

SPREADING A WORLD OF RECOVERY



recovery resources

# Ways to save lives



DBRECOVERYRESOURCES.COM SUPPORTS YOUR WORK

SAVING LIVES. FOR LIFE.



# DBRR our mission

DB Recovery Resources was founded in 2014 by Deirdre Boyd, the most influential editor in the UK/Europe on how to recover from addictive behaviours, who has dedicated over 20 years' charitable work educating carers and professionals in how to transform people with alcohol/drug/related problems from being burdens on society to valuable contributors, turning despair to hope and health. She champions cutting-edge, evidence-based information for the media, government, counsellors, healthcare professionals, business leaders and more, sharing best practices for treating addiction/dependency.

- ① DB Recovery Resources offers a *daily* news service to 9,400 readers.
- ① Each of DBRR's *Recovery Plus* conferences reaches 100s of professionals.
- ① *Interventions Plus* workshops train people how to accelerate clients into care.
- ① Online *Recovery Plus* reference publications have minimum 1 year shelf life.
- ① In early 2016, *Recovery Plus* became the UK's major print and posted journal on how to recover from addiction.





# DBPRP the platforms



We reach people offline and online: on PCs, Macs, smart phones and tablets, through our long-life publications and face-to-face meetings in conferences.





# daily news

DB Recovery News provides the best in professional knowledge on how to recover from addiction, and related developments

- ① It is the most widely-read daily newsletter *worldwide* on this topic
- ① Every weekday, it is emailed to 9,400 individually-named influencers, from a database of 21,000 people
- ① 9,400 people x 5 days a week x 50 weeks = guaranteed 2million views

## our readers

- > 2,500 providers, referrers, commissioners and 'influencers' across the addiction-treatment field
- > 3,000+ people in recovery
- > 1,000 CEOs of the top FTSE and AIM companies
- > 1,000 chairmen/chairwomen of the top FTSE and AIM companies
- > 700 HR (human resource) managers/directors in these companies
- > 300 corporate social responsibility managers in these companies
- > 147 Local Authority purchasing and procurement contacts
- > 255 Local Authority CEO contacts
- > 2,890 media and misc contacts
- > 164 NHS Trust medical directors
- > 95 NHS Trust facilities managers
- > 1,435 UK-registered psychotherapists
- > 6,000 named contacts in secondary schools
- > 600 contacts in colleges and universities
- > 165 NHS Trust finance managers
- > 154 NHS Trust nursing directors
- > 63 NHS Trust purchasing contacts





# conferences

**Recovery plus** – for healthcare professionals and others who meet people with addictive behaviours in the course of their work

3 November 2016 + 26-27 June 2017

**Interventions plus** – for experienced and aspiring family interventionists  
27 June 2017

**Recovery plus** – Workplace wellbeing  
3 November 2016

**Royal Horseguards** is the venue, a Grade-I listed, 5\* 'chateau' by the Thames (near the London Eye, Downing Street, Parliament, Buckingham Palace).

**Meet & network** with 100s of key sector professionals.

**Organisers:** Deirdre Boyd who created what were, under her leadership, the largest alcohol- and drug-treatment symposia in the UK & Europe  
+ and **Editorial Board** of industry experts.

## Sponsorship options :

Nov 2016 sponsorship... £1,200\* conference +  
6 months' sponsorship on DB News, 1/4 page ad  
June 2017 sponsorship... £2,500 conference +  
1 year sponsorship on daily DB News  
Sponsorship of both conferences... £3,100





# for sponsors

DBRR reciprocates the support of its sponsors by offering:

- ① Sponsor's name on all conference promotion, including [recoveryplusdb.com](http://recoveryplusdb.com)
- ① Sponsor 'banner' to be promoted *every weekday* on **DB Recovery News** which reaches 9,400 individually-named edresses daily (*see options below*)
- ① Sponsor to be publicised in e-campaigns to DBRR's 21,000 selected edresses
- ① Sponsor to have 1/4-page colour ad in *Recovery Plus* journal, print & online
- ① Presentation slot at conference to be made available to agreed sponsor speaker – this will be a Plenary session to *all* delegates, not a breakout
- ① 9' exhibition space – sponsor can choose site before floorplan is public
  - ① Sponsor's name on the delegate bags
- ① Sponsor promotional material to be inserted in every delegate pack
  - ① 3 full-time complimentary registrations at the conference(s).

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The Recovery Plus publications are valuable reference resources for your virtual and actual libraries – in February 2016, *Recovery Plus* became the UK's major print-and-posted journal on how to recover from addiction, as well as being available fully interactive online.

Each comprehensive publication is dedicated to recovery from addiction and will be mailed to 6,000 people selected for their influence in this field..

① *Recovery Plus* is for all professionals who, in the course of their work, encounter people with alcohol and drug problems.

① *Recovery Plus* online journal has interactive bonuses – eg, click on the seminal article by Professor John Kelly of Harvard and you will access 70 slides of research: [www.dbrecoveryresources.com/mag/Recovery\\_Plus\\_2015/index.html](http://www.dbrecoveryresources.com/mag/Recovery_Plus_2015/index.html)

① *Recovery Plus Workplace wellbeing* – follows in September 2016, in print and online.

① *Interventions Plus*, a magazine for experienced and aspiring family interventionists, will be published hot on the heels of these.

Don't miss out: use us to reach 23,000 influencers.

All print journals are published thanks to the generous sponsorship of **Summit Diagnostics** ([www.summitdiagnostics.com](http://www.summitdiagnostics.com))







# your rates

Print run 6,000 copies of *Recovery Plus*.  
 Online: about 2million views per issue per annum.

<b>Display advertising</b> , full colour, in print and online:				<b>Discounts</b>	
Size	Run of paper	Inside covers	Back cover	2x	4x
1 page	£995	£1150	£1445	915	815
1/2 page	£495	£630	n/a	455	425
1/4 page	£295	£395	n/a	255	225
<b>Directory listing</b> , print and online			£99/issue	£325/year	
Online Directory only			£75/issue	£250/year	

**Technical info:**

Size of display advertising (widthxheight, mm): 190x227, 190x133/90x227, 90x133.  
 Tiff, JPG and PDF formats acceptable.

**Loose inserts:** £150 per thousand.

**Online 'banner'** on the daily *DB Recovery News*: Monthly £150 Annual £1,450

**Recruitment advertising**, print and online Standard ad rates: no surcharge

**Conferences, workshops:**

Nov 2016 sponsorship... £1,200\* **bonus 6 months' sponsorship on DB News**

June 2017 sponsorship... £2,500 **bonus 1 year sponsorship on daily DB News.**

Both conferences... £3,100 only

Contact [Philip@DBrecoveryresources.com](mailto:Philip@DBrecoveryresources.com)

