

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
&
RARE Communication

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

RARE REVOLUTIONARY COMMUNITY

This patient and advocate community enables patients, carers and advocates to come together both virtually and locally for peer-to-peer support and sign-posting and to create a place of belonging regardless of the disease area they are impacted by

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
- an intern programme to provide real-life work skills
- a youth conference to bring young people together to connect and learn

Our Core Values



TRANSPARENCY

We operate with total transparency so our audience can trust in the articles and information we curate without fear of agenda.



INTEGRITY

We work to maintain our honesty and morality and promise to treat all those who work with us with "safe hands".



INDEPENDENCE

We maintain independence from companies or governmental organisations and have absolute editorial control.



NURTURE

We are committed to doing all within our power to amplify the voices of the rare community. Through an ethos of nurture we support this community in its mission.

RARE REVOLUTION MAGAZINE

A VOICE FOR THE RARE DISEASE COMMUNITY

Beautifully curated accessible content and
signposting

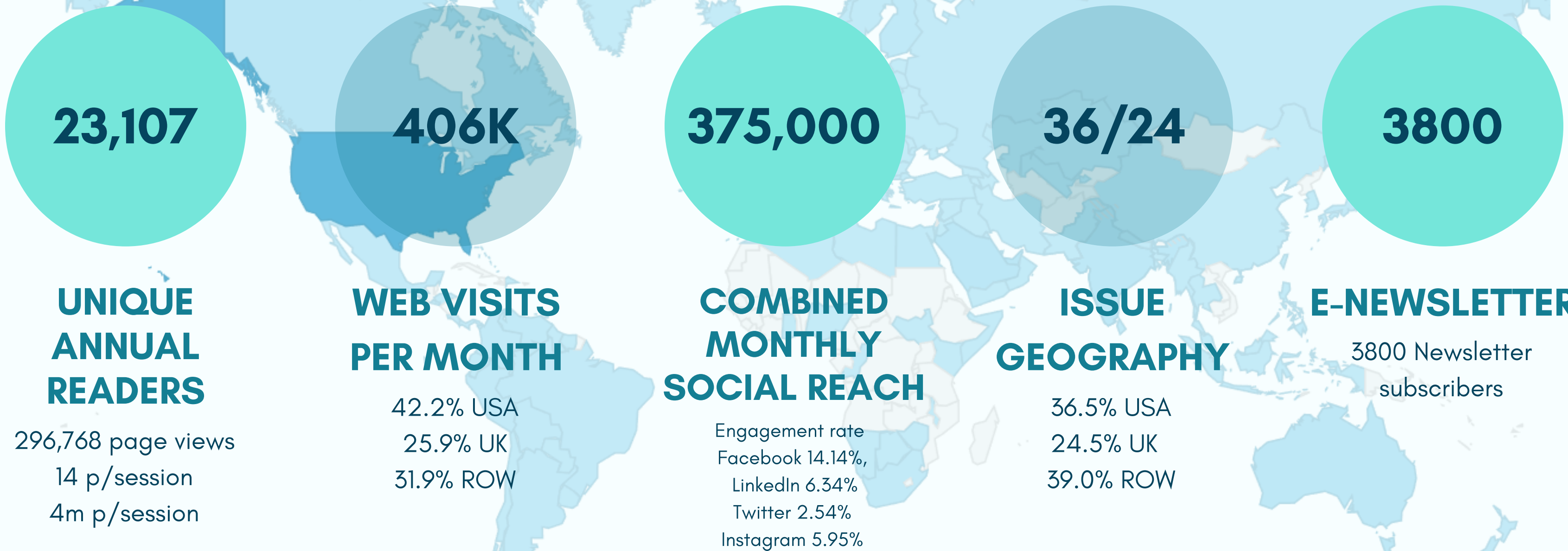
RARE COMMUNICATION stand out in the herd

PARTNERING WITH THE COMMUNITY FOR BETTER OUTCOMES

Supporting companies with engagement and
advisory board activities

Our Audience

ACROSS OUR PLATFORMS



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

Be part of our RARE Round-up and reach our audience with your events or services. Prices start from £150

Our social media package allows you to reach our highly engaged social community. Ideal for events and promotional campaigns. Prices from £750.

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 £7700. 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 £650.

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 £9950

Perfect for companies aligned with our Editorial theme.

Includes;

- Full section branding inc, front page
- Lead articles in section plus patient insight features
- Beyond the magazine service (with issue front cover) *
- Writing support available at additional fee

Printed copies available

DIGITAL SPOTLIGHT £7700

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

- 5-7 articles
- Social media promotion
- E-Newsletter promotion
- Promotion of campaign in following edition of RARE Revolution

CAMPAIGN SPOTLIGHT £3500

Working with Industry to amplify their existing disease awareness campaigns this package includes a double page feature of the campaign and one patient/carer interview. Prices start at £2750.00 (Additional interviews may be added at a rate of £700.00 per interview. Beyond the magazine may be added at additional cost. Printed copies available

SPOTLIGHT EDITIONS £32,500

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 £1200

DIGITAL

Banner Ads From £395 per month

E-MAIL

E-Mail Campaigns from £150

SOCIAL

Social Campaigns from £995

Rate Card

Content

MAGAZINE

Thought leadership £1500

Advertorials £2500

Editorial Spotlight editions from £28,500

DIGITAL

Thought leadership £950

Advertorials £1700

Digital disease spotlights £7700

Banner ads £395 per month

Press releases £190

SOCIAL

Social media recruitment packages from £750

Industry takeover day £2400

Rate Card

Engage

WEBINARS

From £3500

PATIENT
ENGAGEMENT
ACTIVITIES

POA

PRESENTATION
MATERIALS,
POSTERS AND
INFOGRAPHICS

POA

Meet the Team

GET TO KNOW US



REBECCA
STEWART

CEO



NICOLA
MILLER

Executive Director &
Editor-In-Chief



GEOFF
CASE

Digital Editor



DAVID
ROSE

Business Development
& Sales Associate



EMMA
BISHOP

Special Editions Editor
Associate



BECKY
PENDER

Team and Communities
Associate

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