



ADVERTISING AND SPONSORSHIP OPPORTUNITIES



Advertising & sponsorship opportunities with Anxiety UK

Advertise with Anxiety UK and help us make the despair caused by anxiety a thing of the past.

Anxiety UK is a leading charity focused solely on anxiety; dedicated to supporting individuals with anxiety disorders. With over 50 years' experience, we provide a comprehensive range of tailored, responsive services and resources, offering choice in the management of anxiety. We operate with a singular focus on supporting individuals with anxiety, advocating for their needs, and fostering a supportive community.

Built on our long history of placing the lived experience of those with anxiety at the heart of everything we do through our membership model, we cultivate a community that encourages peer support, shared experiences and understanding. Our services include talking therapies, courses, groups, self-help materials and information resources, podcasts, webinars and training workshops designed to educate and empower individuals.

We are at the forefront of advocacy and awareness, campaigning to reduce the stigma surrounding anxiety and influence public policy for better support. Our leadership in the informal Global Alliance of anxiety not-for-profit organisations underscores our commitment to international collaboration and the advancement of global understanding and treatment of anxiety disorders.

We prioritise accessibility and inclusivity, ensuring our services are affordable and available to all. Our collaborations with health professionals, researchers, and partner organisations enhance our service offerings and extend our reach.

Anxiety UK maintains high professional standards and is recognised as a trusted, reliable source of support. We are dedicated to research and innovation, continually developing effective interventions and embracing new approaches to treatment.

We are wholly self-sufficient not-for-profit organisation. While our position is distinct from private companies and statutory bodies like the NHS, we welcome working in partnership with like-minded organisations. This document outlines the wide range of sponsorship and advertising opportunities available.

All promotional content will be labelled as advertising so that visitors/readers will be aware when they engage with the content.

Opportunities available

Created October 2024

Review October 2026

Advertising and sponsorship opportunities

Advertising and sponsorship opportunities can be provided by Anxiety UK via a range of channels including our website, social media channels, our quarterly magazine 'Anxious Times', quarterly newsletter 'Keeping connected', YouTube channel, and our "And breathe" Podcast.

Anxious Times Magazine

Anxiety UK's members' magazine, *Anxious Times*, includes features from mental health and wellbeing experts, member stories and developments in the field of anxiety, stress and anxiety-based depression.

The magazine is published seasonally in March, June, September and December, and is distributed to our members and sold to the public. Adverts must be taken out two months prior to publication and payment is required in advance.

Full colour advertising rates

Size of ad	Rate (SME)	Large business
Full page	£1000	£1500
½ page	£500	£750
¼ page	£250	£500
1/8 page	£125	£250



Sponsorship

We also have opportunities for organisations to sponsor publication of an issue of Anxious Times for **£5,000 as part of their Corporate Social Responsibility activities (CSR)**. This includes a full-page advert in colour. Sponsorships must be taken out three months prior to publication and payment is required in advance.

Sponsored editions/pages will be identified by the heading; This Edition/page has been sponsored by (business name).

Keeping connected

A quarterly e-newsletter for supporters, friends of Anxiety UK and other non-members. The email is distributed to 3,500 contacts in February, May, August and November. Adverts must be taken out two months prior to publication and payment is required in advance.

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Rates

Size of ad	Rate (SME)	Large business
Full page	£1000	£1500
½ page	£500	£750
¼ page	£250	£500
1/8 page	£125	£250



Sponsorship

We also have opportunities for organisations to sponsor publication of an issue of Keeping connected for **£4,000 as part of their Corporate Social Responsibility (CSR)**. This includes a full-page advert in colour. Sponsorships must be taken out three months prior to publication and payment is required in advance.

Social media

As a national charity with a large number of followers on social media, we offer a tiered pricing model for social media promotion, determined by the size of your organisation. Details provided below:



>146K Twitter



>43K Facebook



125K/month website

<u>Social media promotion package</u>	<u>Micro</u> <u>(<10 staff)</u>	<u>Small</u> <u>(<50 staff)</u>	<u>Medium</u> <u>(<250 staff)</u>	<u>Large</u> <u>(250+ staff)</u>
<u>1 x listing on Facebook, Instagram & X</u>	<u>£125</u>	<u>£175</u>	<u>£250</u>	<u>£400</u>

<u>2 x listings on Facebook, Instagram & X</u>	<u>£200</u>	<u>£250</u>	<u>£400</u>	<u>£750</u>
<u>3 x listings on Facebook, Instagram & X</u>	<u>£250</u>	<u>£400</u>	<u>£600</u>	<u>£1000</u>

You Tube channel

Our You Tube channel is a fast-growing resource for the charity with circa 1,500 subscribers and 25,000 views in a 12 month period to the channel. We offer a tiered pricing model to sponsor this medium as below:

Videos ▶ Play all



Nick Brewer anxiety poem
18 views • 5 days ago



The fear of losing control
38 views • 1 month ago



The role of the neurotransmitter orexin in...
59 views • 2 months ago



Apply online here!
374 views • 3 months ago



Choosing therapy
645 views • 3 months ago

Your videos got 37,385 views in 2023

Views

37.4K ↑

45% more than 1 Jan – 31 Dec 2022

Watch time (hours)

1.2K ↑

32% more than 1 Jan – 31 Dec 2022

Subscribers

+156 ↑

11% more than 1 Jan – 31 Dec 2022

<u>You Tube promotion package</u>	<u>Micro</u> <u>(<10 staff)</u>	<u>Small</u> <u>(<50 staff)</u>	<u>Medium</u> <u>(<250 staff)</u>	<u>Large</u> <u>(250+ staff)</u>
<u>Sponsor specific video – per quarter</u>	<u>£150</u>	<u>£250</u>	<u>£500</u>	<u>£1000</u>
<u>Channel sponsorship – 1 year</u>	<u>£1500</u>	<u>£2000</u>	<u>£5000</u>	<u>£7500</u>
<u>Channel sponsorship – 3 years</u>	<u>£2500</u>	<u>£4000</u>	<u>£10000</u>	<u>£25000</u>

And breathe podcast

Our regular monthly podcast, “And breathe ... welcome to calm club”, provides tools and tips to help listeners manage anxiety.

We talk to experts in the field, academics and therapists as well as those with their own lived experience who share their stories to help listeners manage their anxiety, learn about new treatment techniques and raise awareness of research being undertaken in the field of anxiety.

<u>Podcast promotion package</u>	<u>Micro</u> <u>(<10 staff)</u>	<u>Small</u> <u>(<50 staff)</u>	<u>Medium</u> <u>(<250 staff)</u>	<u>Large</u> <u>(250+ staff)</u>
<u>Sponsor one episode</u>	<u>£150</u>	<u>£250</u>	<u>£500</u>	<u>£1000</u>
<u>Complete podcast sponsorship – 1 year</u>	<u>£1500</u>	<u>£2500</u>	<u>£5000</u>	<u>£7500</u>
<u>Complete podcast sponsorship – 3 years</u>	<u>£2500</u>	<u>£4000</u>	<u>£10000</u>	<u>£25000</u>

Anxiety UK website

The Anxiety UK website offers a variety of sections and sub-sections where page sponsorship opportunities can be explored, for example:

Types of anxiety

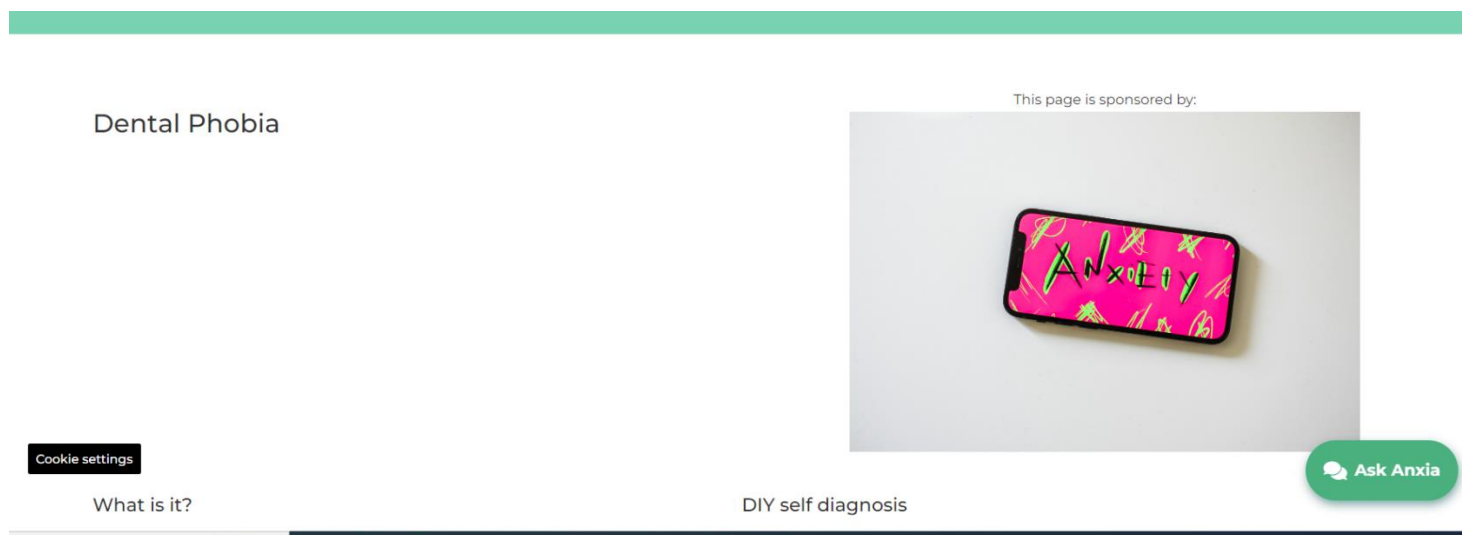
Created October 2024

Review October 2026



There are a range of different types of anxiety that are explored in more detail on our website, each one having its own individual page, e.g. dental phobia webpage which would be a natural fit for a dental practice to sponsor, of fear of flying webpage, a perfect place for an airline to support our work.

An example can be seen below:



<u>Website promotion package</u>	<u>Micro</u> <u>(<10 staff)</u>	<u>Small</u> <u>(<50 staff)</u>	<u>Medium</u> <u>(<250 staff)</u>	<u>Large</u> <u>(250+ staff)</u>
<u>Blog article</u>	<u>£150</u>	<u>£250</u>	<u>£500</u>	<u>£1000</u>

<u>Webpage sponsorship – 1 year</u>	<u>£500</u>	<u>£1000</u>	<u>£2500</u>	<u>£5000</u>
<u>Webpage sponsorship – 3 years</u>	<u>£1000</u>	<u>£2000</u>	<u>£5000</u>	<u>£12500</u>

Terms & Conditions:

Registered charity number
1113403
Established 1970

Anxiety UK reserves the right to review and decline potential advertisements if they are considered to be inappropriate for the intended audience.
Anxiety UK complies with the UK Code of Non-Broadcast Advertising, Promotion and Direct Marketing (CAP Code).
Anxiety UK reserves the right to decline advertisement, endorsement or sales of a particular product, even if the review (where applicable) from our AUK Representative has been positive and reserve the right not to be questioned on their decision.
Anxiety UK does not offer a refund for any reviews (where applicable) undertaken whereby the review does not result in an endorsement, an advertisement offer or a sales offer.
Anxiety UK cannot guarantee any sales of the product advertised or sold via Anxiety UK channels.