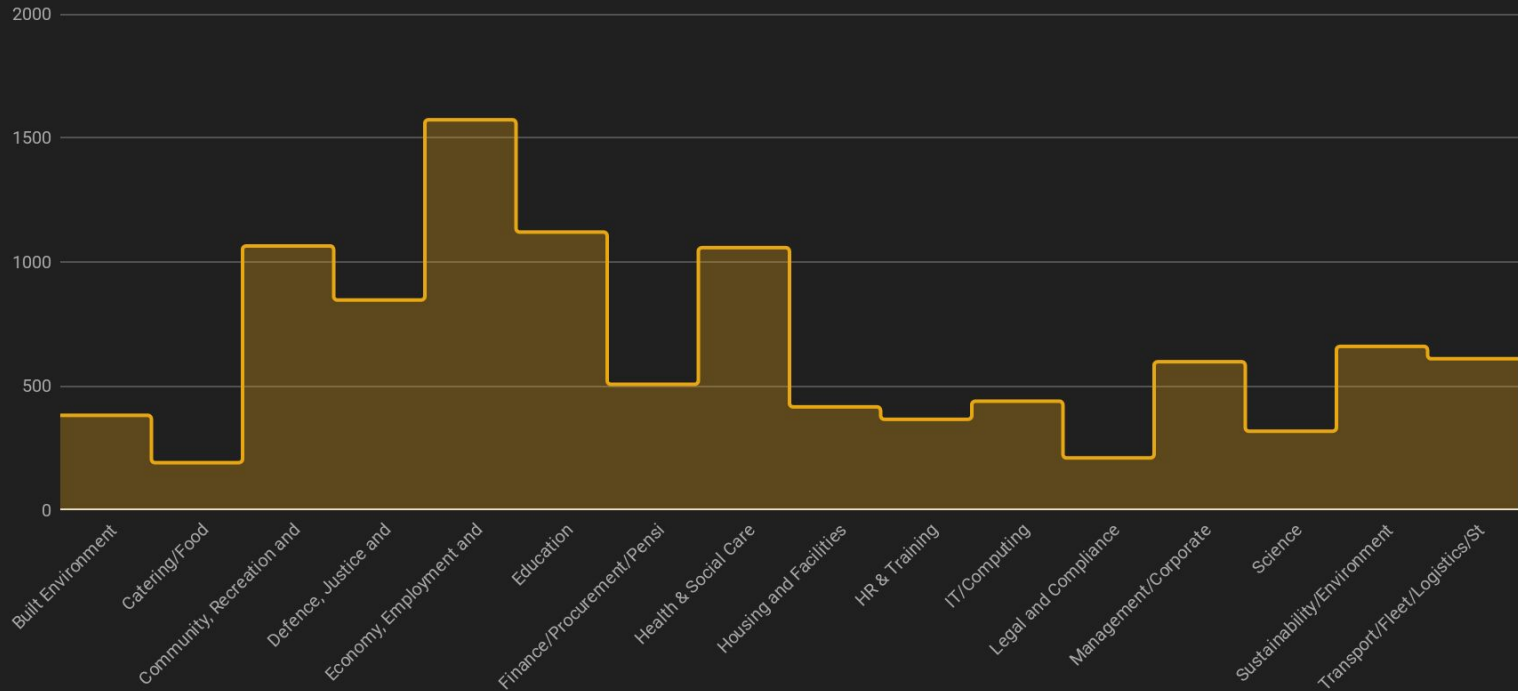
NUMBER OF ARTICLE VIEWS

Article Type

Best Practice/Case Studies	341,850
News	2,058,131
Products/Services	159,786
Research/Surveys	200,566
Thought Leadership	645,643
White Papers	306,131
Total	3,712,107



ARTICLE COUNT BY HEADING



IEWS TIMELINE



2017

Table showing Website Article Counts and Overall Views for a 6 month period during 2017-18:

01

Article Count: 5,115
Overall Views: 3,059,346

NOV 2017

DEC 2017

Article Count: 5,178
Overall Views: 3,122,686

02

03

Article Count: 5,308
Overall Views: 3,197,939

JAN 2018

FEB 2017

Article Count: 5,384
Overall Views: 3,262,422

04

05

Article Count: 5,612
Overall Views: 3,417,962

MAR 2017

APR 2017

Article Count: 5,732
Overall Views: 3,512,280

06

AN INCREASE OF...

2018

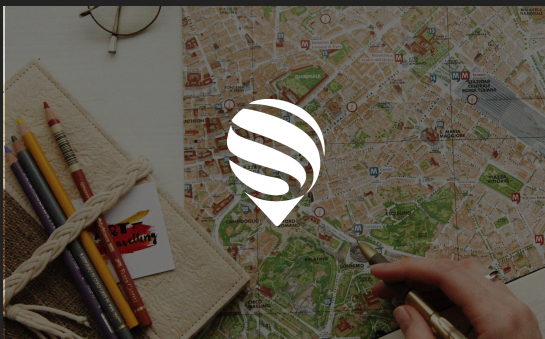
Article Increase: 617
View Increase: 452,934

From November 2017 to April 2018 we published an additional 617 new articles and won 452,934 new views.
PSN provides a simple and compliant way to communicate with the public sector.



WEBSITE ADVERTISEMENT

Placement of a 370 x 100 banner within the right hand pane of the primary PSN website pages. There are up to 6 spaces per page. Discounts are available for adverts placed across multiple pages. You can provide your own static (JPG/PNG) files or animated GIFs or we can help put one together for you.



Map & Directory

6 Months Inclusion - £1,000
12 Months Inclusion - £1,500



Article Hub

6 Months Inclusion - £800
12 Months Inclusion - £1,200



Events Calendar

6 Months Inclusion - £800
12 Months Inclusion - £1,200

PRODUCT & SERVICE ARTICLES

You can commission your own Product and Service Article to showcase any product or service you feel would be beneficial to those working across Public Services.

The article can be up to 1000 words and include two images. It will carry your organisations logo, website link, overview and contact details as the sponsoring body as well as the specific details around the product or service you wish to promote.

Your article will be listed on the Article Hub and will be featured in the latest list of Products and Services on the Supplier Directory Page. Choose one of our Article Headings and work with our in-house team of editorial staff to develop a Product/Service Article specifically about your business or latest services.

Article Headings

Built Environment	Housing and Facilities Management
Catering/Food	HR & Training
Community, Recreation and Big Society	IT/Computing
Defence, Justice and Emergency Services	Legal and Compliance
Economy, Employment and Welfare	Management/Corporate Development and Strategy
Education	Science
Finance/Procurement/Pensions	Sustainability/Environment
Health & Social Care	Transport/Fleet/Logistics/Storage/Warehousing

Article Creation: £400

Inclusion in the PSN E-Newsletter:* £600

*Product and Service Articles can be further promoted via inclusion on our E-Newsletter.

ARTICLE SPONSORSHIP

Banner and weblink sponsorship can also be applied to any of our current Articles*

Sponsorship of an article is perpetual and includes a 370 x 100 banner and weblink. Those sponsoring all articles under a particular heading will have their banner and web link included on all historical and new articles as they are published for the duration of their subscription.

*Excluding Product or Service Articles or any current being sponsored:

Number of Articles	Article Cost	Inclusion in the PSN E-Newsletter
Single Article	£100	£200
Up to 10 Articles	£80 (each)	n/a
All Articles Under a Heading	Annual Subscription from £1000	n/a

Please ask if you would like to see an example article.

- Sent to over 150,000 Public Sector Staff
- Average of 3,000 clicks per edition
- Last 6 Editions archived and available online
- Click reporting/analysis for Advertisers

Advertisement	Each	6 Month Series	12 Month Series
200 x 165 Square 2 per newsletter	£400	£300	£200
595 x 95 Footer 1 per newsletter	£600	£500	£400
Sponsored Editorial 1 per newsletter	£600	£500	£400

PSN

MAKING CONNECTIONS

Share On:

Public Sector Network Newsletter • April 2016

Below are your login details to access the UK's largest public sector network.

username = 0
password = 0

200 x 165

Public Sector Show

(8TH - 9TH June 2016) | ExCeL | London

FREE for public sector professionals

Registration for Public Sector Show 2016 is underway! Directors from across CCS will be joining Chief Executive, Malcolm Harrison, to answer your procurement queries at the Public Sector Show. For the sixth year running the Crown Commercial Service (CCS) is partnering with the Public Sector Show taking place on 28 June 2016 at ExCeL London. This year, Interim Chief Executive Malcolm Harrison will be delivering a keynote speech exploring exactly:

200 x 165

Cabinet Office Commissioning Academy relaunched by social enterprise

The Public Service Transformation Academy will run the Cabinet Office Commissioning Academy, a development programme for senior public sector leaders.

The social enterprise The Public Service Transformation Academy has been awarded a contract to run the Cabinet Office Commissioning Academy, a leadership programme for public sector commissioners.

The Commissioning Academy aims to help those who work on defining policy, shaping public service provision or allocating resources for services to citizens, to get the best outcome.

The Commissioning Academy was originally launched in 2012 by former Cabinet Office Minister Francis Maude. Over 1,100 senior leaders in central and local government and across public services have already attended the development programmes run by the Academy.

Read Article

Sponsored Editorial

London children's services departmenting independent care units – Two London children's services departments in the capital have been awarded Ofsted's top inspection grade. Westminster and Royal Borough Kensington and Chelsea, are the first to be judged "outstanding" under Ofsted's tough new inspection framework. The third borough in the tri-borough partnership, Hammersmith and Fulham, has also been rated as "good" by the inspectors. Her Majesty's Chief Inspector, Sir Michael Wilshaw said: "The...
© Westminster Independent Care Unit. All rights reserved. No part of this publication may be reproduced without prior written permission.

New DWP Secretary of State, Stephen Crabb, outlines his priorities on welfare reform: Good morning! Thanks you Claire [Trickett], Chair, EBF for that introduction. It's a pleasure to be here today at the Early Intervention Foundation to make my first speech as the Secretary of State for Work.

595 x 95

**Smart to Future Cities &
Urban IoT 2016**

26 - 27 April 2016

Trade Event only - London

EUROPE'S LEADING CITY CENTRIC EVENT

FREE ENTRANCE FOR ALL CITY CENTRIC PROFESSIONALS

REGISTER TODAY TO SECURE YOUR PLACE

Share On:

Copyright © 2016 Public Sector Network. All Rights Reserved

This email has been sent to you by Oscar Research Ltd, Creative Media Ltd, Bath House Road, Cardigan, SA43 1JD

THE PSN SUBSCRIPTION

List your organisation on PSN. Used by thousands of Public Sector Organisations and Post holders it provides a unique platform and showcase for your products and services. A must for anyone involved with, supplying to, or wishing to promote themselves to the UK Public Sector.

The cost for a 12 month subscription is **£200 +VAT**



Entry in Suppliers Directory

Provide an in-depth profile of your organisation and your services. Details are listed in our suppliers directory and search engine, used by thousands of officers for supplier identification and recruitment.



Weekly Bespoke Tender Alerts

We gather details of tenders from a number of official sources, categorise them and send you a weekly email containing those most relevant to you.



Entries in the Events Diary

Post details of all your public events, conferences and seminars to gain exposure to our entire Public Sector user base.



Unparalleled Public Sector Exposure

PSN is a must for anyone involved with, supplying to, or wishing to promote themselves to the UK Public Sector.

SAY HELLO

HELLO@OSCAR-RESEARCH.CO.UK

0845 226 3044

WWW.OSCAR-RESEARCH.CO.UK

Oscar Research Ltd

Suite 10 The White House

42-44 The Terrace

Torquay, TQ1 1DE



