

HEALTH TECH
DIGITAL

AGENCY
MEDIA
KIT

Hi, and welcome to Health Tech Digital



We help Healthtech companies and agencies gain meaningful visibility across the UK Healthtech and NHS ecosystem.

Through our platform, content, and distribution network, we connect innovative companies with the audiences that matter - including NHS decision-makers, private healthcare providers, and the wider Healthtech community.

What we do

We provide a range of visibility and positioning opportunities designed to help companies:

- Increase awareness in the UK Healthtech market
- Communicate their value clearly to the right audience
- Build credibility through consistent exposure
- Stay visible across key industry touchpoints

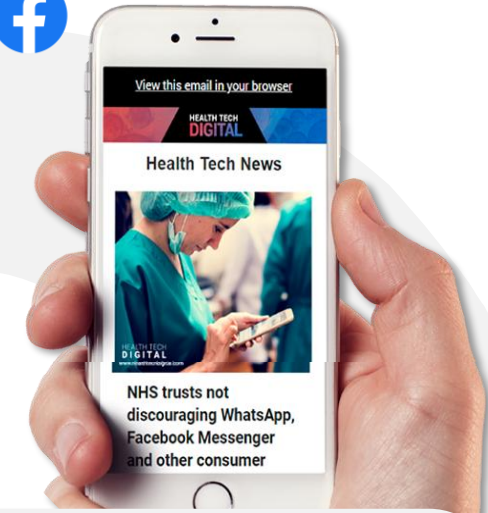
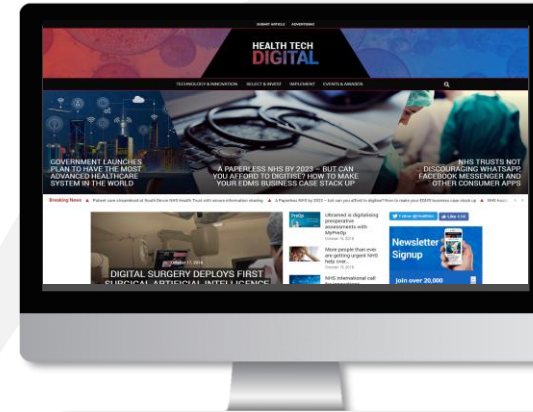
From single advertorial placements to fully managed visibility and positioning support, we help you show up where it matters.

Who we work with

We partner with PR & Marketing Agencies

Looking for a reliable partner to deliver high-quality content, placements, and visibility for their clients - without adding internal workload.

www.healthtechdigital.com



Why Agencies Partner With Us

- ✓ Deliver high-quality content & placements without internal resource
- ✓ Expand your service offering into UK Healthtech media
- ✓ Improve client retention with consistent visibility
- ✓ White-label Agency-friendly approach
- ✓ Flexible options, fast turnaround and reliable delivery



Our Audience

Over 260K+ potential reach:

Our channels:



Online Publication



Social Media



E-Newsletter



Awards



Magazine



Healthtech TV

*Click the links above to explore our channels

Article Bundle Agency Membership Package



5 Article Package (to be used within 12 months)

£600

Secure guaranteed, consistent visibility across our platform with a flexible bank of articles to use throughout the year.

✓ Market Visibility

- Client-supplied articles published on our online platform
- Shared across our social channels
- Included in our e-newsletter
- 5 articles to be used within 12 months
- Equivalent to £120 per article



15 Article Package (to be used within 12 months)

£1,500

Build consistent presence and momentum with a larger allocation of articles for ongoing campaigns and client activity.

✓ Market Visibility

- Client-supplied articles published on our online platform
- Shared across our social channels
- Included in our e-newsletter
- 15 articles to be used within 12 months
- Equivalent to £100 per article

★ *Most popular for agencies running ongoing campaigns*



25 Article Package (to be used within 2 years)

£2,000

Maximise your reach and maintain a strong, long-term presence across our platform with high-volume content and extended usage.

✓ Market Visibility

- Client-supplied articles published on our online platform
- Shared across our social channels
- Included in our e-newsletter
- 25 articles to be used within 2 years
- Equivalent to £80 per article

★ *Best value for agencies managing multiple clients*

* Your articles will not have the required "Advertorial" or "Sponsored" notification anywhere on the article. Instead, the banner below will be placed at the bottom of the article. This is all in accordance with UK law. All content is subject to editorial review to ensure it aligns with our audience and platform standards - we're happy to provide guidance and suggested edits if necessary.

Prepaid Visibility Packages



Advertorial

£150

Secure high-quality editorial coverage for your clients

✓ Market Visibility

- Client-supplied article published on our online platform
- Shared across our social channels
- Included in our e-newsletter



Done-For-You Advertorial

£500

We create and deliver client-ready content on your behalf

✓ Everything in Advertorial, plus:

✓ Done-For-You Content

- Article professionally written by our team
- Positioned for your target NHS/Healthtech audience

How it works

- You brief us on your client
- We create and publish the content
- We distribute and promote it
- You present the results to your client



Done-For-You Advertorial + Premium Visibility

£800

Deliver maximum exposure and premium placements for your clients

✓ Everything in previous packages, plus:

✓ Featured Placement

- Article featured on homepage for 1 month

✓ Extended Reach

- Distribution to 100+ publications

✓ High-Impact Promotion

- Banner included in our e-newsletter
- Banner placed within your article

✓ Community Visibility

- Article pinned in our LinkedIn group
- Article featured on our LinkedIn company page

✓ Industry Presence

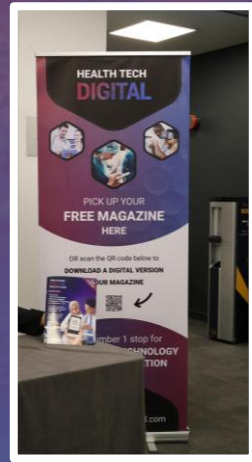
- Included in the next digital/printed magazine
- Presence at a key Healthtech event through the magazine

★ *Ideal for product launches, announcements, and key campaigns.*

*We can work directly with your team or behind the scenes as a white-label partner. Can't find the package you are looking for? Contact us and we can design you your own bespoke package. In accordance with UK law, advertorials are required to display a notification saying "Advertorial" or "Sponsored" somewhere on the article page. All content is subject to editorial review to ensure it aligns with our audience and platform standards - we're happy to provide guidance and suggested edits if necessary.

Editorial Features & Magazine Opportunities

Our Planned Event Partnerships: We develop editorial features aligned with key industry events, giving agencies the opportunity to include their clients within relevant articles, insights, and industry discussions. *We're also happy to collaborate on content ideas to align with your campaign objectives - Content can still be published at any time, but aligning with these periods allows for maximum exposure and impact. Our magazine is planned to be available at key events throughout the year.*



Monthly Themes + Event Alignment

Med-Tech Expo (3-4 June 2026)

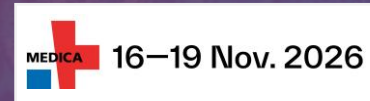
The UK's leading event for medical device manufacturing, bringing together leaders, engineers, innovators and manufacturers to connect with technology and innovation that supports the design and manufacture of life-changing medical devices.



Editorial Themes: Medical device innovation, Product development and manufacturing, Emerging technologies. **Opportunity:** Include your client as part of a feature on innovation or showcase their product within a wider editorial.

MEDICA (16-19 November 2026)

The world's largest medical trade fair, bringing together thousands of international exhibitors and professionals to showcase cutting-edge innovations in medical technology, diagnostics, and health IT.



Editorial Themes: Global Healthtech innovation, Partnerships and expansion, Advanced technologies. **Opportunity:** Feature your client within international-focused content and innovation roundups.

NHS ConfedExpo (10-11 June 2026)

The UK's leading health and care conference, bringing together thousands of leaders, professionals and partners to collaborate, share insights and drive innovation to improve patient care.



Editorial Themes: NHS priorities and challenges, Improving patient outcomes, Case studies from NHS partnerships. **Opportunity:** Feature your client within a broader industry article or contribute expert commentary.

Giant Health Event (7 & 8 December 2026)

The UK's leading NHS innovation festival, bringing together healthcare leaders, clinicians, innovators, and investors to explore new technologies, share insights, and drive healthcare transformation.



Editorial Themes: Healthtech innovation and growth, Founder insights and leadership, Industry trends. **Opportunity:** Include your client in high-visibility features and end-of-year industry insights.

HETT Show (29-30 September 2026)

The UK's leading digital health conference and exhibition, bringing together healthcare professionals, innovators, and technology providers to explore solutions that improve patient outcomes and transform services.



Editorial Themes: Digital transformation in the NHS, AI, data, and interoperability, Future of healthcare technology. **Opportunity:** Position your client as a thought leader within key digital health discussions.

HETT Leaders' Summit (11 February 2027)

A focused, senior-level event bringing together NHS leaders, care-system decision-makers, and technology providers to drive digital, operational, and strategic transformation across health and care.



Editorial Themes: Leadership and strategy in healthcare, NHS transformation priorities. **Opportunity:** Position your client within senior-level discussions and strategic content.

Companies we have worked with

PHILIPS

xeroxTM

SPS 
Swiss Post Solutions

 **ukcloud
health**

priority.

DrDoctor

 **SilverCloud**
Digital Mental Health Platform

 **apira**

 **PERSON
CENTRED
SOFTWARE**
MOBILE CARE MONITORING

 **BfB
LABS**

vertō 

EDM 
paperfreedmTM

 **Karantis
360**

intouch
with health
A VitalHub Company

 **Service
Robotics
Limited**

 **STALIS**
Excellence in healthcare data

ciOXTM

vCreate[®]

VIRTAMED[®]

 **OSSO** VR

iplato
connecting patients
transforming healthcare

 **C2-Ai**

 **repado**
//biomedical informatics

 **Gendius**

MyHealth.Us 

 **BE WELL, LIVE LONG
BELONG.LIFE**

Healthcare Organisations Mentioned Across Our Platform

This is a selection of organisations mentioned across our platform. We regularly cover NHS initiatives, trusts, and healthcare organisations across the UK.



This is a selection of organisations mentioned across our platform, with new content and partnerships added regularly.

Contact us

Let's chat about your requirements.

We would love to get to know you and your goals to see how we can help.



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www.healthtechdigital.com



**THANK
YOU**