

Advertising, Sponsorship and Exhibition Opportunities 2026

Updated September 2025

The Royal College of Anaesthetists (RCoA) is the UK's leading professional body for anaesthesia, critical care, intensive care, and pain medicine. We're the largest single hospital specialty in the NHS, upholding the highest standards in patient care, training, and professional development.

We provide exclusive advertising and sponsorship opportunities that can put your brand directly in front of key decision-makers and industry influencers. We have an engaged membership of over 26K professionals at all career levels.

We work with brands that share our values:



Caring and Supportive



Just and Fair



Innovative and Progressive



Open and Responsive



Why advertise with us?

Unparalleled access

Engage directly with an audience of anaesthetists, intensive care and pain medicine specialists from the UK and overseas.

Multi-channel opportunities

Promote your brand through publishing, email, print, podcast, and both online and face-to-face events.

Targeted reach

Over 26K members in the UK and beyond, ensuring maximum impact.

Credibility and influence

Align your brand with the UK's authoritative professional body for anaesthesia.

Bulletin email sent to over

19K recipients



...with over 61% open rate and 8% click through rate

Average Bulletin engagement time is over 3 mins per issue

Over

18K page views

per Bulletin

issue

7K delegates per year

attend RCoA events



87% in work full time

51% consultants
30% anaesthetists in training

(anaesthetists in training, fellow in training and the FICM trainee categories combined = 6,822).

Anaesthesia on Air podcast has had

over 250K listeners to date



56% aged under 45

RCoA Bulletin – membership magazine

Our must-read quarterly publication caters for our members, delivering essential specialty insights, clinical updates, and thought leadership. It's a fully digital and mobile-friendly magazine, ensuring maximum accessibility anytime, anywhere.

At a glance

- Audience: 19K anaesthetists worldwide.
- **Format:** professionally designed digital magazine with high-quality, relevant articles for its audience.
- **Opportunities:** sponsored advertorials, click-through banner ads, and video placements.
- Publication frequency: quarterly.

Advertising options*

■ **Sponsored advertorial:** £2,100.

Sponsored video: £1,575.

■ Large rectangle ad: £1,445.

Leaderboard ad: £1,155.

Enhanced options*

■ **Video:** £2,310.

■ Large rectangle ad: £2,020.

■ Leaderboard ad: £1,750.



^{*}Price excludes VAT.

RCoA Bulletin – teaser flipbook

Expand your reach through the <u>quarterly flipbook</u> which highlights articles in the forthcoming issue. This provides a direct way to engage busy healthcare professionals with targeted digital advertising.

At a glance

- Audience: 19K anaesthetists worldwide.
- Format: professionally designed flipbook.
- **Opportunities:** click-through banner ads.
- Publication frequency: quarterly.

Advertising options*

- First advert slot: £1,000.
- All other positions: £750.
- First advert slot (if booked with magazine): £750.
- All other positions (if booked with magazine): £600.



^{*}Price excludes VAT.

Events e-newsletter

Expand your reach through our monthly events e-newsletter, sent to over 18K subscribers. This provides a direct way to engage busy healthcare professionals with targeted digital advertising.

At a glance

■ **Subscribers:** 18K+ members and non-members of the RCoA.

Open rate: 49.1%.*

■ Click through rate: 3.5%.*

Format: fully designed, professional newsletter style email.

Opportunities: digital click through adverts.

Publication frequency: monthly.

Advertising options[†]

■ **Top banner:** £1,445.

■ Middle banner: £1,045.

*Average figures between December 2024 and March 2025.

High-quality professional development events and content

View this email in your browser



Welcome to our Events Newsletter.

With our <u>Winter Symposium</u> only days away, now is your last chance to book a place to attend in London or online.

If you're looking for an event in the new year, you can join one of our Anaesthetic Updates, including our trainee-focused event in March, in London and online. Our Patient Safety in Perioperative Practice event will also run again. Read on for more about the poster competition.

In honour of Dr Ramana Alladi, a compassionate and pioneering anaesthetist, we are delighted to offer bursaries for internationally-trained anaesthetists and associated specialty doctors (SAS) in the UK and Ireland to attend Anaesthesia 2025, our flagship conference in Belfast this May. Find out more.

Our events are curated to provide you with the latest insights, innovative practices, and valuable resources to enhance your knowledge throughout your career, if you have a speaker or topic idea that we should include in one of our programmes please email us.

We look forward to welcoming you to an event soon.

Continuing Professional Development



Winter Symposium

21–22 November 2024 10 CPD credits

With our Winter Symposium only days

Simulation network meeting

11 December 2024 Online

A free event for anyone involved in

[†]Price excludes VAT.

Podcast sponsorship opportunities

Anaesthesia on Air is our popular podcast, designed for anaesthetists and their colleagues. Since 2020 we've created over 140 episodes with 200K total listens to date. Advertising on this podcast is an effective way to reach an engaged professional audience. The podcast is widely accessible on platforms like Spotify and Apple Music, ensuring broad exposure across the UK and overseas.

At a glance

- Audience: 250K total listens since 2020. Between 1.5K and 2K listens per episode.
- **Format:** 30-minute interviews with leading specialists, educators, and researchers giving insights into cutting-edge medical technologies and advancements.
- **Opportunities:** audio adverts, podcast cover artwork.
- **Publication frequency:** two episodes per month.

Sponsorship rates*

- Premium podcast sponsorship: £1,045 per episode.
- Standard podcast sponsorship: £500 per episode.
- Podcast package (10-episode package): £2,800.



^{*}Price excludes VAT.

Anaesthesia 2026

Anaesthesia is one of the largest and most important events for anaesthetists, critical care, and pain medicine specialists in the UK. This three-day flagship event provides a rich educational programme alongside excellent, networking opportunities.

At a glance

- Audience: over 400 in-person delegates and 1K virtual attendees.
- **Format:** a blend of expert-led lectures, hands-on workshops, panel discussions, and industry exhibitions.
- Opportunities: direct access to decision-makers and key influencers in anaesthesia, intensive care, and pain medicine though stands, specific sessions, session naming rights, or headline sponsorships.
- **Frequency:** annually, usually in May.

Sponsorship opportunities*

- Standard exhibition stand: £3,145.
- Premium exhibition stand: £4,190.
- Sponsored lunchtime session: £4,400.
- Session sponsor (exhibitor rate): £1,320.
- Session sponsor (non-exhibitor): £2,200.
- Drinks reception sponsor: £3,850.
- Annual dinner sponsor: £7,150.

Anaesthesia 2026

BRIGHTON & ONLINE

12-14 May



*Price excludes VAT. | 8

College Tutors' Meeting 2026

This is our premier gathering of senior consultants and educators responsible for training the next generation of anaesthetists. This event focuses on training, examinations, recruitment, and future workforce planning.

At a glance

- Audience: over 300 senior consultants, including College tutors, regional advisers, training programme directors, and hospital decision-makers.
- Format: educational sessions, discussions on training and workforce challenges, and networking opportunities.
- Opportunities: engage with senior leaders influencing the profession and teaching the next generation as part of the face-toface exhibition.

■ **Frequency:** annually, usually in June.

Sponsorship opportunities*

- Standard exhibition stand: £2,400.
- Premium exhibition stand: £3,000.



Other event opportunities

Our programme of professional development events also offer a range of other sponsorship and exhibition opportunities, providing valuable engagement with anaesthetists, intensivists, and pain specialists.

Event categories

- RCoA events programme
 Bringing together anaesthetists, intensivists, and other healthcare professionals to share knowledge and innovations.
- Faculty of Pain Medicine Focused on training, practice, and CPD for pain specialists.
- Faculty of Intensive Care Medicine Covering critical care services and advanced critical care practice.





At a glance

- Audience: the College events programme caters for thousands of healthcare professionals, providing excellent opportunities to network, showcase products, and enhance brand recognition.
- **Format:** a wide variety of event formats both face-to-face, online only and hybrid. From small group workshops of 20 people up to large conferences catering for 100–150 people, covering a wide variety of different medical grades.
- Opportunities: engage with senior leaders influencing the profession and teaching the next generation as part of the face-to-face exhibition.
- **Frequency:** about 100 events across the year.

Exhibition Packages (ex VAT)

| Face-to-face | Standard | Premium | Exclusive |
|-----------------|----------|---------|-----------|
| Day one | £750 | £1,095 | £1,730 |
| Subsequent days | £575 | £865 | £1,385 |

| Virtual | Standard | Premium | Exclusive |
|-----------------|----------|---------|-----------|
| Day one | £550 | £850 | £1,350 |
| Subsequent days | £440 | £680 | £1,080 |

Packages at a glance

Advertise across all our membership touchpoints to reach the widest audience possible. We've created some sample packages below to help you showcase your business to our audience of healthcare professionals according to your strategic requirements.

Brand awareness*

Raise your profile among our members with these advertising formats.

- Bulletin magazine large rectangle x2.
- Bulletin magazine sponsored video x2.
- Events e-newsletter top banner x2.
- Standard podcast x6 episodes.

New to market*

Introduce yourself to our members and make the right impact.

- Premium exhibitor at Anaesthesia and College Tutors' Meeting.
- Premium exhibitor at any RCoA event.
- Bulletin magazine sponsored advertorial.
- Bulletin magazine leaderboard x3.
- Events e-newsletters top banner x3.
- Premium podcast x1 episodes.
- Standard podcast x5 episodes.

Brand dominance*

Establish your brand as the market leader with high-value products and content.

- Sponsorship of drinks reception at Anaesthesia and College Tutors' Meeting.
- Lanyard sponsorship at Anaesthesia and College Tutors' Meeting.
- Premium exhibitor space at Anaesthesia and College Tutors' Meeting.
- Premium exhibitor space at up to three other RCoA events of your choice.
- Bulletin magazine sponsored advertorial x4.
- Events e-newsletters top banner x12.
- Standard podcast x12 episodes.

Please contact CPL One to make arrangements or for any further information:

Samra Bendahman (advertising sales), <u>samra.bendahman@cplone.co.uk</u> or 01727 739184 Caitlyn Hobbs (artwork studio), <u>caitlyn.hobbs@cplone.co.uk</u> or 01727 739189

^{*}Prices agreed on request.

The College in numbers

26,707 fellows and members

The College, with our Faculties, is the third largest medical royal college by UK membership.





ANAESTHESIA

is the largest single hospital specialty in the UK



A 24/7 SERVICE

is delivered by our members in anaesthesia, critical care and pain medicine



99% OF PATIENTS

are 'very satisfied' or 'satisfied' with the care received from the anaesthetic team



As at June 2024

78% of anaesthetic departments in the NHS are signed up to our **Anaesthesia Clinical Services Accreditation** (ACSA) scheme



Since its inception in 2008, the

National Institute of Academic

Anaesthesia (NIAA) has awarded over
£13.9m in grant funding



There are **2,663 active users** on our web-based learning resource e-Learning Anaesthesia each month

204
Centre for
Perioperative Care
Leads are based in
hospitals across
the UK



Royal College of Anaesthetists

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