

# PYB HEALTH BRIDGEND



[WWW.PYBHEALTH.COM](http://WWW.PYBHEALTH.COM)

MEDIA  
PACK

SIGN UP  
NOW!



Cost-effective  
advertising for health  
& wellbeing businesses  
to over 70k+ Bridgend  
patients.

ADVERTISING  
STARTS FROM  
£35/MONTH



# WHO ARE PYB HEALTH?

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## **5 BRIDGEND SURGERIES**

PYB Health is a cluster group, made up of 5 GP practices in the Bridgend county... Bridgend Group Practice, Pencoed Medical Centre, Oak Tree Surgery, Newcastle Surgery & Pencoed New Surgery.

## **70,000+ PATIENTS**

We represent more than 70,000 patients, and engage with the Health Board to provide better local health services to patients.

## **BETTER LOCAL CARE**

We support local care, healthy lifestyle initiatives and use digital media to connect our GPs and Nurses with our patients. We also recommend a selection of local trusted businesses that can also help our patients.





# ADVERTISING OPPORTUNITIES

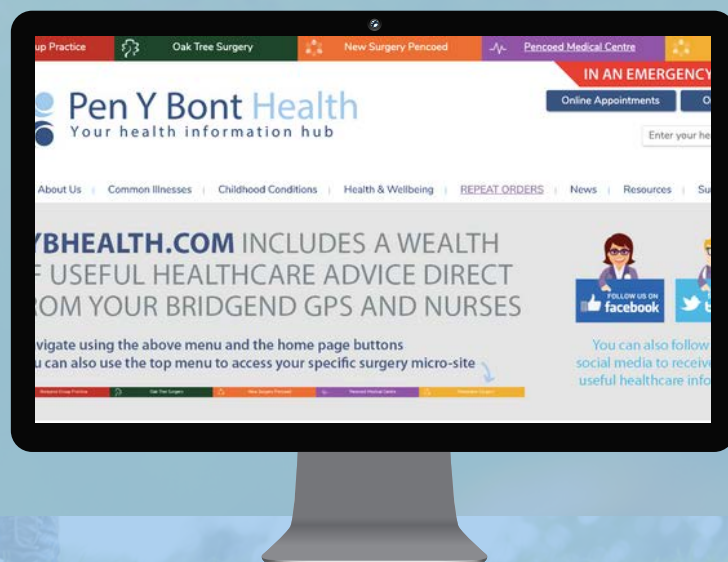
## BUSINESS DIRECTORY

Our website has a wealth of advice from our GPs, plus monthly content is published, advertising local and national well being initiatives and patient advice. We've now added a directory to promote trusted local businesses for the benefit of our patients.

## WEBSITE EDITORIAL AND ADVERTISING

We are also able to offer guest blog or interview opportunities if we feel your business would benefit our patients. This is in addition to home page banner advertising spaces for headline sponsors.

Find out more on the rates page.



# KEY FACTS

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Our advertising packages allow a selection of relevant local businesses to communicate their offering to our patients. We will only advertise businesses that we feel will benefit our patients from a health and well being perspective. Please ask if you are unsure if you qualify. Advertisers will be listed at our discretion.



## WEBSITE

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**September 2019**

Over 26,000 Page Views  
(that's an increase of over  
1200% YOY)

Less than 1% bounce rate

## SOCIAL

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**September 2019**

Twitter: 13,000 Impressions

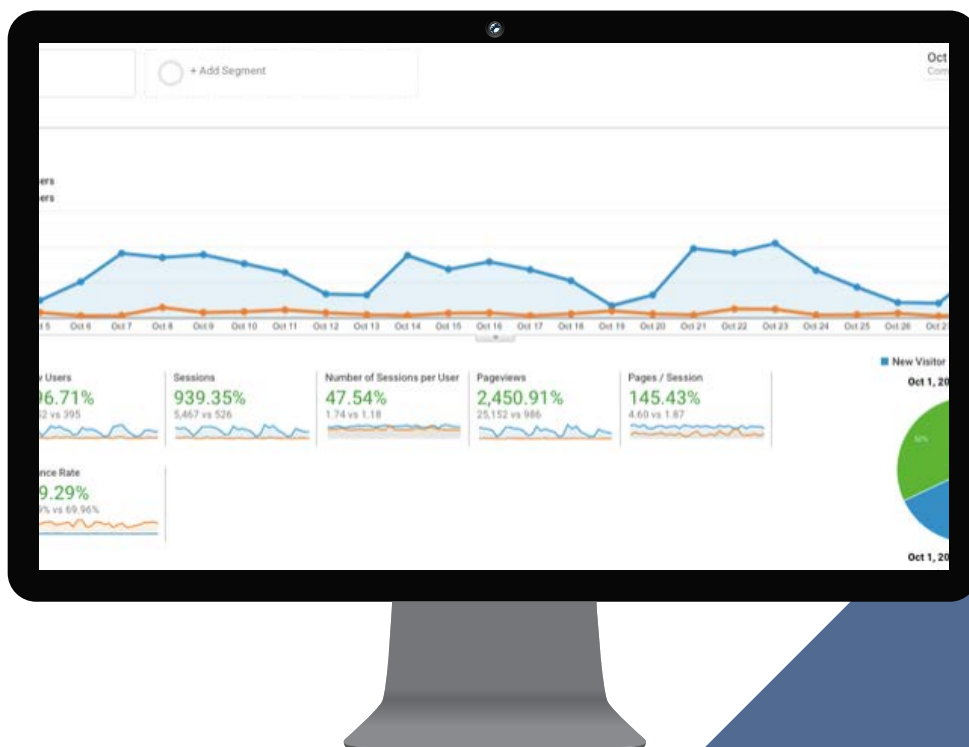
Facebook: 12,500

Impressions | 9,000 post  
reach

# 2019 SUCCESS STORY

## OUR GROWTH

- New and improved merged website launched August 2019
- Incorporates information from all PYB Health surgeries
- Website sessions have increased by nearly 800%
- Website page views have increased by over 1200%
- Bounce rate has decreased from c.70% to less than 1% (this is generally unheard of!)



REACH OVER 3000  
USER/MONTH VIA  
OUR NEW WEBSITE



6 month  
advertising plans  
shown below. Sign  
up for a second 6  
month period and  
receive 20%  
discount.



# RATES

## HEADLINE SPONSOR

Cost  
**£200/Month**

Website Directory Listing - logo and URL  
1 Facebook post and 1 tweet every month  
2 editorial positions over 6 month period  
Website banner advertisement - 3,500 impressions/month

## GOLD SPONSOR

Cost  
**£100/Month**

Website Directory Listing - logo and URL  
1 Facebook post and 1 tweet bi-Monthly  
1 editorial position over 6 month period

## DIRECTORY LISTING

Cost  
**£35/Month**

Website Directory Listing - logo and URL

HIGHLY  
TARGETED  
LOCAL  
ADVERTISING

[WWW.PYBHEALTH.COM](http://WWW.PYBHEALTH.COM)



BOOK YOUR  
SPACE NOW  
[JOANNE.CARTER@WALES.NHS.UK](mailto:JOANNE.CARTER@WALES.NHS.UK)