



NHS DISCOUNT OFFERS

Helping NHS Staff, Friends & Family Save

MEDIA PACK 2026

140K

MAILING LIST

180K

FACEBOOK FANS

11K

INSTAGRAM

13M

YEARLY IMPRESSIONS

NHSDiscountoffers.co.uk

support@nhsdiscountoffers.co.uk

ABOUT US

NHSDiscountoffers.co.uk | Est. 2014

More than a decade of savings.

Founded in 2014, NHS Discount Offers is the UK's leading discount and voucher code platform built exclusively for NHS staff, their friends and family.

We're a small team with a big reach. Our passionate group of money-savers understand the pressures faced by healthcare workers. Our mission is simple: to help those who give so much to save as much as possible on their everyday purchases.

Our community trusts us to surface the very best deals from top UK brands — and brands trust us to deliver their offers to a highly engaged, verified NHS audience.

- ✓ Over 10 years in the voucher code vertical
- ✓ Featured in Mail Online, The Mirror, The Scottish Sun & more
- ✓ Verified NHS-only closed group access
- ✓ Affiliate partnerships via AWIN
- ✓ PR team for brand story outreach

140K

MAILING LIST SUBSCRIBERS

180K

FACEBOOK FANS

11K

INSTAGRAM FOLLOWERS

500+

UK BRAND PARTNERS

13M

YEARLY IMPRESSIONS

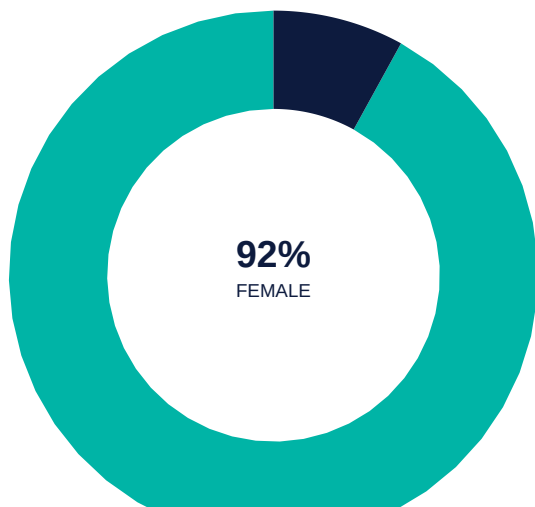
23%

NEWSLETTER OPEN RATE

OUR AUDIENCE

Verified NHS Staff, Friends & Family

Our audience is a **closed user group** of verified NHS staff — every single member has completed a **double opt-in process**, confirming their identity with a valid NHS email address before gaining access to any deals. This means your offer reaches a highly trusted, engaged community of healthcare workers across England, Scotland, Wales and Northern Ireland.



92% Female

Predominantly women in healthcare roles



8% Male

Male NHS workers & family members

Verified Members

Double opt-in verified closed group - confirmed NHS email required for access, no casual browsers.

Deal-Motivated

Our community visits specifically to find savings, so purchase intent is extremely high.

Loyal & Engaged

23% newsletter open rate and a 180K-strong Facebook community that actively shares offers.

UK-Wide Reach

Members spanning all four NHS nations - England, Scotland, Wales & Northern Ireland.

■ ■ UK-Wide Coverage — England · Scotland · Wales · Northern Ireland

All four NHS nations represented in our verified community

WORK WITH US

Advertising & Partnership Options

We work with brands in a number of flexible ways — whether you run an affiliate programme or prefer a direct partnership, we can find an approach that works for you. Every option puts your brand in front of a verified, double opt-in NHS audience.

Affiliate Networks

We are active on all major UK affiliate networks — simply add us as a publisher.

AWIN

Commission Junction

Partnerize

Rakuten

Impact Radius

Email Solus

A dedicated email sent exclusively to our 140,000+ NHS subscribers. Maximum visibility for your offer with a 23% open rate.

Newsletter Feature

Your deal featured within our regular newsletter, reaching verified NHS staff across the UK every week.

Website Listing

A branded page on [NHSDiscountoffers.co.uk](https://www.nhsdiscountoffers.co.uk) driving traffic from 13M+ yearly impressions to your exclusive NHS offer.

Social Media

Promotion across our Facebook (180K fans) and Instagram (11K followers) to amplify your offer to an engaged NHS community.

Bespoke packages available — get in touch to discuss what works best for your brand.

support@nhsdiscountoffers.co.uk

MEDIA COVERAGE

Get Your Brand In Front of Millions

Our in-house PR team actively pitches NHS discount stories to national publications. Partnering with us can extend your reach well beyond our own community — placing your brand in front of millions of additional readers across the UK's biggest news outlets.



Mail Online

#1 UK news website



The Mirror

Leading UK tabloid, millions of readers



The Scottish Sun

Scotland's top-selling newspaper



Wales Online

Wales' largest digital news platform



Yahoo! News UK

Major news aggregator, global reach



Delish UK

Leading food & lifestyle publication

Our PR team can pitch your brand's NHS offer story to national press.

Brand visibility that goes far beyond a standard discount listing.



GET IN TOUCH

We'd love to work with your brand

We're a small team with a big reach — and we'd love to work with your brand. Whether you have a question, want to explore a bespoke package, or are ready to get started — we'd love to hear from you.

Spencer

Co-Founder

Steve

Co-Founder

NHSDiscountoffers.co.uk

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