



MEDIA PACK

connecting with the dermatological nursing community

2024

WHO ARE WE?

The British Dermatological Nursing Group (BDNG) is the professional organisation for nurses working in the field of dermatology. A Registered Charity, we are focused on providing high quality, affordable education for nurses and other healthcare professionals with an interest in dermatology.

Our core aim is to promote the development of the highest standard of nursing care for the patient with a dermatological condition.

Established in 1989, we now connect with nearly 3,000 nurses throughout the United Kingdom and Ireland.

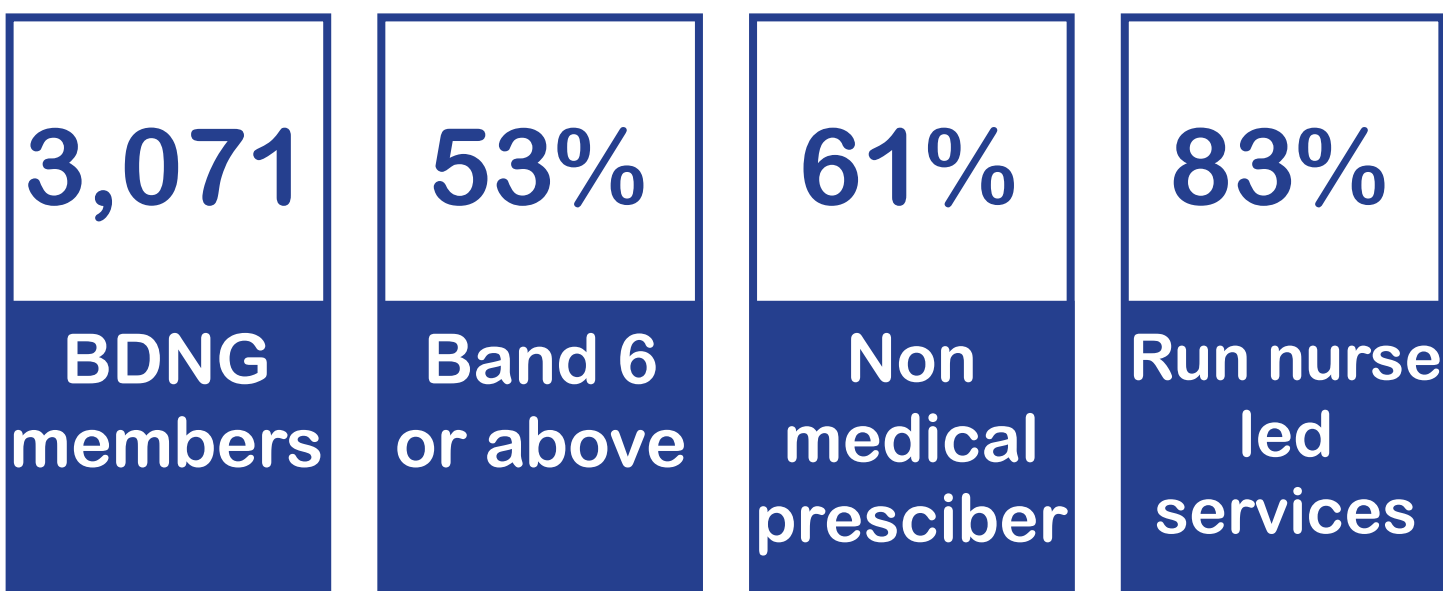
We are the essential resource for the dermatology nursing community with a comprehensive portfolio of educational, professional and practice development resources to support our members and the wider dermatology community.

OUR MEMBERS

Membership continues to grow each year and we now have 2,891 members across the country. Our core members are dermatology nurses but we have an increasing number of other healthcare professionals, such as podiatrists, pharmacists, primary care nurses and aesthetic nurses joining the organisation.

Non medical prescribing is particularly prevalent amongst our membership. This recordable qualification enables nurses to prescribe all dermatological topical and systemic medications independently.

Dermatology nurses are a key component in the workforce delivering patient services. They have extended and expanded their roles to fill the workforce gap and a high number of our members are involved in autonomous nurse led clinics.



OUR JOURNAL

Dermatological Nursing, now in its 25th year of publication, is a key benefit of BDNG membership and is distributed to all 2,800 + members quarterly in Sprung, Summer, Autumn and Winter. An issue is also distributed to every dermatology department in the UK and Ireland annually.

It is the only peer reviewed journal in the UK and Ireland exclusively aimed at dermatology nursing and the care of the patient with a dermatological condition.

In Spring 2024, we will be launching a refresh of the journal branding.

Dermatological Nursing contains:

- Guest editorials
- Clinical reviews
- Research and audit papers
- Best practice skills
- Pharmacology
- Patient insights
- National and international reports
- News and views from the BDNG and wider dermatology community

THE JOURNAL OF THE BRITISH DERMATOLOGICAL NURSING GROUP

DERMATOLOGICAL NURSING
September 2022, Vol 21, Issue 3

25th ANNIVERSARY

EDITORIAL	Celebrating a special year The BIAE: Who we are and what we do A brighter future for those living with skin lymphoma
CLINICAL REVIEW	What is an emollient and what does it do?
PROFESSIONAL DEVELOPMENT	Research: Where does it fit into dermatology nursing practice?
RESEARCH STUDY	Improving a dermatology inpatient service after ward closure
PROFESSIONAL PRACTICE	Emollients and flammability: Answering a burning question
BDNG MEETS	How to make the most of a relationship with pharma
ASK THE PHARMACIST	Which is the most clinically effective emollient formulation?
DERM SCHOOL	What's in store at Derm School 2022?
PATIENT VOICE	Congenital melanocytic naevus: Our story
BDNG NEWS	Podcast UKDCTN update A warm welcome to the BDNG's new education officers

janssen Immunology
PHARMACEUTICAL DIVISION OF Johnson & Johnson

Janssen-Clig Ltd are sponsoring the BDNG Members Journal. The sponsorship covers the cost of production and distribution of the journal. The sponsorship includes advertising space, however, Janssen has no involvement in the editorial content of the journal.

CP-293698 | February 2023

ESTABLISHED BY THE BDNG IN 1997
WWW.BDNG.ORG.UK

PRODUCT REVIEW

Benefits include:

- A wide audience beyond the journal readership
- Product reviews are read and referred to by department staff over a long period of time
- Nurses often keep product reviews to distribute to primary care staff and when training junior nurses
- Working in partnership with a professional organisation, such as the BDNG, gives the product review a stamp of quality and credibility
- The BDNG will provide you with user feedback on your review

Your product review:

- Will be written by a leading clinician or you can nominate an author
- The review will be 4 pages maximum (including and advert). Additional pages can be secured
- The review will be placed on the website of the BDNG as open access
- Additional changes will apply for reprints

Product Review Podcast

As well as the Product Review featuring in Dermatological Nursing and website, there is also an option to add a 10 minute podcast to the package undertaken by the author, a company representative and a host discussing the Product Review.

This podcast would be added to the BDNG podcast directory and distributed to members via a bespoke email which includes branding and marketing messaging.

The BDNG would undertake all the production and management of the podcast. The cost for this option is £2500.

Product Focus

THE NYSTAFORM® RANGE: AN IMPORTANT PART OF OUR ARMOURY IN THE TREATMENT OF SKIN INFECTIONS

Poly Buchan

With antimicrobial resistance a consideration for nurses and prescribers, this product focus looks at the use and role of the Nystaform® range, a versatile and well-tolerated drug which can be a useful tool for professionals.

KEYWORDS

- Nystaform
- Antimicrobial resistance
- Antifungal stewardship
- Antifungal

Such is the concern about AMR, strategies and guidelines are now in place for antimicrobial stewardship at local, regional, national and global levels.

What is the 'bedside' impact?

Nystaform is the first of its kind in the field of antifungal treatment for skin and nail infections. It is a topical antifungal agent that is effective against a wide range of fungi, including those that are resistant to other antifungal agents. Its use is particularly important in the management of skin and nail infections in patients with antimicrobial resistance.

Product Focus

TOPICAL DOXEPIN: AN OLD BUT EFFECTIVE TREATMENT FOR THE MANAGEMENT OF ECZEMA-ASSOCIATED PRURITUS

Rod Tucker

This product focus considers the role of topical doxepin in the treatment of pruritus associated with atopic eczema in both children aged 12 years and over and adults.

Introduction

Topical doxepin is an effective treatment for pruritus associated with atopic eczema (AE) in adults and children aged 12 years and older. Doxepin has been shown to be more effective than placebo in a randomised controlled trial for the management of AE. The product is also used for the treatment of acute allergic conjunctivitis and allergic rhinitis.

What is the 'bedside' impact?

Pruritus, and in particular CP, is a common symptom of AE. It is a major cause of sleep disturbance and can significantly impact on quality of life. Topical doxepin is a simple, effective treatment for pruritus associated with AE. It is well-tolerated and has a long history of use in the management of pruritus.

Product Focus

FLUDROXYCORTIDE TAPE: A VERSATILE, WELL-TOLERATED TREATMENT OPTION

Sara Barr

Fludrocortisone Tape has been used for more than 50 years and is a versatile and well-tolerated addition to the clinician's suite of treatments, particularly regarding the treatment of chronic, localized, recalcitrant dermatoses. This article considers indications for use, application, and the patient experience.

KEYWORDS

- Fludrocortisone Tape
- Eczema
- Dry and scaling dermatoses
- Topical corticosteroids

Introduction

Chronic inflammatory skin conditions, including eczema, are common within primary, community and secondary care and are usually managed with emollients and topical corticosteroids. The severity of the condition can be managed with primary care, but moderate disease severity may require secondary care assessment and treatment.

What is the 'bedside' impact?

Fludrocortisone Tape is a steroid product for use on chronic, localized dermatoses. It is a versatile and well-tolerated treatment option for a range of skin conditions. It is particularly useful for the management of chronic, localized dermatoses that are resistant to other treatments.

BDNG
British Dermatological Nursing Group

Product Reviews

These product reviews are open access and are licensed for redistribution to our members only.

- Topical Doxepin: An old but effective treatment for the management of eczema-associated pruritus
- Fludrocortisone Tape: A versatile, well-tolerated treatment option
- The Nystaform® Range: An important part of our armoury in the treatment of skin infections
- Antimicrobial resistance: A consideration for nurses and prescribers
- Medication adherence: A challenge for all
- Antimicrobial resistance: A consideration for nurses and prescribers
- Medication adherence: A challenge for all

Contact Details

01203 252525 | 01203 252525 | 01203 252525

YEAR PLANNER

The BDNG member year planner is sent to every member and UK hospital dermatology department with the December issue of the journal.

It allows your company the chance of a full 12 months exposure to our members and the wider dermatology community.

The planner is A1 in size and there are only 8 advertising spaces so your message and brand are guaranteed to be seen.

The year planner has become a valuable asset to members and we are often asked to send extras copies to departments and practices.

The image displays the 2021 Year Planner cover and a calendar grid. The cover features the text '2021 PLANNER' and 'EXCLUSIVELY SPONSORED BY GALDERMA'. It also includes the logos for 'BRITISH DERMATOLOGICAL NURSING GROUP' and 'METVIX DAYLIGHT'. The calendar grid shows the months from January to December, with dates and small icons for each day. The grid is surrounded by several advertisements, including:

- Top Left:** Advertisement for Metvix Daylight, featuring a bottle and the text 'When you really need to provide a cream for your patients'.
- Top Right:** Advertisement for Metvix Daylight, featuring a bottle and the text 'When you need to provide a gel for your patients'.
- Left Side:** Advertisement for 'Free Educational Medicines' with a QR code and the text 'December | October'.
- Bottom Left:** Advertisement for Eucerin, featuring a family photo and the text 'When you need to provide an emollient for your patients'.
- Bottom Right:** Advertisement for Melanoma Helpline, featuring the text 'MELANOMA HELPLINE 0808 801 0777' and 'MELANOMA FOCUS'.
- Far Right:** Advertisement for QV, featuring the text 'QV' and 'The essential of daily conditions'.

JOURNAL ADVERTISING RATES

	Half page	Full page
Standard page	£950	£1750

Special positions

Inside front cover	£1900
Outside back cover	£2000
Inside back cover	£1800
Double page spread	£3000

Product review	£4000
Year planner advert	£1000
Product news (125 words and 1 image)	£395
Study day/course advertising	£750
Recruitment advert (plus web advert)	£500
Specials and inserts	POA

Agency commission	10%
-------------------	-----

OUR WEBSITE

bdng.org.uk is the route to access all of our resources and services.

Our homepage hosts our journal, our programme of educational events and e-learning courses as well as sponsored clinical content.

This makes it a key option for advertisers seeking to reach out to a large audience of dermatology nurses.

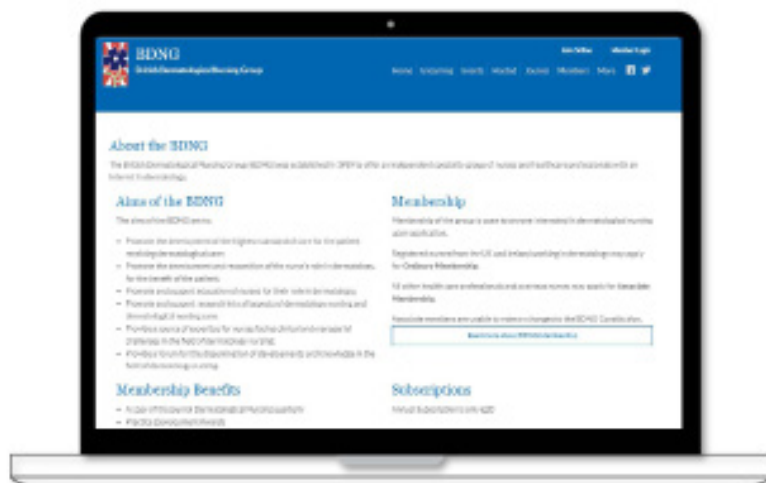
Traffic to the website continues to increase each year.

39,000

monthly page views

28%

increase from 2021



DIGITAL OPPORTUNITIES HOMEPAGE BANNER

Placing your banner advert on the BDNG homepage ensures your message is seen by healthcare professionals that visit our website.

Banner tenancies can be exclusive, guaranteed first banner for full month or shared with other advertisers

21,000
monthly page
views of
homepage



DIGITAL OPPORTUNITIES

SOLUS EMAILS

Targeted email marketing ensures your information reaches dermatology nurses quickly and conveniently. We offer the opportunity to send sponsored emails to our database of opted in UK based dermatology nurses.

We will send the email on your behalf to our emailing list of over 3000 dermatology nurses and other healthcare professionals with an interest in dermatology. All subscribers to this list opt in to receive promotional emails. Every email contains an unsubscribe button in adherence to GDPR.

39.6%

average
open rate

4.8%


average
click rate

This is a promotional email sent on behalf of Alliance Pharmaceuticals of Living with Eczema App. You have opted in to receive this email. [View our privacy policy](#)

Hydromol


Hydromol Cream is the only Sodium PCA cream available on the BNF¹



- ✓ Unique formulation which helps to restore the skin's natural hydrating processes.
- ✓ Unlike some emollient creams, Hydromol contains the extra hydrating power of a humectant.
- ✓ Cosmetically acceptable formulation easily absorbs into skin.
- ✓ Combines two moisturising actions with each application.
- ✓ Available in 60g & 100g tubes, & 500g tub with pump dispenser.



[CLICK HERE TO FIND OUT MORE](#)

Living with Eczema App



Available on the  

The "Living with Eczema" app provides the following features:

- **Wish Diary** - patients can track changes in their condition or capture how they are feeling.
- **Treatment Options** - providing general treatment information.
- **Itch And Advice** - to help patients avoid common eczema triggers.
- **Photo Journal** - allows patients to upload photos of their eczema and track developments.
- **Eczema Triggers** - advises on reactive triggers help an individual understand how their environment may affect their symptoms and help them avoid them.
- **Reminders** - helps to appointments, new prescriptions and treatment application.

ALLIANCE
www.hydramol.co.uk

Reference: 1. BNF. Cosmetics. <http://bnf.nps.gov.uk/bnf/index.html>. Accessed July 2022. www.nps.gov.uk/bnf/index.html. Accessed July 2022.

Disclaimer

The email is being sent on behalf of a third party and is provided for general information only. The BDNF does not exercise editorial control over its content, it does not imply any representation or endorsement by the CLSNC, or products, services or information appearing within this email. [View our privacy policy](#)

[Click here](#) to view the BDNF privacy policy.

This email is intended for UK Healthcare Professionals only.

YOU ARE INVITED TO JOIN THE CLSNC IF YOU ARE A MEMBER OF THE CLSNC IF YOU HAVE BEEN GIVEN OUR permission to do so. You may opt out of receiving further email by clicking on the unsubscribe link below.

Our mailing address is:
British Dermatological Nursing Group
12 Ardara Street
LONDON
E2 2DE
Email: info@bdngrp.co.uk

If this email has been forwarded to you and you would like to receive BDNF emails, please [click here](#).

Need to change how you receive these emails?
[You can change your preferences in your account settings.](#)

DIGITAL OPPORTUNITIES

BDNG E-NEWSLETTER

We send weekly e-newsletters to our opted in mailing list about BDNG events and news and views from the wider dermatology community.

We offer opportunities to connect with dermatology nurses by including advertising as part of these emails.

46.9%

**average
open rate**

8.3%

**average
click rate**



DIGITAL ADVERTISING RATES

Banners

Guaranteed first banner for entire month	£750 per month
Guaranteed first banner for 1 week of month	£650 per month
Standard banner	£600 per month

Emails

Solus email	£1000
-------------	-------

BDNG e-newsletter adverts*

Leaderboard	£1000
MPU	£750
Skyscraper	£750

*4 emails sent per month

Agency commission	10%
-------------------	-----

WEBINARS

The BDNG offers our corporate partners the opportunity of delivering bespoke webinars direct to the dermatology nursing community.

Over the past 4 years we have established ourselves as the key provider in the dermatology nursing field having hosted in excess of 60 webinars which have been viewed by over 4000 nurses and other healthcare professionals.

These webinars can be promotional or non promotional.

The BDNG will deliver:

- Pre webinar advice and guidance on content if required
- Promotion of the webinar
- Registration management
- Full production and management
- Webinar chair (if required)
- Webinar hosted by BDNG
- Polls and Q&A
- CPD certificates and links to on demand recording
- Post webinar emails

No webinar is the same and we will work with you to deliver engaging content.

The cost per webinar ranges from £3500 - £6500 depending on requirements.

PODCASTS

The BDNG has successfully launched our own podcast channel for members that is accessible via the BDNG website, BDNG app, Spotify and Apple.

The opportunity exists for our corporate partners to utilise this platform to present educational or promotional podcast material that they have already produced

or

Work in collaboration with our podcast team to create a bespoke podcast around a specific subject matter and content of their choosing.

The BDNG will undertake full marketing to our members to promote the podcast and work with the partner to deliver the podcast to a wide audience.

The podcast will be available on the BDNG website and app for on demand listening and downloading.

The cost per podcast ranges from £2500 - £5000 depending on requirements.

MECHANICAL DATA

PRINT			
Full page	Trim type is A4, advert to be 297mm (h) x 210 mm (w) with 3mm bleed all around		
Half page	Type area (mm)	Trim (mm)	Bleed (mm)
Portrait	252 h x 90w	297 h x 105 w	303 h x 111 w
Landscape	123.5 h x 180 w	148.5 h x 210 w	154.5 h x 216 w
Materials required			
We can accept most electronic files produced using professional publishing software. This does not include word processing packages such as MS Word.			
Our preferred file format is high resolution, print ready PDF files created using Distiller press settings with all fonts embedded, no RGB images present and 3mm bleed added.			
All materials should be sent to tony.pitt@pavpub.com and rob.mair@pavpub.com			

DIGITAL		
Homepage banner		
Size	1000 x 300px	
File format	jpg or png. We do not accept gif files	
File size	15 Mb max	
Links	1 target url only	
Solus emails		
We use mailchimp to distribute emails. Content can be submitted as a zip file that contains the html code or can be build to your own specifications.		
Size	Leaderboard	564 x 90px
	MPU	300 x 300px
	Skyscraper	300 x 600px
Format	gif, jpg, png	

All digital materials should be submitted a minimum of 7 days before the campaign is due to run.

Digital materials should be sent to susan.maguire@bdng.org.uk

PRODUCTION DEADLINES 2024

Publication date	Copy to be received by	Date for receipt of inserts
Spring	31 January	10 January
Summer	30 March	10 March
Autumn	31 July	10 July
Winter	30 October	10 October

CONTACTS

ADVERTISING		
Mark Freeman	dnadvertising@bdng.org.uk	07957 404 831
MANAGING EDITOR		
Rob Mair	rob.mair@pavpub.com	07920 859 040
BDNG (for invoicing)		
BDNG 82 Antrim Street Lisburn BT28 1AU	susan.maguire@bdng.org.uk	07709 550 132