

TO BRING ABOUT A DRAMATIC AND WIDE REACHING CHANGE IN CONDITIONS AND ATTITUDES FOR THE RARE  
DISEASE COMMUNITY. IT'S TIME TO TURN THE TIDE!

# NRG COLLECTIVE LTD

Home of RARE Revolution Magazine, RARE Youth Revolution  
&  
TIDE Community Engagement

# NRG Collective Ltd Vision & Objectives

## VISION

A world in which people within the rare diseases community are empowered and informed. Where those affected by rare disease can have a voice and a community. Where rare disease collaboration benefits all

## PURPOSE

We educate, signpost, and provide a place of belonging for collective benefit of the rare disease community.

We are passionate about empowering people through knowledge, and provide the right resources to the right audiences to make that happen

## COLLECTIVE

We believe in multi-stakeholder platforms and communities: we promote collaboration and co-creation for greater benefit and a cross condition approach to community building

# We achieve our purpose through:

## RARE REVOLUTION MAGAZINE

We provide a platform and voice to patients, advocates, healthcare, clinical, research and industry professionals within the rare disease field to provide education and awareness of rare diseases and those impacted by them.

## TIDE

Partnering with the community for better outcomes. We support companies with engagement and advisory board activities that can support understanding the community, diagnostic pathways and marketing activities for study and trial recruitment.

Integration and dissemination via world leading RARE Revolution publication, leveraging maximum relevant exposure to the rare disease community worldwide.

## RARE YOUTH REVOLUTION

A rolling programme to support children and young people affected by rare disease across key areas:

- a platform where they can connect and share their experiences
- a resources hub including an understanding genetics video series and recruitment guidance
- RARE Talks video series

# Our Audience

## MONTHLY ACROSS OUR PLATFORMS



### MAGAZINE

437,824 annual page views.



### DIGITAL

42.2% USA  
25.9% UK  
31.9% ROW



### SOCIAL MEDIA

Facebook 10.43%,  
LinkedIn 6.48%  
X 10.61%  
Instagram 6.02%



### GEOGRAPHY

36.5% USA  
24.5% UK  
39.0% ROW



### E-NEWSLETTER

5000+ Newsletter subscribers. Three newsletters per week.

# Working with us – RARE Revolution Magazine



## ADVERTISING

Both digital and in-magazine advertising available. Banner ads, events listings, full page, half page adverts and more...

Advertorials, ghost writing and interview style available with full writing support.

Prices start from £525.

Ask about our unlimited packages.

## EMAIL & SOCIAL

Reach our community with your events, campaigns or services.

Need to boost recruitment into your study or trial?

Through email or social media connect and engage. Prices start from £395

## SPONSORED CONTENT

Whether you are looking for magazine or web based content opportunities our sponsored content allows you to bring your expertise, thought leadership or disease awareness objectives to life through our highly engaging platform. With access to our highly skilled editorial and design team prices start from £6,050 See over for more details.

## EDITORIAL

Editorial and advertorial style features available both in magazine and online. Includes full editorial planning and design, writing support can be provided at an additional cost. Prices from £950.

Add our beyond print licensing package to turn your features into engaging licenced marketing materials. Receive both digital and PDF. POA

# Sponsored Content – In detail

## EDITORIAL SPONSOR £17,000

Perfect for companies aligned with our Editorial theme.

Includes;

- Full section branding inc, front page
- Lead articles in section plus patient insight features
- Writing support available
- Printed copies available

## DIGITAL SPOTLIGHT £9,500

Our digital awareness campaigns are designed to bring disease specific disease awareness, topic education and campaigns to our audience. This opportunity may include;

- 5 articles
- Social media promotion
- E-Newsletter promotion
- Promotion of campaign in following edition of RARE Revolution

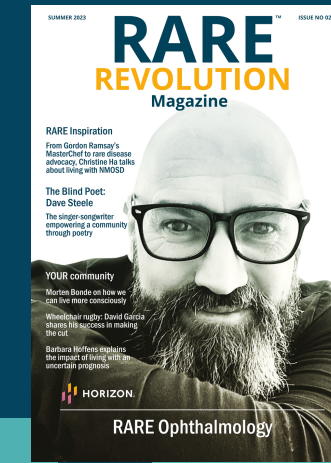
## RARE REV-INAR FROM £6,050

Sponsor one of our webinar series to bring together relevant stakeholders for engaging, roundtable discussions. Available live and on demand.

Create evergreen content from your webinar through a video mini-series or article about your webinar ensuring more people reach your content.

## SPOTLIGHT EDITIONS £36,000

Our stand-alone mini issues offer companies a real opportunity to get really focussed on raising awareness for individual conditions or challenges. These issues go out to our readership between our regular quarterly issues but are also licensed to clients for distribution through their own channels.



# Campaign activities through RRM – a multi-channel approach

## DISEASE AWARENESS ACTIVITIES

Our Digital spotlight campaigns are a great way to raise awareness for a single or related group of conditions.

They include; disease overview, patient and carer interviews, HCP/KOL interviews, article about support or advocacy groups with signposting and info-graphics.

Each article can link to the study sign up page is SEO optimised and can be leveraged further by tying in with awareness days.

## BRAND AWARENESS ACTIVITIES

Thought leadership and company profile articles are a great way to talk about your company, its dedicated people and its values in order to build trust within the communities you would like to enrol.

Both In magazine or online options available and both options are shared via social media and e-newsletter. Each article is SEO optimised.

## STUDY AWARENESS ACTIVITIES

Social media is a great place to find your target audience. Leveraging our channels with creative and engaging video and graphic posts that link to your website page is a cost effective way to reach people consistently.

Using video to answer FAQ's can help give your audience confidence to take the next step to find out more. **With additional tailored ad creation and spend included we can tailor your audience further.**

## SOCIAL MEDIA NEWSLETTER OUTREACH

Each article whether featured as part of our digital spotlights or in magazine and website opportunities featured above are promoted via our newsletter and social media channels.

We work with you to understand your target audience and enrolment criteria and then leverage our community facing and or professional network to reach out directly and make introductions where it is mutually beneficial.

# Rate Card Adverts

MAGAZINE

1/2 Page in magazine £510

Full Page in magazine £995

Digital in-magazine adverts from £1,200

DIGITAL

Banner Ads From £395 per month

E-MAIL

E-Mail Campaigns from £395 per month

SOCIAL

Social Campaigns from £995

Please contact David Rose  
[drose@rarerevolutionmagazine.com](mailto:drose@rarerevolutionmagazine.com)



# Rate Card Content

## MAGAZINE

Thought leadership £1,700  
...with writing support £2,400  
Company featurette £4,500

## DIGITAL

Thought leadership £950  
...with writing support £1,700  
Press releases £150

## SOCIAL

Social media recruitment packages from £995  
Industry takeover day £2,400

# Rate Card sponsor

RARE REV-INAR

From £6,050

EDITORIAL- CORE

£17,000

SPECIAL EDITIONS

From £36,000

DIGITAL SPOTLIGHTS

From £9,500

# Meet the Team

## GET TO KNOW US



REBECCA  
STEWART

CEO



NICOLA  
MILLER

Executive Director  
& Editor-In-Chief



GEOFF  
CASE

Digital Editor  
Senior Associate



DAVID  
ROSE

Brand and Business  
Development  
Associate



EMMA  
BISHOP

Special Editions  
Editor Associate



BECKY  
PENDER

Community  
Engagement Senior  
Associate



JOE  
RUMNEY

Creative  
Designer

# Contact Information

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change in conditions and attitudes for the  
rare disease community.  
It's time to turn the tide!**