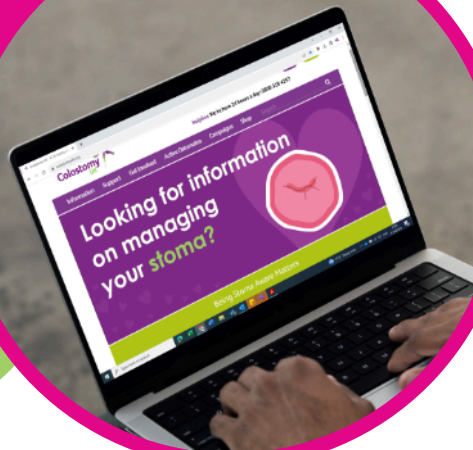


2025 Media Pack

Digital and Print trading opportunities with Colostomy UK

Registered Charity no. 1113471

100 Berkshire Place,
Winnersh,
Wokingham,
RG41 5RD



Welcome to Colostomy UK's 2025 Media Pack

It includes everything you need to know about how you can promote your brand, product, or service to our diverse audience of people living with stomas, their carers, friends & family, healthcare professionals, and more.

All revenue generated through advertising helps us to better support ostomates, whether through our 24 hour stoma helpline, befriending service, Tidings Magazine, Stoma Aware, and Active Ostomates campaigns.

We look forward to working with you!

Giovanni Cinque. Marketing & Campaigns Manager

Our Purpose - Why we're here

We exist to make a positive difference for anyone impacted by **any kind of stoma or stoma surgery**.

Our Work - What we do

We became a registered national charity in 2006, but we've been here for people with stomas, their families, friends, carers and support networks since we were founded in 1967.

There are now over 200,000 people living with a stoma at any one time in the UK who benefit from the work that we do as we:

- Provide practical and emotional support and advice whenever it's needed.
- Run projects that empower and build the confidence to take on fresh challenges.
- Are a voice on the issues that matter, campaigning and advocating for ostomates' rights.

Our Vision - Where we're going

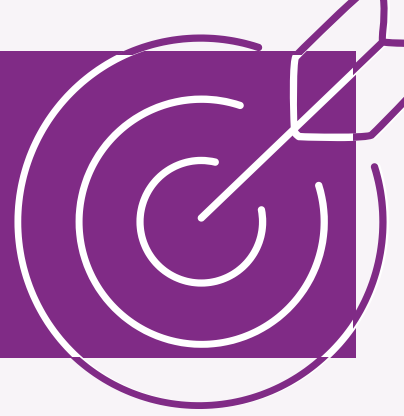
We're proud of the work that we've done to support ostomates everywhere - but there's so much more that we want to achieve...

We want to live in a world where having a stoma presents no obstacles or barriers and carries no stigma. A world where people can:

- Get the right information and advice, at the right time, at the right stage of their stoma journey.
- Have access to the facilities and resources they need when and where they need them.
- Live their lives to the fullest without fear of discrimination or prejudice.

Advertising Opportunities

PRINT > DIGITAL > SOCIAL > MAIL



Tidings Magazine

Colostomy UK's award-winning magazine Tidings is hailed by ostomates and healthcare professionals alike for the support and information it provides readers on a quarterly basis. In 2019 Tidings won highly commended by the British Medical Association Awards.

Each edition is packed with stories and letters from ostomates. There are hints and tips for 'living with a stoma' too, along with news from Colostomy UK, and our campaigns, and articles from healthcare professionals.

We also welcome submissions from stoma care manufacturers. This has proved a winning formula with our readers for well over a decade. Tidings is also distributed to care homes, GP surgeries, stoma care nurses and stoma care departments in hospitals. It is available digitally too and also promoted via our social media channels.

If you want something different than the normal advert we also offer advertorials, and are happy to work with you to bring your ideas to life!



Full Page, Half Page, Double page spread and insert prices available

Magazine readership:

60,000 print

5,000 digital

per issue

To view previous copies of Tidings Magazine visit:
colostomyuk.org/support/tidings/

Advertising Opportunities

PRINT > DIGITAL > SOCIAL > MAIL



Website advertising

(Two spots per month January - December)

Our website is a top-ranked resource for all things stoma related with both static and GIF advertising opportunities to reach nearly 25,000 unique visitors per month. We offer two monthly options:

- **Banner advertisement which sits at the bottom of every page on the website. £900 per month.**
- **Right hand side advertisement on every page. £900 per month**

Website sponsored features

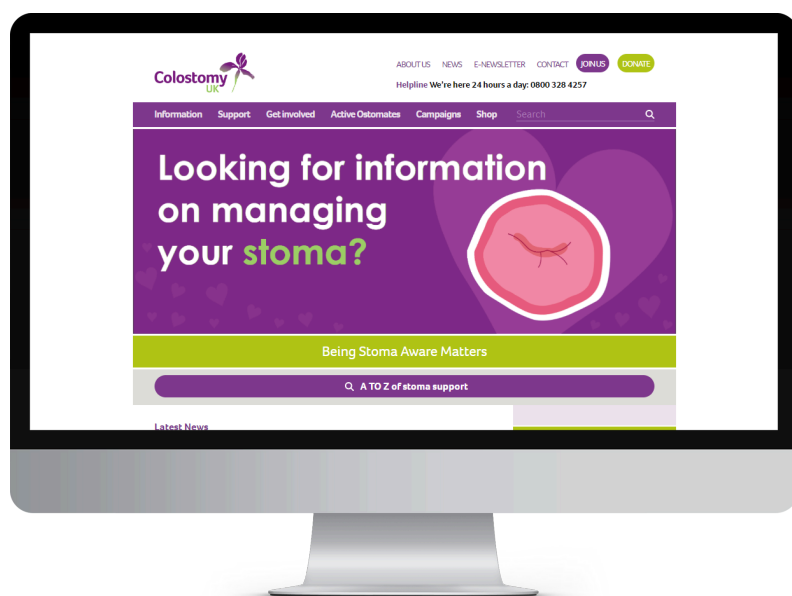
(One spot per month January - December)

One of the best ways to reach our network is through advertorial content on **www.colostomyuk.org** that provides value to the reader whilst promoting your product or service.

Your post will feature on our home page for the entire month and is also shared and linked to from all our social media accounts (Facebook, Twitter, and Instagram) on the day of publishing.

£850 per post.

**Website unique viewers:
25,000 average per month**



For more information or to confirm a booking please email Giovanni at getinvolved@colostomyuk.org

Advertising Opportunities

PRINT



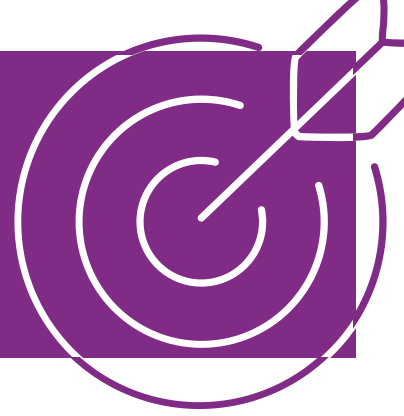
DIGITAL



SOCIAL



MAIL



Facebook page, Instagram and Twitter Sponsored posts

Our Facebook, Twitter and Instagram platforms give you the opportunity to promote a new product, service or event and target the demographics you would like to reach. Whether you've got video content to share, would like to reach online ostomates, or those that are active on a regular basis, we've got some great options for you and can work with you to advise which platform we think would be the best fit for you.

Sponsored posts are £650 each and we will share your content twice on your platform of choosing.

Private Facebook support group sponsored posts

(One slot available per month January – December)

If you are thinking of undertaking some research or would like to promote a new service or event our private Facebook group is the perfect tool for you. With over 12,000 members, the majority of whom are ostomates, carers or family members. Your post stays at the top of the page for the duration of your campaign making it the first thing visitors to the group see.

£1,000 per post.

Twitter followers: 6,500

FaceBook Page followers: 12,500

FaceBook support group members : 12,000



For more information or to confirm a booking please email Giovanni at getinvolved@colostomyuk.org

Advertising Opportunities

PRINT > DIGITAL > SOCIAL > MAIL



Direct mail

Direct mail offers a targeted approach to advertising, enabling you to positively engage with our supporters. It proves to be a popular means of communication, that has been used repeatedly by several advertisers

Putting it simply, you give us a sealed stuffed C5 envelope, which we address and post. These can be personalised mailers and we also offer a de-dup facility (through a third-party mailing house– fully GDPR compliant,) to avoid sending to supporters that you may already engage with.



We can send all the mailers in one batch or a few batches to manage the number of in-bound calls you receive. **NEW FOR 2025! We are also able to segment our database too. Get in touch for more details!**

We can also offer a 'mini mailer' service too that allows you to promote your event or open day to our audience. Please get in touch for more details.

Sponsored e-news

(Two spots per month January - December)

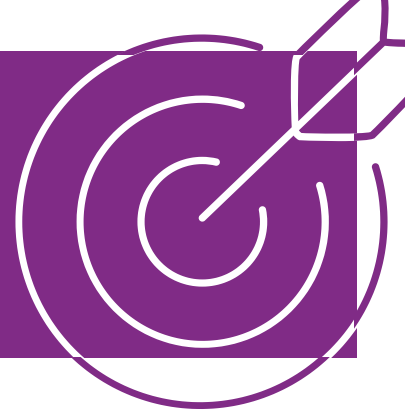


Reach nearly **12,000** of our registered supporters through a sponsored post in our monthly e-news. You just need to provide the graphic, up to one hundred words of text, and a banner image. You can promote a new product, service, campaign, event, or anything you think our readers might want to know!

£1,300 per post

For more information or to confirm a booking please email Giovanni at getinvolved@colostomyuk.org

Advertising Opportunities



PRINT > DIGITAL > SOCIAL > MAIL

Something new for 2025 - Research projects, panels, and forums

We are stoma experts. This is no empty claim, but backed by the collective knowledge we have accumulated since we were founded in 1967. And, because we prize learning, we add to this knowledge every day. We know all about the many ways in which having a stoma can impact on life. We know the challenges, we know the fears, we know the concerns and the worries. We know the ups and the downs. We also have the know-how to help, reassure, and support. So, you're looking for input from people with lived experience, or would like to utilise our experiences of advocating for and supporting people living with all types of stomas, we are happy to support your projects and initiatives.



If you would like to talk to us about how we can work with you to support your ideas please email getinvolved@colostomyuk.org for a chat.

Something new for 2025 - Welcome packs and Literature Titles.

Did you know that in 2023 we sent out over 1,500 of our welcome packs, and over 35,000 printed copies of our advice booklets to people living with a stoma, their carers, Stoma Care Departments, and other health care professionals.

Our booklets cover topics including Parastomal Hernias, Rectal Discharge, Diet, getting active again, Colostomy Irrigation, Living with a stoma, Caring for someone with a stoma, and much more. With a library of over twenty titles we provide a comprehensive resource for Health and Social Care professionals, and people living with a stoma.



If you would like to discuss options to sponsor our welcome pack and literature titles please get in touch.

For more information or to confirm a booking please email Giovanni at getinvolved@colostomyuk.org