



HELPING CARERS COPE

DEMENTIA HELP

MEDIA PACK 2023

DEMENTIA IS A GROWING PROBLEM FOR MANY OF US...

With over half a million dementia carers in England, there has never been a more crucial time for carers to be supported with practical advice...



It is estimated that one in three people in England will care for a person with dementia in their lifetime

Approximately 944,000 people in the UK have been diagnosed with dementia

Six years ago, the above figure was 850,000

52% of the UK public - 34.5 million people - know someone who has been diagnosed with a form of dementia

There are around 540,000 dementia carers in England

By 2040, there will be around 1.6 million people with dementia

There is currently no cure for dementia

TOTAL REACH EVERY MONTH

**OVER 35,000
DEMENTIA
CARERS**



Over 16,000
followers and high
engagement level



Over 15,000 carers
on our email list



Website: 2500
visits every month



635 followers



2300 followers

OUR BACKGROUND

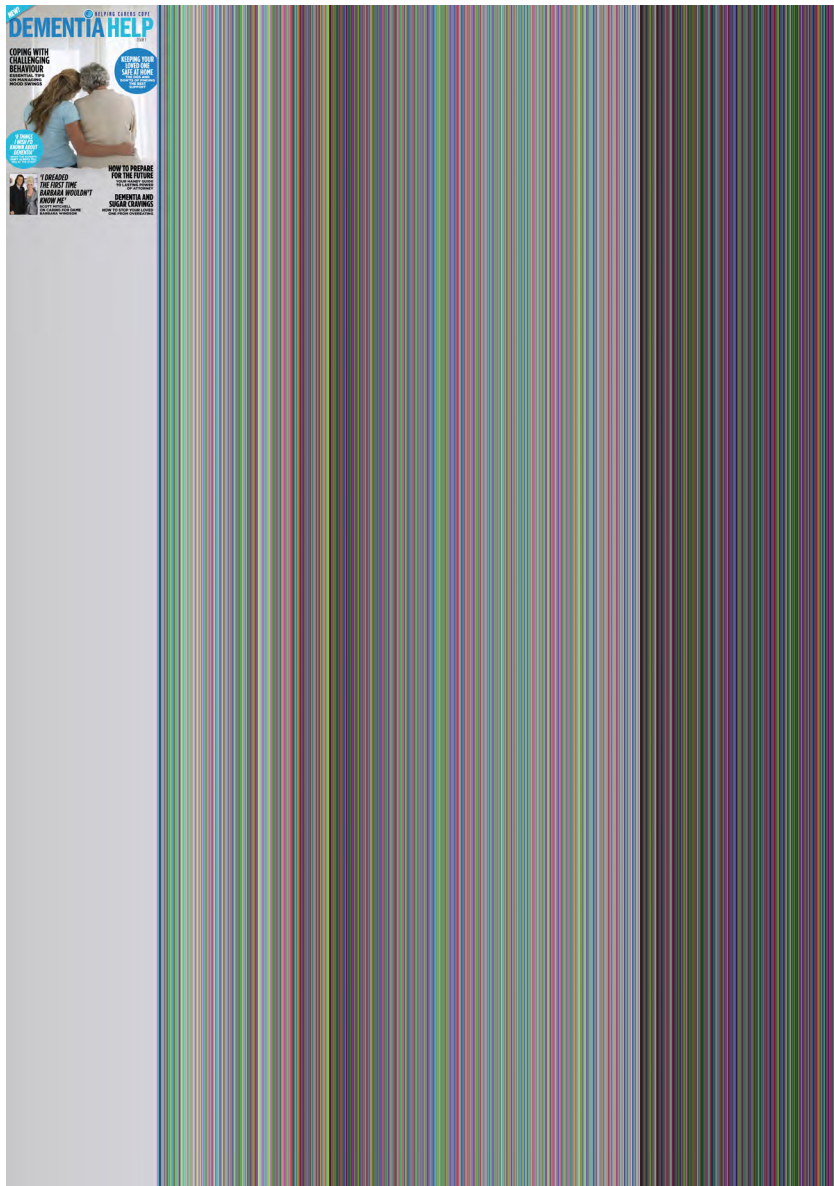
Dementia Help emerged in 2017 as a beacon of hope for those caring for loved ones with dementia. Founder Christina Collison witnessed first-hand the struggles of caring for someone with dementia when her mother Hazel was diagnosed in 2009.



The lack of resources and guidance left her feeling alone and helpless. Determined to support others in her shoes, Christina created Dementia Help on Facebook to connect with other dementia carers. The page quickly grew, and a website was launched to provide valuable information and emotional support.

Dementia Help is a trusted source of information for the dementia care community. Its empathetic tone and practical advice offers comfort and reassurance for those navigating the many challenges of dementia.





**HELP AND
 SUPPORT
 FOR FAMILY
 CARERS**

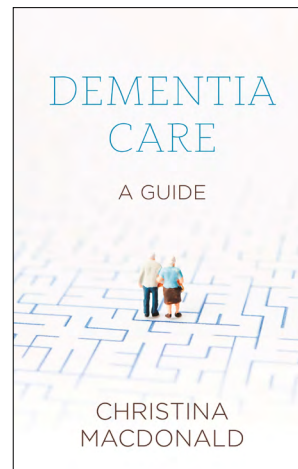
Dementia Help magazine launched in May 2023, offering a wealth of informative and practical tips on caring for a loved one. It is published on a bi-monthly frequency and is a full colour digital magazine.

The publication covers key topics such as dealing with financial planning, coping with practical caring tasks and the best products and services to make life easier for carers, such as home care agencies, care homes, medical products, nutrition and much more.

Dementia Help Founder Christina Collison is an award-winning writer and editor with over 30 years of media experience. Christina is the former editor of Women’s Fitness and Women’s Running magazines.

Christina is also the author of the books, Dementia Care: A Guide and 50 Things Every Carer Should Know About Dementia, and has appeared on TV and radio sharing her insights on dementia.

The magazine is a professional and informative and publication from a highly experienced editor.





OUR AUDIENCE

Our fast-growing audience consists of family carers looking for trusted advice and support to help them care for a loved one.

Our audience is 90% female in the 45-65 age range.

Our followers want to learn how to cope with behavioural changes and are interested in products and services to help them manage the challenges of being a carer. Our community is on the rise, full of passionate dementia carers seeking reliable guidance.

If your business offers products or services that can lend a hand in planning ahead (such as Lasting Power of Attorney and future care) and making the caring experience that bit easier (and safer for the person with dementia), they will undoubtedly be eager to learn more.



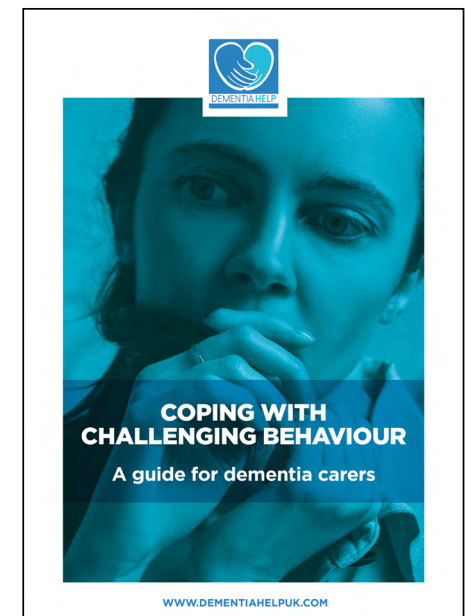
OUR PLATFORMS

- Dementia Help magazine
- Website
- Social Media
- Regular email newsletter

ADVERTISING OPTIONS

You can build a multi-platform advertising campaign. Engage audiences across social media, online and in our magazine to raise the profile of your brand. You can promote your products and services in the following:

- Our Dementia Help magazine (full page and half-page advertising options available)
- Online advertising
- Email newsletter - Promo slot in our regular email newsletter or dedicated solus email
- Digital guide sponsorship



Our digital guide on Challenging Behaviour

CREATIVE SUPPORT

Need help with content or artwork creation? Our team of designers, copywriters and photographers can add sparkle to your advertising campaigns to help you stand out from your competitors.



RATES (per issue)

Full page: £750

Half page: £350

Discounts apply for block bookings.

CONTACT US

For more information on advertising options, please contact:

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