



2020



Contact

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MEDIA PACK

PSI is a community dedicated to leading and promoting the use of statistics within the healthcare industry for the benefit of patients. We are an active professional organisation with over 1000 members and more than 2000 people in our online community.

Founded in 1977, originally for pharmaceutical statisticians, members now span statisticians and other quantitative scientists with an interest in statistics working in all areas of drug development and healthcare, including research, pre-clinical, production, quality control, health technology, marketing, market research, academic statisticians and consultants.

A fortnightly newsletter is sent out, PSI eNews, which highlights the work being done by PSI members, upcoming events and job adverts. We also send a monthly recruitment email containing the latest job openings advertised on the PSI Jobs Board.

The PSI website contains information on our annual conference, upcoming educational events, special interest groups for the scientific community, career planning and Jobs Board.



Subscribers

1400+

Recruitment email subscribers

1200+

PSI e-newsletter subscribers

Website Traffic

18,562

Page views for January 2019¹

13,988

Unique page views for January 2019¹

Open Rate

Over 2X

The cross-industry average mail - open rate for Recruitment email and eNews²

¹ 01/06/2019 - 31/08/2019) - Google Analytics

² Over 35% and over 40% for the PSI eNews and recruitment email respectively which far exceeds the cross-industry average mail open rate of 15% (01/06/2019 - 31/08/2019).

Source of industry metrics (accessed on 10/12/2019): https://knowledgebase.constantcontact.com/articles/KnowledgeBase/5409-average-industry-rates?lang=en_US

Type ^[1]	Features	Price & Block Discount ^[2]
Standard (Recruitment)	<ul style="list-style-type: none"> • Advert placed online on PSI Jobs Board • Advert placed for up to 3 months 	1 advert for £390 5 adverts for £1500 (23% saving) 10 adverts for £2000 (49% saving) 15 adverts for £2500 (57% saving)
Premium (Recruitment)	Given the greater outreach to statisticians, this is PSI's best selling package. <ul style="list-style-type: none"> • Advert placed online on PSI Jobs Board • Advert included in fortnightly PSI eNews and monthly Recruitment email • Advert placed for up to 3 months 	1 advert for £550 5 adverts for £2000 (27% saving) 10 adverts for £2500 (55% saving) 15 adverts for £3000 (64% saving)
Banner Advert (Services & Courses & Jobs)^[3]	<ul style="list-style-type: none"> • Advert placed on landing page banner for up to 1 month or up to time of course start 	1 advert for £1000

Non-profit organisations receive 10% off on above prices

^[1] Adverts are placed on-line within 7 days of confirmation and receipt of payment.

^[2] Every package must be used within 1 calendar year from the time of purchase.

^[3] One advert will be placed on the rolling banner on the PSI landing page at any given time, ensuring maximum exposure.



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[Annual conference](#)



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