

## Advertising Rate Card

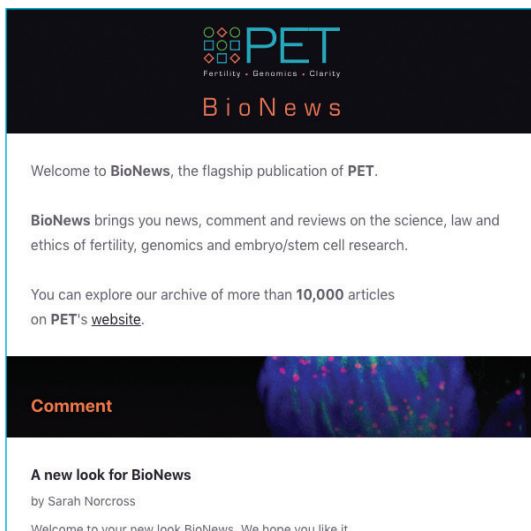
**PET is an independent charity that improves choices for people affected by infertility and genetic conditions.**

PET uniquely brings together thought-leaders in the disciplines of law, regulation, ethics, science, and clinical practice. It is through this sharing of expertise that PET facilitates change. This is communicated in three ways:

- **BioNews.** A digital publication summarising global news on fertility and genetics
- **Events.** A regular programme of (mostly) free to attend debates (online and in person)
- **Engagement.** Informing debate through policy, media and education

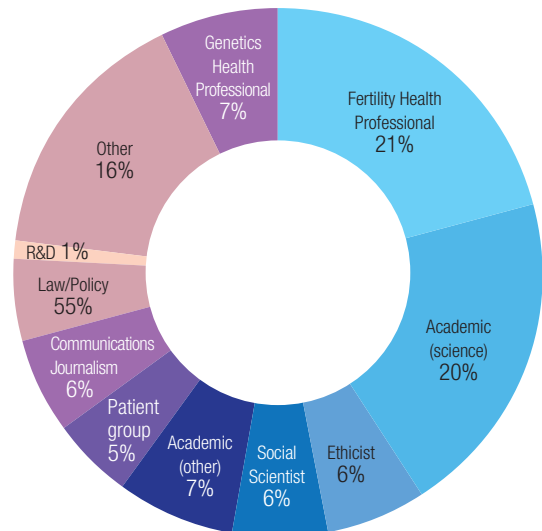
**Readership** - BioNews is read by over 18,000 people to stay up-to-date on news and reviews.

Source: BioNews readership survey 2015



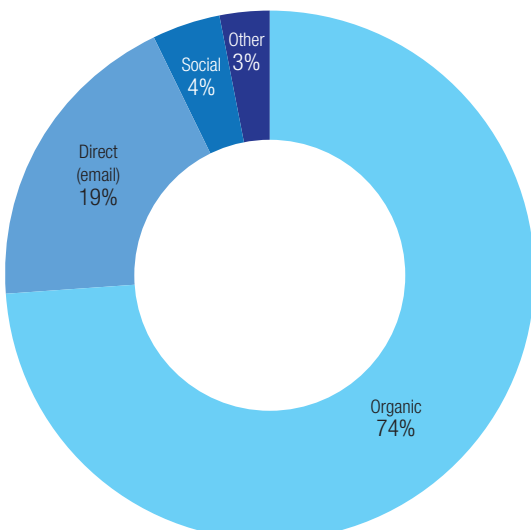
**Audience** - PET event attendees and readership are made up of scientists, clinicians, counsellors, ethicists, policymakers, academics, students, teachers, journalists and the broader public.

Source: BioNews readership survey 2015



**Circulation** - Readership extends beyond the email with 33,500 average monthly website visits.

Source: Google Analytics, 12 months to May 2022



**Geographic Coverage** - The PET website is visited by people in over 100 different countries.

Source: Google Analytics, 12 months to May 2022



## PET Advertising Rates

Type	Cost per month (£ excl. VAT)	Size & Format	Position
MPU (whole site)	1,000	300 x 250px JPEG or PNG	RH column whole site. Timed rotation with up to three advertisers
MPU topics*	500 – 1x topic 750 – 2x topics 1000 – 3x topics	300 X 250px JPEG or PNG	RH column Exclusive to all pages within topic/s requested
BioNews email banner (sent weekly) See example below	800 - Top banner 500 - Bottom banner 1000 – Both	468 x 60px JPEG	Two banners available: Above Comment (Top) Above Reviews (Bottom)
Fertility package** (up to 3 topic MPUs + both BioNews email banners)	2,500	300 x 250px 468 x 60px JPEG	See above
Genomics package** (up to 3 Topic MPUs + both BioNews email banners)	2,500	300 x 250px 468 x 60px JPEG	See above
Whole site package** (MPU + both BioNews email banners)	1,500	300 x 250px 468 x 60px JPEG	See above
Job advertising	Weekly rate 225 x 1 week 400 x 2 weeks	300 x 250px Text + JPEG or PNG logo	Full job listing on website with logo Listing on weekly BioNews email Promotion on PET social media platforms

### Discounts:

- 9% agency
- 10% academic institutions and charities (direct bookings only)
- 10% Friends of PET

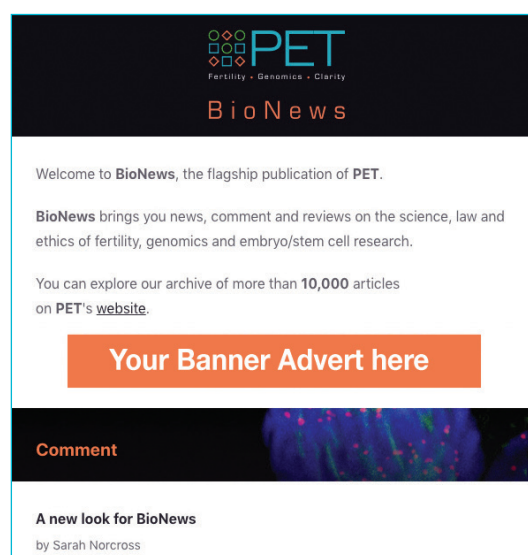
### \*Our 12 topics:

Fertility Treatment, Law and Regulation, Embryo Research, Donor Conception, Stem Cells, Mitochondrial Donation, Epigenetics and Bioethics

### Artwork:

All artwork needs to be provided five working days before the publication date.  
If you are not able to create your own artwork, then please let us know and we will try to help (this service will incur a small charge)

\*\*Other packages are available. Contact PET for more details.



Example of BioNews email banner

Please contact Sarah Norcross at [snorcross@progress.org.uk](mailto:snorcross@progress.org.uk)  
or Amanda Cooney at [acooney@progress.org.uk](mailto:acooney@progress.org.uk)