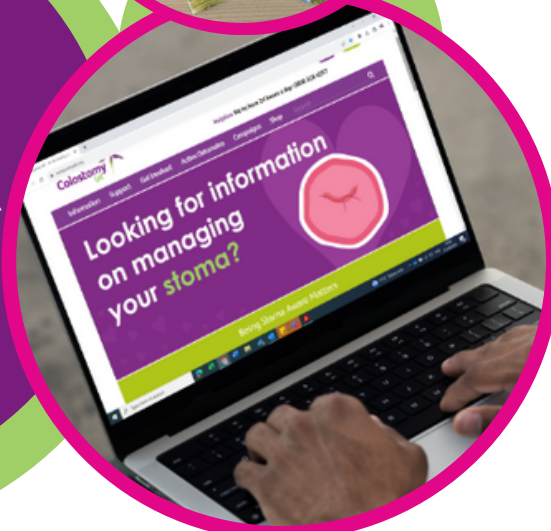


2026 Media Pack

Digital and Print trading opportunities with Colostomy UK

Registered Charity no. 1113471

100 Berkshire Place,
Winnersh,
Wokingham,
RG41 5RD



Welcome to Colostomy UK's 2026 Media Pack

Thank you for your interest in partnering with Colostomy UK, the national stoma charity supporting everyone regardless of type of stoma.

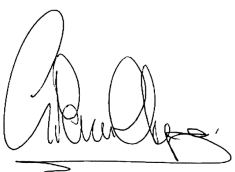
This media pack gives you everything you need to know about how your brand, product, campaign or service can reach our diverse and highly engaged audience of people living with stomas, their families, carers, and the healthcare professionals who support them.

Every partnership and advert placed with us helps fund the vital services we provide, including our Stoma Helpline, befriending programme, Tidings magazine, Active Ostomates, Training our Volunteers and Stoma Aware campaigns. Together, we make a lasting difference for over 200,000 people living with a stoma in the UK and beyond. Whether you want to build brand awareness, promote a new product, or demonstrate your commitment to inclusion and wellbeing, we can help you connect meaningfully with this community.

We're also open to exploring new ideas and creative collaborations. If you have a campaign concept, partnership proposal, or key objective you'd like to achieve, from sponsorships and co-branded campaigns to research projects or tailored outreach, we'd love to discuss how we can make it happen together.

We look forward to working with you and helping you share your message through our trusted, compassionate, and far-reaching platforms, from print and digital to social media, research collaborations, and direct mail.

Let's make an impact together

A handwritten signature in black ink, appearing to read "Giovanni Cinque".

Giovanni Cinque.

Marketing & Campaigns Manager

About Colostomy UK

Our Purpose - Why we're here

We exist to make a positive difference for anyone impacted by **any kind of stoma or stoma surgery**.

Our Work - What we do

Founded in 1967, we became a registered charity in 2006, and we maintain our original mission to this day: to support people with stomas and those who care about them.

There are now over 200,000 people living with a stoma at any one time in the UK who benefit from the work that we do as we:

- Provide practical and emotional support and advice whenever it's needed.
- Run projects that empower and build the confidence to take on fresh challenges.
- Are a voice on the issues that matter, campaigning and advocating for ostomates' rights.

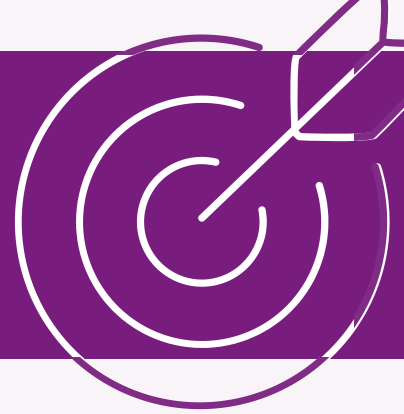
Our Vision - Where we're going

We want to live in a world where having a stoma presents no obstacles or barriers and carries no stigma. A world where people can:

- Get the right information and advice, at the right time, at the right stage of their stoma journey.
- Have access to the facilities and resources they need when and where they need them.
- Live their lives to the fullest without fear of discrimination or prejudice.

Advertising Opportunities

PRINT > DIGITAL > SOCIAL > MAIL



Tidings Magazine

Colostomy UK's award-winning magazine Tidings is hailed by people living with a stoma and healthcare professionals alike for the support and information it provides readers on a quarterly basis. In 2019 Tidings won highly commended by the British Medical Association Awards.

Each edition is available in print and digital format and is packed with stories and letters from people living with a stoma. There are hints and tips for 'living with a stoma' too, along with news from Colostomy UK, and our campaigns, and articles from healthcare professionals.

We also welcome submissions from stoma care manufacturers. This has proved a winning formula with our readers for well over a decade.

Tidings is also distributed to care homes, GP surgeries, stoma care nurses and stoma care departments in hospitals.

It is available digitally too and also promoted via our social media channels.

If you want something different than the normal advert we also offer advertorials, and are happy to work with you to bring your ideas to life!



Magazine readership:

9,000 print
11,000 digital
per issue

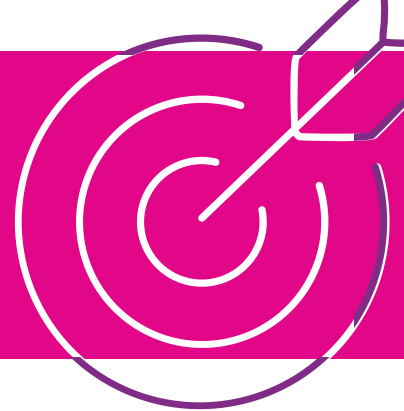
Published quarterly

Full Page, Half Page, Double Page spread and insert prices available starting from £900

To view previous copies of Tidings Magazine visit:
www.colostomyuk.org/support/tidings/

Advertising Opportunities

PRINT > DIGITAL > SOCIAL > MAIL



Website advertising

(Two spots per month January - December)

Our website is a top-ranked resource for all thing's stoma related with both static and GIF advertising opportunities to reach nearly 24,000 unique visitors per month. We offer two monthly options:

- **Banner advertisement which sits at the bottom of every page on the website. £1,000 per month.**
- **Right hand side advertisement on every page. £1,000 per month.**

Website sponsored features

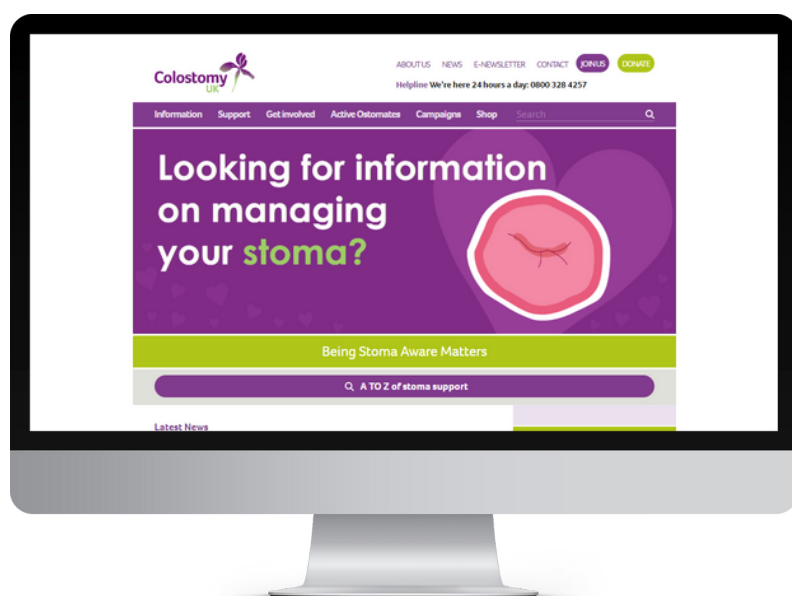
(One spot per month January - December)

One of the best ways to reach our network is through advertorial content on **www.ColostomyUK.org** that provides value to the reader whilst promoting your product or service.

Your post will feature on our home page for the entire month and is also shared and linked to from all our social media accounts (Facebook, Twitter, and Instagram) on the day of publishing.

£900 per post.

**Website unique viewers:
24,000 average per month**



For more information or to confirm a booking please email
GetInvolved@ColostomyUK.org

Advertising Opportunities

PRINT



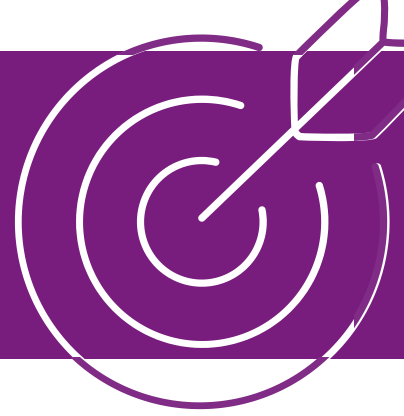
DIGITAL



SOCIAL



MAIL



Facebook page and Instagram Sponsored posts

Our Facebook and Instagram platforms give you the opportunity to promote a new product, service or event, and target the demographics you would like to reach. Whether you've got video content to share, would like to reach online ostomates, or those that are active on a regular basis, we've got some great options for you and can work with you to advise which platform we think would be the best fit for you.

Sponsored posts are £650 each and we will share your content twice.

Private Facebook support group sponsored posts

(One slot available per month January – December)

If you are thinking of undertaking some research or would like to promote a new service or event our private Facebook group is the perfect tool for you. With nearly 13,000 members, the majority of whom are ostomates, carers or family members. Your post stays at the top of the page for the duration of your campaign making it the first thing visitors to the group see.

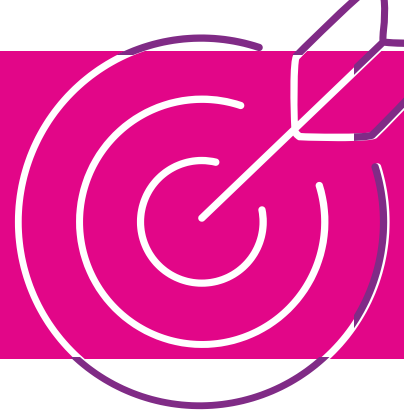
£1,350 per post.



For more information or to confirm a booking please email
GetInvolved@ColostomyUK.org

Advertising Opportunities

PRINT > DIGITAL > SOCIAL > MAIL



Direct mail

Direct mail offers a targeted approach to advertising, enabling you to positively engage with our supporters.

Putting it simply, you give us a sealed stuffed C5 envelope, which we address and post. These can be personalised mailers and we also offer a de-dup facility (through a third-party mailing house– fully GDPR compliant.) to avoid sending to supporters that you may already engage with.



We can send all the mailers in one batch or a few batches to manage the number of in-bound calls you receive. **NEW FOR 2026! We are also able to segment our database by region or type of stoma too. Get in touch for more details!**

We can also offer a 'mini mailer' service too that allows you to promote your event or open day to our audience. Please get in touch for more details.

Sponsored e-news



£1,300 per post

(Two spots per month January - December and new for 2026 our Health Care professionals e-news)

Reach nearly **12,000** of our registered supporters through a sponsored post in our monthly e-news. You just need to provide the graphic, up to one hundred words of text, and a banner image. You can promote a new product, service, campaign, event, or anything you think our readers might want to know!

And new for 2026 is our bi-monthly health Care professionals e-news. Reach over **400** stoma care nurses and other health care professionals with your content.

For more information or to confirm a booking please email
GetInvolved@ColostomyUK.org

Advertising Opportunities

PRINT



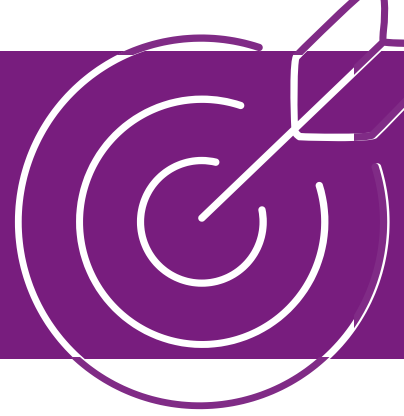
DIGITAL



SOCIAL



MAIL



Research projects, panels, and forums

We are stoma experts. This is no empty claim, but backed by the collective knowledge we have accumulated since we were founded in 1967. And, because we prize learning, we add to this knowledge every day. We know all about the many ways in which having a stoma can impact on life.

We know the challenges, we know the fears, we know the concerns and the worries. We know the ups and the downs. We also have the know-how to help, reassure, and support. So, you're looking for input from people with lived experience, or would like to utilise our experiences of advocating for and supporting people living with all types of stomas, we are happy to support your projects and initiatives.



Welcome packs and Digital Literature Titles.

Did you know that in 2024 we sent out over 1,500 of our welcome packs, to people living with a stoma, their carers, Stoma Care Departments, and other health care professionals. Our digital literature titles are also viewed online over 12,000 times each month

The booklets cover topics including Parastomal Hernias, Rectal Discharge, Diet, getting active again, Colostomy Irrigation, Living with a stoma, Caring for someone with a stoma, and much more. With a library of over twenty titles we provide a comprehensive resource for Health and Social Care professionals, and people living with a stoma.

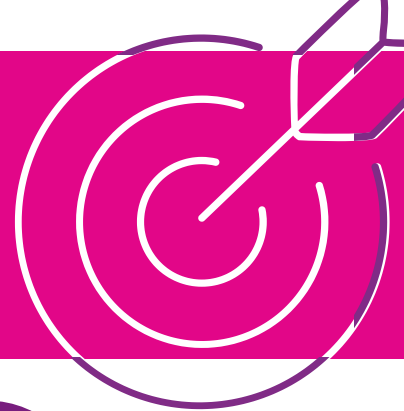
If you would like to discuss options to sponsor our welcome pack and digital literature titles please get in touch.



Prices start at £1,000

For more information or to confirm a booking please email
GetInvolved@ColostomyUK.org

2026 Options and price list.



PRINT



DIGITAL



SOCIAL



MAIL



Tidings. P.O.A From £900



Website side and banner
adverts £1,000.



E-News and HealthCare
Profesionals e-news slot.£1,300



Website sponsored news
feature £900



Facebook Closed Support Group
pinned post £1,350



Digital literature titles full (A5)
page advert £1,000

For more information or to confirm a booking please email
GetInvolved@ColostomyUK.org

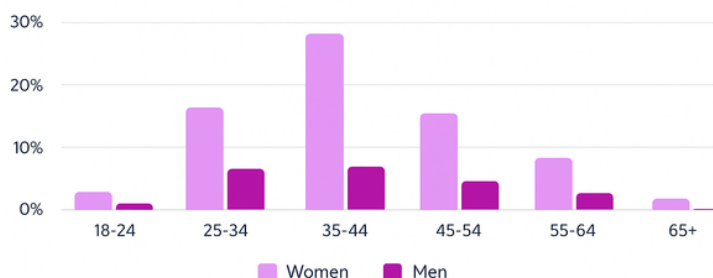
About our audiences

PRINT > DIGITAL > SOCIAL > MAIL



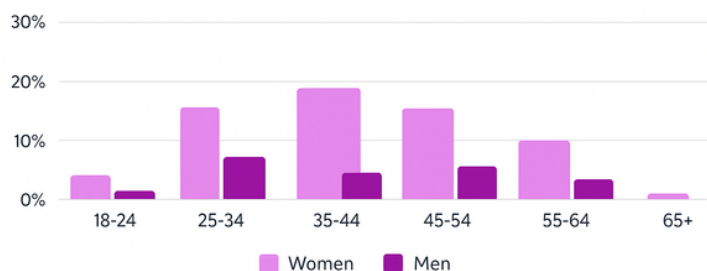
SOCIAL MEDIA AUDIENCE

Age & gender

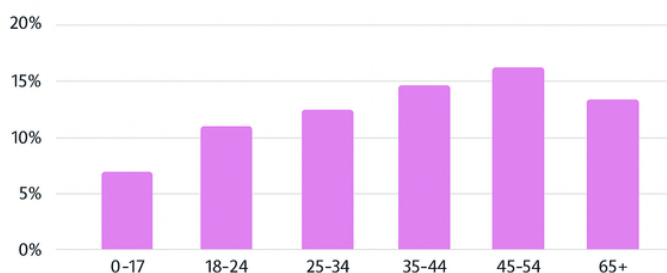


WEBSITE DEMOGRAPHICS

Age & gender



DATABASE DEMOGRAPHICS



35% Male 65% Female

Reach per platform

Facebook	14,024
Facebook group	12,458
Instagram	6,171
X	6,915
Tidings	20,608
E-news	11,306
HCP news letter	436
Direct Mail	17,012



Numbers correct as of 10th October 2025

For more information or to confirm a booking please email
GetInvolved@ColostomyUK.org



Colostomy UK

Adminline:

0118 939 1537

Stoma Helpline:

0800 328 4257

Website:

www.ColostomyUK.org

E-mail:

For support and general enquiries -
Hello@ColostomyUK.org

For marketing, campaigns,
fundraising and trading -
GetInvolved@ColostomyUK.org

**100 Berkshire
Place,
Winnersh,
Wokingham,
Berkshire,
RG41 5RD**

Registered Charity no. 1113471