PUBLIC SECTOR NETWORK

by

OSCAR

PSN Content Syndication

Digital Advertising

UK Public Sector Intelligence and Engagement Solutions:
Working with Public Bodies, their Suppliers and the Public since 1984.

The largest Public Sector news, data and information network in the UK.

Public Bodies   **Suppliers**   **Article Hub**   **Events**   **Newsletter**

Expand your reach in UK Public Services by publishing in our Article Hub, featured in our influential monthly newsletter and widely used across the Government.

With over 250,000 members and 100,000 monthly article views, PSN is ideal for Public Sector entities and suppliers seeking more visibility for news, research, thought leadership, or product content.

Articles are categorised and searchable, ensuring lasting online exposure. Reach out to us to discuss amplifying your content to the right audience.

Key Statistics:

- Over 100,000 monthly article views.
- 7,700+ online articles spanning news, features, and case studies.
- A network of 250,000 Public Sector members.Public Sector members.
- Popular articles consistently garner 5,000+ views.
- An impressive total of over 7 million article views.
- Utilisation of online and AdWord campaigns.
- Effective keyword optimisation and strong search engine placement. and strong search engine placement.
- Monthly newsletter reaching 100,000+ Public Sector postholders.

Get in touch: 0330 128 9892 | hello@oscar-research.co.uk

PSN Article Hub Content:

We have more than 11,488 Articles on the PSN website that have been viewed more than 7 million times. These are split up by Article Types and into a number of Headings. The average number of views per article is over 1,300 and the most popular articles generate over 5,000 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.

Table showing the Count of Articles by Type and Number of Views:

Article Type	Article Count
Best Practice / Case Studies	1,362
News	6,171
Products / Services	266
Research / Surveys	663
Thought Leadership	2,217
White Papers	809
Total	11,488

(Figures as of September 2023)

Table showing Article Categories/Headings and Counts:

Area of Interest	Articles Count
Built Environment	698
Catering / Food	326
Community, Recreation and Big Society	2,275
Defence, Justice and Emergency Services	1,783
Economy, Employment and Welfare	2,398
Education	2,018
Finance, Procurement and Pensions	942
Health & Social Care	1,776
Housing and Facilities Management	825
HR & Training	640
IT/Computing	783
Legal and Compliance	379
Management, Corporate Development and Strategy	1,009
Science	607
Sustainability and Environment	1,322
Transport, Fleet, Logistics, Storage and Warehousing	938
Total	18,719

(Figures as of September 2023)

Your Content Hosted:

We will host your content within our Article Hub based under an Article Type and Category(ies) to suit. Costs can be seen in the table below as well as additional options for further exposure.

Article Type	Public Body	Commercial Organisation	Charity
Best Practice / Case Studies	Free	£300	£150
News	Free	£300	Free
Products / Services	Free	£300	£150
Research / Surveys	Free	£300	£150
Thought Leadership	Free	£300	£150
White Papers	£300	£600	£450

Additional Options	Public Body	Commercial Organisation	Charity
Advert in our PSN Newsletter Include a synopsis and direct link to the article provided in our monthly E-Newsletter (find out more here)	£150	£600	£300
Lead Capture - CPL Set up of webform to capture leads, or landing page hosted on the PSN site with tracking and submissions sent directly to the contributor. Leads are billed monthly.	£30	£45	£30

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Additional Information:

Articles can be hosted as supplied or placed within our design template with up to 1500 words and 2 images and up to 3 external hyperlinks.

All content is at our discretion and we reserve the right to refuse publication and remove content at any time. If removed within the first 12 months, any costs will be refunded pro rata.

To contribute free content, your organization must be a public entity, and the content should not benefit commercial organizations. After reviewing your content proposal, we will provide guidance on the appropriate article type, any associated costs (as outlined in the table above), and the category to be utilised.

Articles posted on the site will remain available via our article hub in perpetuity unless requested otherwise. All prices exclude VAT.