

GPC Connector



MEDIA PACK 2025

■ ABOUT US

With over 30 years of experience in the publishing industry, we have built a strong foundation in educational, charitable, community, and healthcare-focused publications.

Following in-depth conversations with individuals, organisations, and volunteers involved in healthcare, we are proud to introduce **GP Connector Magazine** - a new publication aimed at GP's and primary care professionals.

Distributed to over 3,000 GP practices across the UK, **GP Connector Magazine** is a vibrant A4 full colour publication created to connect healthcare professionals throughout primary care.

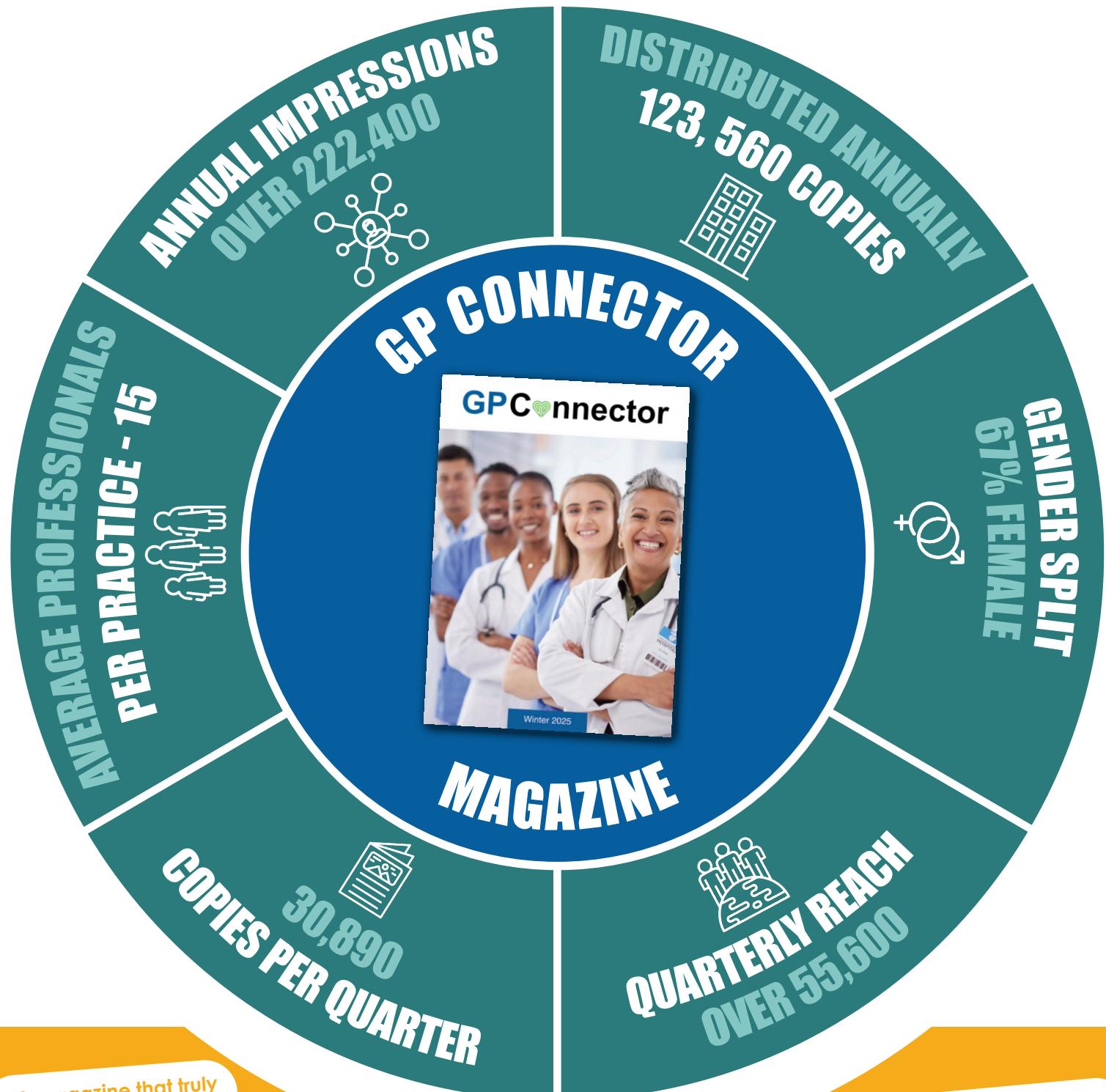
GP Connector is written alongside GPs, practice managers, and primary care colleagues, creating a practical and relevant publication that promotes insights, and shares experiences from the frontline.



REACH

The **GP Connector Magazine**, is distributed to **GP Practices** throughout the UK, on a quarterly basis. Endorsed by those working at the 'coal face', it provides practical insights, shared experiences, and the latest developments shaping general practice.

We expect exponential organic growth of the magazine through the sharing of articles from numerous GP Practices, community organisations, sponsors, partners and advertising clients.



"A magazine that truly understands the challenges we face in primary care"

"The mix of clinical insights, innovations, and real-world solutions makes it a valuable part of my routine"

"From AI to digital health - it's all here"

"I discover innovative products, new tools and tech in every issue."

CONTENT

The **GP Connector** magazine offers everything from NHS transformation and workforce culture to innovation, business efficiency, and equality.

Connecting professionals across primary care, helping to share learning, showcase innovation and good practice, and lighten the workload of those delivering vital frontline services.

Covering PCNs, GP Federations, and NHS transformation initiatives the publication supports staff wellbeing, leadership, and professional development.



The Impact of Social Prescribing on Health Inequalities
Tackling Health Inequalities Through Social Prescribing

Social prescribing - connecting individuals to non-medical, community-based support - is becoming a key element of holistic, person-centred care in the UK. Beyond its recognised benefits for mental wellbeing, loneliness, and self-management, emerging research highlights its powerful role in reducing health inequalities.

Studies from NHS data and academic institutions show that people from deprived or marginalised communities benefit disproportionately. These groups often face barriers like poor housing, financial stress, or social isolation - issues traditional clinical care cannot fully address.

Key Insights:

- Addressing Root Causes:** Link workers are skilled at identifying and tackling social determinants of health, referring individuals to welfare support, housing advice, employment help, and local groups.
- Reducing Service Pressure:** Evidence shows reduced GP visits and A&E attendance among those engaging with social prescribing, particularly in high-deprivation areas.
- Improving Mental Wellbeing:** Activities such as gardening, health support, and arts therapy offer accessible mental health support, especially where services are stretched.
- Building Social Capital:** Social prescribing helps isolated individuals reconnect and build community ties, improving resilience and quality of life.
- Inclusive, Tailored Support:** Schemes that are culturally competent and responsive to the needs of ethnic minorities, LGBTQ+ people, and those with disabilities show particularly strong results.
- Looking Ahead:** To realise its full potential, social prescribing must be embedded across primary care networks and Integrated Care Systems.

Equitable access, sustainable funding, and robust data collection will be key to securing its role in tackling health inequalities long-term.

PCconnector

Vision Reimagined

England in 2019, Primary Care Networks (PCNs) group a sizeable population of 30,000–50,000, aiming to deliver proactive and preventative care. PCNs address growing needs, patient needs, and workforce shortages by fostering across multidisciplinary teams, including pharmacists, and care providers. While challenges remain, the shift from isolated practice to integrated care, turning innovation into practice, is a key priority for patients and professionals, and a valuable model for the future of UK primary care.

Proactive Prevention – A PCN's Success

Early Cancer Diagnosis

Despite improvements in modern healthcare, early cancer diagnosis remains one of the most effective strategies for improving patient outcomes and survival. Within this context, Primary Care Networks (PCNs) are seen as powerful vehicles for change, capable of delivering integrated, patient-centred services that support early intervention. This example shows the outstanding work of a Midlands-based PCN, which successfully implemented a proactive approach to cancer screening and early detection, achieving measurable improvements in survival rates.

Local Cancer Incidence, Screening Participation Rates, and Socio-Economic Status

Local cancer incidence, screening participation rates, and socio-economic status, particularly in deprived communities, are key factors in cancer survival. Within this context, the PCN was able to target screening uptake, limited public awareness, and the complexity of screening. In response, the Midlands PCN developed a holistic strategy to address these challenges, including:

- Targeting local cancer incidence, screening participation rates, and socio-economic status, particularly in deprived communities, the PCN was able to target screening uptake, limited public awareness, and the complexity of screening.
- Adding cancer care coordinators within GP practices. These roles proved effective in addressing barriers to screening, such as lack of time and low health literacy.
- Working together GPs, pharmacists, nurses, and social prescribers to promote screening and support patients through the screening process.

Winter 2025

Innovation in Public Engagement

To combat low screening uptake, the PCN partnered with community leaders and local organisations to deliver cultural awareness education campaigns. Pop-up health events in local libraries, schools, and food banks were used to reach individuals less likely to attend traditional GP appointments.

One standout initiative was the 'Cancer Chat' clinics, where patients could drop in to discuss symptoms or screening concerns in an informal setting. These clinics were especially effective in reaching younger patients and those from diverse backgrounds.

■ PRICING

The **Community Connector Magazine**, is an A4 full colour publication printed quarterly.

We offer three different advert sizes - 1/4 page, 1/2 page and a Full page.

Discounts are available for block bookings over multiple issues.

SINGLE ISSUE BOOKING

1/4 Page - £1,800.00 (96mm Wide x 136mm High)

1/2 Page - £3,000.00 (198mm Wide x 136mm High)

Full Page - £5,000.00 (210mm Wide x 297mm High)

BLOCK BOOKINGS (MULTIPLE ISSUES)

2.5% discount for **two** consecutive issues

5% discount for **three** consecutive issues

10% discount for **four** consecutive issues (1 year)

PRIME SPACES (FULL PAGE ONLY)

Inside Front Cover, Page 3 - **£6,000.00**

Back Cover - **£7,500.00**

Centre Spread (Double Page) - **£12,000.00**

