



**ASSISTIVE  
TECH NEWS**

**MEDIA  
KIT**

# Hi, and welcome

We have entered into a unique period of time for healthcare in the UK. The healthcare sector has been undergoing a digital transformation which is the first of its kind. Companies have a very rare opportunity to provide an abundance of services which aid in this digitalization. This mass-scale transformation will last for a few years and once the right systems have been implemented, healthcare services will continue to work with their chosen partners.

Assistive Tech News is an innovative assistive technology publication created with the aim to connect assistive technology buyers with suppliers. We are unique because we are health tech focused for the UK market, we aim at providing a complete information resource for healthcare decision makers and we are a health tech marketing agency who provide a complete solution for companies wishing to supply to the UK healthcare industry.

[www.assistivetechnews.com](http://www.assistivetechnews.com)



**Medicines & Healthcare products Regulatory Agency:  
Guidance: Assistive technology: definition and safe use  
2.2 Assistive technology**

“Products or systems that support and help individuals with disabilities, restricted mobility or other impairments to perform functions that might otherwise be difficult or impossible. These devices support individuals to improve or maintain their daily quality of life by easing or compensating for an injury or disability.”

# About Us

Supporting the UK's Assistive Technology Revolution

## UK Health Tech Media & Marketing Agency

Reborn Marketing Ltd partners with clients and works with them to reach their audience in the right way. We do this through our media channels, PR and marketing services such as: graphic design, branding, website design, content creation, social media, SEO, promotional videos - all with the aim to outshine your competition.

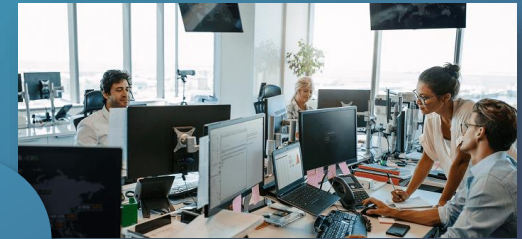
Coupled with Assistive Tech News – which we aim to build into one of the leading publications for assistive technology in the UK, we form strategic partnerships with our clients as we are already engaging with their audience. We offer monthly packages and marketing/PR services. If you would like to see how we can work with you, contact us to arrange a phone call or meeting in person.

### Partners



Cornwall Health & Wellbeing Innovation Centre.

We form long-term strategic partnerships.



### Dedicated team

We cater for every budget and can tailor a package to meet your needs.

# We connect suppliers with buyers

## The problem

How does the UK co-ordinate and organize the implementation of assistive technology into the social care system which comprises of so many moving individual parts?



## Our solution:

Our solution is Assistive Tech News, a resource platform which aims to educate and inform. Our platform helps social care decision leaders make informed decisions when choosing the best technology for their service users.



### Resource platform

We provide a platform where companies can list an overview of their solution with associated case study making it easier for social care decision makers.



### News

Our audience keeps up to date with news, and gets insight into what other social care providers are using.



### Education

We engage with thought leaders and trailblazers in the industry.

# Our opportunities

Are you ready to reach your audience in a new way?



**Online Publication**



**Social Media**



**Monthly E-Newsletter**



**Assistive Tech TV**



**Health Tech Awards**



**Print & Digital Magazine**

# How it all works together

Get maximum exposure by partnering with us long-term

## Advertorials, Features, Webinars, Campaigns & Adverts

Engage with your audience by creating great content – we can help you with this too. Catch their eye with animated GIFS and adverts or invite them to a webinar or to download a white paper.

## Online & Print Magazine

Our magazine is scheduled to be available online and in print later this year. We aim to hand our magazine out at the major assistive technology events.

## Monthly e-newsletter

Our e-newsletter goes out to our audience of 4,000+ social care professionals.



## Engage with video

Assistive Tech TV.

- Topical sessions and thought leaders in the industry.
- Solution overviews and promotional videos from suppliers.

## Awards

We recognise some of the best solutions and case studies in the health sector.

## Social Media

We are building up our followers/connections on our social media channels as well as a dedicated UK LinkedIn Assistive Technology Group.



# Our Audience

Social Care sector professionals

Over 4,500+ potential reach

Corporate  
Assistive Tech  
Email newsletter  
subscribers

Social Care  
professionals  
Email newsletter  
subscribers

Website users  
Per month

Editor's LinkedIn  
connections

Magazine at  
assistive tech  
events & PR  
outreach

Twitter  
followers

LinkedIn group  
members

Facebook  
followers

ATN LinkedIn  
page followers

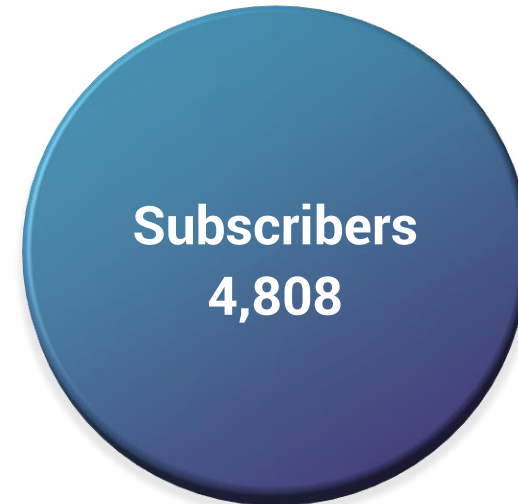


# Our email subscriber audience

Breakdown

**SOCIAL CARE ORGANISATIONS**

**SUBSCRIBERS**

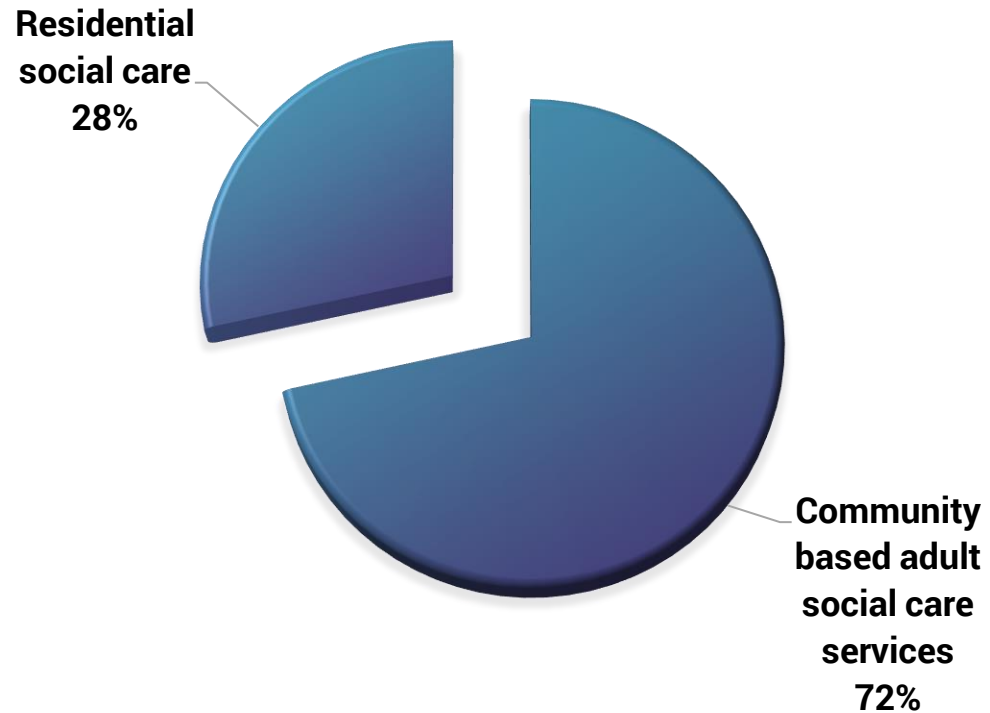




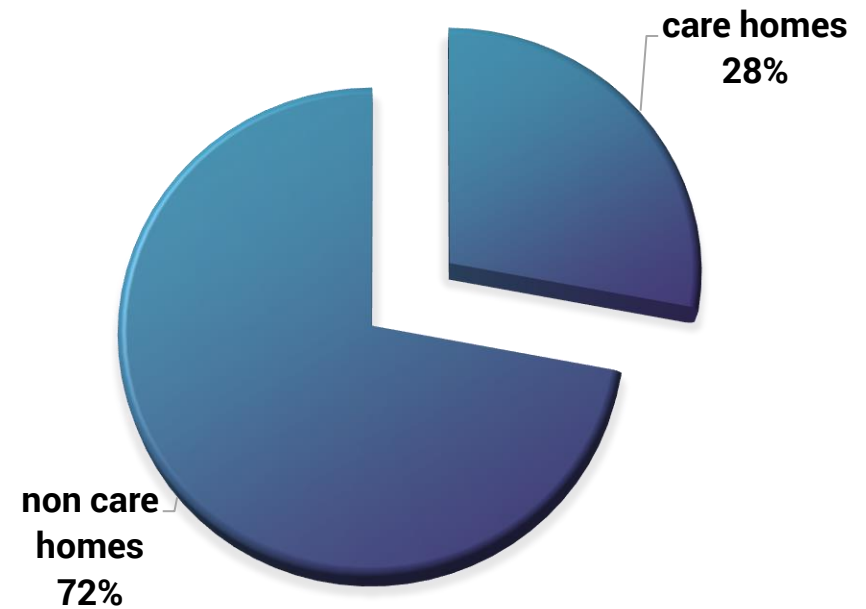
# Our email subscriber audience

Breakdown

## TYPE OF CARE



## CARE HOMES VS NON CARE HOMES



# Companies that our company has worked with:



# Event partners that our company has partnered with:



**DIGITAL  
HEALTHCARE  
SHOW**

26 - 27 JUNE 2019 + ExCeL LONDON



**FUTURE  
HEALTHCARE 2019**  
EXHIBITION & CONFERENCE  
18-19 March 2019 Olympia London



global innovation  
and new technology  
health event

**MEDIWEEK**

THE UK'S LARGEST  
HEALTHCARE EVENT



**EXCELLENCE IN  
HEALTHCARE**

# Advertising with us

We work with you to promote your solution



## Relationship

We form lasting relationships with clients and help them to reach their target audience.



## Ideas

With endless ideas we work with clients to form their strategy and help them to achieve their goals.



## Good Pricing

With upfront pricing that is affordable, our services are also delivered to a high standard.



# Pay as you go advertising

Reach your audience in multiple ways

Advertorial service	Includes
1 x Advertorial article submission on the website	✓
Article above sent out on all Social Media channels	✓
Article above included in the e-newsletter	✓
Price	£50 + VAT

# Contact us

Let's chat about your requirements.

We would love to get to know you and your goals to see how we can help.



**freephone: 0800 772 0790**



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**[www.assistivetechnews.com](http://www.assistivetechnews.com)**

**[www.rebornmarketing.co.uk](http://www.rebornmarketing.co.uk)**



**THANK  
YOU**