

HELPING YOU BE BEST IN ADDICTION RECOVERY



recovery resources

# Increase access to treatment

A large, stylized graphic of an orange and yellow flame or bird-like shape, positioned in the lower half of the page. It has a glowing, ethereal quality with soft gradients and a dark outline.

MEDIA PACK  
[DBRECOVERYRESOURCES.COM](http://DBRECOVERYRESOURCES.COM)



# our mission

All our publications, seminars and conferences are dedicated to saving lives through disseminating information on how to recover from addiction and giving carers a forum: for support and validation, to exchange news, developments and best practice.

We bring you cutting-edge information and a few items which are older but also the most authoritative available.

What they have in common is that they withstand the test of time and are practical: hints and tips you can use today, in a week or a month with clients.

Research and experience show that they work.





# DBPR

# 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 24,000 people
- ① 9,400 people x 5 days a week x 48 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





# publications

The Recovery Plus publications are valuable reference resources for your virtual and actual libraries. They are not only of use clinically but also a comprehensive source of data for funders/fundraising.

In February 2016, *Recovery Plus* became the UK's biggest print-and-posted journal on how to recover from addiction..

In 2018, in response to demand from enthusiastic readers, *Recovery Plus* e-mag increased its publication frequency to 8 issues/year and is now available fully interactive online [here](#).

*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.

① **The online Recovery Plus e-mag is guaranteed a minimum 2.25million views (the daily DB News alone gives 9,400 readers x 5 weekdays x 48 weeks; there is also marketing in addition). Don't miss out: use us to reach a minimum 24,000 influencers.**

All print journals were brought to you thanks to a publishing partnership with [Summit Diagnostics](http://www.summitdiagnostics.com) ([www.summitdiagnostics.com](http://www.summitdiagnostics.com))





**DB Recovery+ UKESAD symposium**  
is the UK&Europe's largest event  
on World Drug Day:  
26 June + 27 June 2023

by the Tower of London UNESCO world heritage site

**Organised with:** UKESAD **NGO partner:** ICAA **Accreditation:** IC&RC.

Held by people in long-term enriched recovery from addiction,  
to guide more people who need help into recovery and treatment.

**Reasons to join us #recovery:**

- ① Learn more in 2 days than from months of research on how to recover from addictive behaviours... check some of our worldclass experts at [www.recoveryplusdb.com](http://www.recoveryplusdb.com).
- ① Meet old friends, make new ones, be connected with a global recovery field.
- ① Sponsors and exhibitors: raise your profile, meet referrers, build business.
- ① Maximise meetings: morning sessions are plenary so that people naturally network; specialise in intensive afternoon workshops by interventionists.
- ① Meet 100s of delegates involved in getting people and families into recovery: doctors, therapists, counsellors, psychiatrists, activists and more.





# VIP for sponsors

**DBRR delivers to its sponsors an unbeatable package –  
only we can offer daily news+journal+conference:**

- ① Sponsor 'banner' to be promoted *every weekday* on **DB Recovery News** which reaches 9,400 individually-named edresses daily
- ① Sponsor to be publicised in e-campaigns to DBRR's 24,000 selected edresses
- ① Sponsor to have 1/4-page ad in **Recovery Plus** monthly journal – for a year
- ① Sponsor's name on all conference promotion, including **recoveryplusdb.com**
- 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 with table, chairs, wifi
- ① Sponsor's name on the delegate bags, and promotional material inside
  - ① Sponsor's logo on plenary + electronic screens during conference
- ① 4 full-time complimentary registrations at the conference(s) each day.

If you would like a sponsor package  
customised to your requirements,  
contact us:

[TheTeam@DBrecoveryresources.com](mailto:TheTeam@DBrecoveryresources.com).





# VIP sponsor rates

**DBRR delivers to its sponsors an unbeatable package –  
only we can offer daily news+monthly journal+conference:**

- ① Special rates for all sponsorships booked via this media pack
  - ① The sponsorship package is a competitive £7,000,  
with bonuses for early payment
  - ① You can get a year's worth of marketing across the UK + Europe  
for only £135/week maximum:  
daily news, monthly journal, face-to-face conference contacts
    - ① One client staying for one week at your facility  
will cover your sponsorship –  
with potential for a greater return on your investment.

If you would like a sponsor package  
customised to your requirements,  
contact us:

*[TheTeam@DBrecoveryresources.com](mailto:TheTeam@DBrecoveryresources.com)*







# your ad rates

Recovery Plus e-mag + annual Year In Review  
2million+ online views per issue per annum

Display advertising, full colour - rates for 3 issues, for 1 month and annual:

Size	1 month	Quarterly	1 year, 11 issues	3 inside covers
1/4 page	£175	£295	£1,000	£395
1/2 page	£295	£495	£1,700	£630
1 page	£395	£1,100	£2,985	£1,150

Recruitment advertising Standard ad rates: no surcharge

Directory £99 £295

### Technical info:

Display ad sizes (widthxheight): page=190x227mm, 1/2 page=190x133mm (horizontal) or 90x227mm (vertical), 1/4 page=90x133mm. Artwork can be Tiff, JPG, PDF.

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

### Conferences, workshops:

1+2 July 2021 – early bookings can save delegates & exhibitors ££hundreds!

**Sponsorship**... a full year's worth of promotion for only £135/week (£7,000 for a year) maximum, tailored to your requirements, and including advertisements in the journal as well as the daily DB Recovery News, exhibitor site at annual conference, marketing...





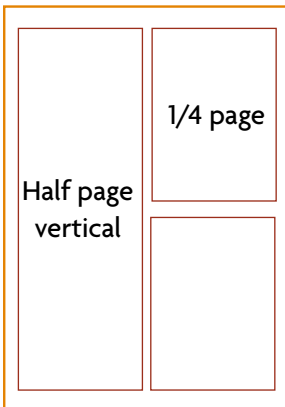
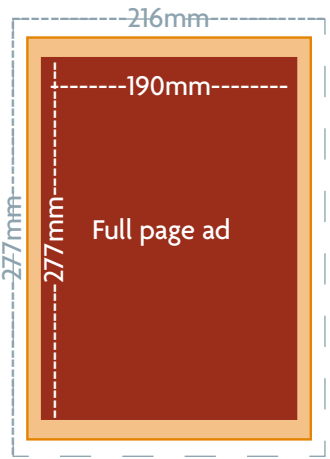
# check ad sizes



A4 page = 210 x 297mm

Full page ad = 190 x 277mm

Page 'bleed' ad = 216x303mm  
(210x297mm of artwork will show on page, extra 3mm on all 4 sides will allow for printer's trim)



Half page horizontal = 190 x 133mm

Half page vertical = 90 x 227mm

Quarter page = 90 x 133mm.

Artwork can be supplied as Tiff, JPG, PDF.

