



RATE CARD 2025

COSTS

WEBSITE OPTIONS

COST PER INSERTION

Advertorial	£2,000
Video	£1,500
Large Rectangle	£1,375
Leaderboard	£1,100

ENHANCED WEBSITE OPTIONS*

COST PER INSERTION

*Your advert appears exclusively against a specific article

Video	£2,200
Large Rectangle	£1,925
Leaderboard	£1,650

All prices are subject to VAT. Please refer to our terms and conditions.

ADDITIONAL DIGITAL OPTIONS

Monthly E-newsletter

COST PER INSERTION

Top Banner	£1250
Middle Banner	£995
Bottom Banner	£750

Anaesthesia on Air Podcast

Premium Podcast	£995
ONE SLOT AVAILABLE PER EPISODE	
Standard Podcast	£400
TWO SLOTS AVAILABLE PER EPISODE	
Podcast Package	£400
ONE ADVERT ACROSS 10 EPISODES IN ANY 12 MONTH PERIOD	
	£2,800

ADVERT SPECS

ADVERT TYPE

SIZE

FORMAT

WEBSITE

Advertorial	-	500 words and one large image, one medium image or video. Max two advertorials per issue
Video	336 x 280 px	Embed code from YouTube or Vimeo. Max 15 secs
Large Rectangle	336 x 280 px	JPEG, PNG or GIF max 10 secs
Leaderboard	320 x 100 px	JPEG, PNG or GIF max 10 secs

MONTHLY E-NEWSLETTER

All banners	600 x 200 px	-
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PODCASTS

Premium	-	30 second advert plus sponsorship
Standard	-	30 second advert

DATES

ISSUE	BOOKING DEADLINE	ARTWORK DEADLINE	PUBLISHING DATE
January	16 December	18 December	23 December
April	20 March	24 March	28 March
July	18 June	20 June	27 June
October	17 September	19 September	26 September



The Royal College of Anaesthetists (RCoA) is the professional body responsible for the specialty throughout the UK, which is the largest single hospital specialty in the NHS. It ensures the quality of patient care through the maintenance of standards in anaesthesia, critical care and pain medicine.

RCoA supports its members throughout their careers, and funds research to ensure that anaesthesia continues to advance. They promote the sharing of knowledge and best practice, and work with government and other stakeholders in the UK and overseas to make sure that anaesthesia and anaesthetists play a central role in shaping and delivering the healthcare agenda.

26,000
members

145,000
average page views

The Bulletin is the official magazine for RCoA members. It is published quarterly online to over 20,000 anaesthetists worldwide, with the vast majority based in the UK. It is seen by many other professionals who work alongside anaesthetists.

CONTACT US

ADVERTISING SALES

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ARTWORK STUDIO

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