



PUBLIC
SECTOR
NETWORK

by

OSCAR

PSN Newsletter

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.



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Events



Newsletter

Putting your content, service and organisation in front of the right audience.

Our monthly e-newsletter is sent to over 100,000 members, users and post holders across UK Public Services. Each edition features some of our latest articles on news, thought leadership, speeches and briefings from across Government, Healthcare and Education.

We offer a range of advertising and promotional options within each newsletter, including advertising spaces, event features and space per edition to focus on a specific product or service.

The content delivery can be customised by area, type of organisation, post-holder responsibility and level of management. Our editorial team will work with you to combine exposure of articles and content in the newsletter and online to suit your project and timings.

Please get in touch with us to discuss how we can help get you in front of the right people.

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

Complete Public Sector Audience:

Analysis of Newsletter Audience by type of organisation and level of post holders. The audience can also be segmented by function and area of responsibility.

Care Homes	14,044	Local Government	21,339
Group Chief Officers and Home Managers	13,174	Chief Executive / Chief Constables/Fire Officer	5,378
Other Management	870	Deputy/Assistant Chief / Senior Management	2,272
Central Government	6,052	Other Management	10,124
Chief Officers and Permanent Secretaries	1,194	Councillors/Elected Representatives	3,565
Senior Management	2,457	MP's and Lords	1,194
Other Management	2,401	Elected Representatives	1,194
Dentists	10,758	NHS	17,329
Practice Managers/Principal Dentists	10,758	Chairs / Chief Executives / Practice Managers	2,884
Further and Higher Education	6,669	Deputy/Assistant Chief / Senior Management	2,272
Chancellors, Vice Chancellors and Principals	515	Other Management	6,547
Deputy/Assistant Chief / Senior Management	3,678	Senior Clinical/Doctors	5,626
Other Management / Senior Academic	2,476	Parish Councils	9,713
Housing Association	4,632	Chairs and Clerks	9,713
Chairs / Chief Officers	2005	Schools	9,286
Top Level Director	1699	MAT Management, Headteachers	9,286
Other Management	928		
Grand Total			101,016

Benefits and Key Statistics:

- Established Newsletter since 2008.
- Sent monthly to over 100,000 Public Sector Postholders.
- Accessible archives: Last 6 editions archived on PSN website home page.
- Detailed Delivery and Engagement Reporting.
- Consistent engagement: Average of 6,700 Clicks per Newsletter.
- Fresh audience every month: Average of over 2,000 new recipients every Edition.
- Reliable delivery: Average of 97% Delivery Rate.
- High readership: Average of 15% Open Rate (approximately 20,000 opens).
- Engaging content: Average of 34% Click Rate (of Opens, approximately 6,700 clicks).
- Effective testing: Split and Delivery Testing.
- Flexible access: Content can be viewed by email or online.
- Impressive reach: Over 100,000 Article views per month.

Spaces and Costs:

Inclusion	Each	6 Month Series	12 Month Series
200 x 165 2 Available per Newsletter	£400	£300	£200
595 x 95 1 Available per Newsletter	£600	£500	£400
Sponsored Editorial 1 Available per Newsletter	£600	£500	£400

Prices exclude VAT and are subject to a one-time £50 set-up fee. Prices quoted for series relate to each inclusion. Content to be supplied by the advertiser in a suitable image format. We are happy to supply proofs and to discuss any editorial content.

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PSN Newsletter Look:



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Public Sector Network Newsletter | September 2023



Hundreds of new zero-emission buses to connect communities in England

Government funding to help decarbonise public transport and develop innovative ideas to ensure future infrastructure is low-carbon and resilient.

People across the country, including those in the most rural communities, will be able to make greener and cleaner journeys thanks to new funding for zero emission buses (ZEBs).

The Transport Secretary has announced funding of up to £129 million to help local transport authorities introduce hundreds more zero emission buses.

These new buses will help grow the economy by connecting communities – helping people get to work or college while also providing a boost for UK manufacturing.

To make sure more parts of England benefit from green technology, particularly remote areas where building the infrastructure needed for the buses is more expensive, the government has prioritised the first £25 million for rural communities.

The Zero Emission Bus Regional Areas (ZEBRA) 2 scheme is now open for bids from all local authorities in England (outside London), with applications to be prioritised from those that did not receive funding in the previous funding rounds to ensure more people can enjoy this clean transport...

[READ ARTICLE](#)

New Valuation Directions for public service pensions – The Government Actuary has completed a consultation with HM Treasury on the Public Service Pensions (Valuations and Employer Cost Cap) Directions 2023. These set out how the 2020 valuations should be undertaken for the public service pension schemes...

Families to save hundreds through £1 billion insulation scheme – More than 300,000 families are set to save hundreds of pounds on their bills thanks to new energy efficiency upgrades. Today (The government launches the £1 billion drive to help those most in need heat their home for less, through the Great British Insulation Scheme...

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Speeches & Briefings

Secretary of State speech at CogX Festival – The Rt Hon Michelle Donelan MP

Policing Minister: Police Superintendents' Association conference – The Rt Hon Chris Philp MP

General Sir Patrick Sanders DSEI 2023 Keynote Speech – General Sir Patrick Sanders KCB CBE DSO ADC Gen

Events

UCLan Undergraduate Open Day – Burnley Campus – University of Central Lancashire

Cadcorp Local Government Conference – Cadcorp

NHS Virtual Wards Conference 2023 – Convenzis

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Landmark survey seeks women's views on reproductive health – Women across England are being encouraged to help shape future reproductive health policy by sharing their experiences of a range of issues, as the government launches a new landmark survey. Delivering on a key commitment in the Women's Health Strategy, the Women's Reproductive Health Survey will seek women's views across England on issues including periods, contraception, fertility, pregnancy and the menopause. Findings from the survey will then be used to better understand women's reproductive health experiences over time. The vital information gathered about the lives and experiences of women will inform current and future government decision-making and health policy. There are currently disparities in women's health across the country, and far too many cases where women's voices are not being heard. Along with the strategy, the new survey will play a key part in changing this...

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