

Wheelchair Alliance

Advertising Ratecard



RIGHT CHAIR
RIGHT TIME
RIGHT NOW

WHEELCHAIR
ALLIANCE



Introduction

The Wheelchair Alliance Community Interest Company (CIC) is a national organisation working to improve the lives of wheelchair users across the UK.

We advocate for greater accessibility, choice and equity in wheelchair provision, working with individuals, NHS partners, charities and industry.

Right now is a hugely exciting time for the Alliance as our reports and campaign work are gaining attention and gathering momentum.

To find out more, visit www.wheelchair-alliance.co.uk



Our Mission

Right chair, right time, right now

Our Vision

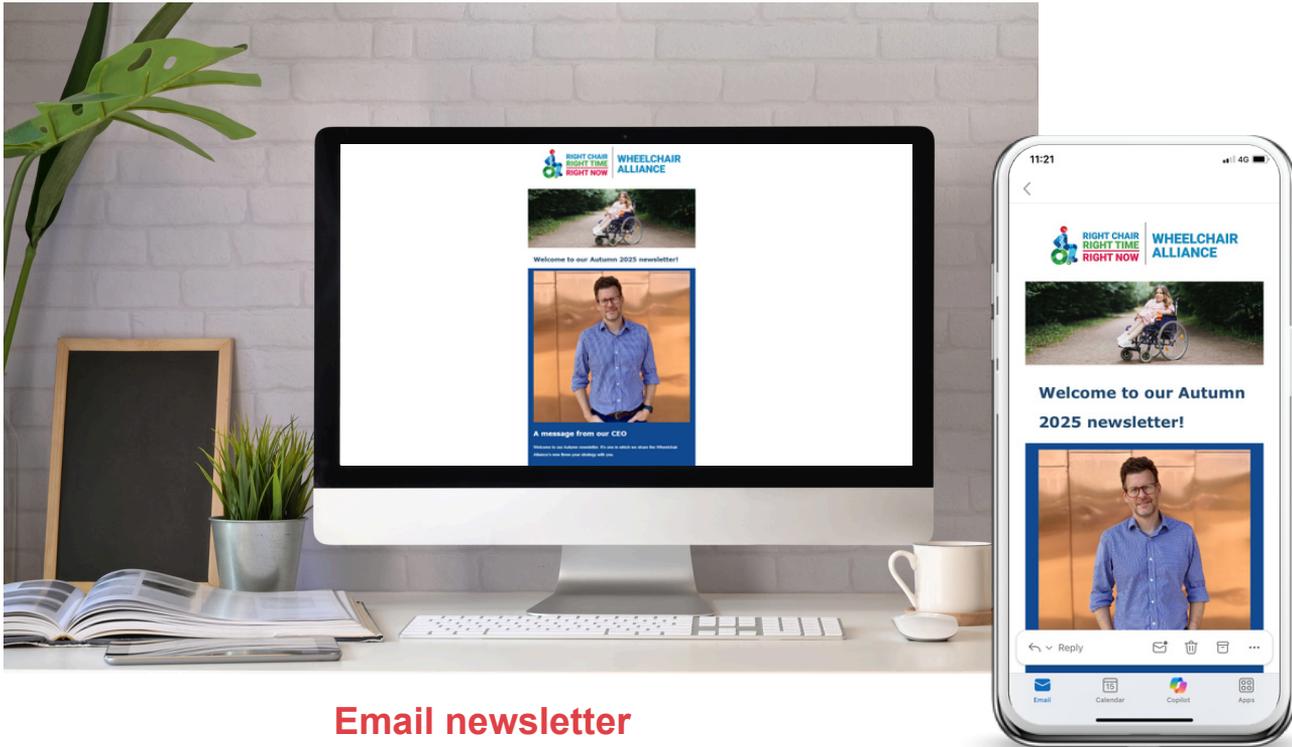
The Alliance is dedicated to improving the lives of wheelchair users by promoting access, innovation, and equity.

Our Goals

1. To **listen** to and **collaborate** with wheelchair users about wheelchair provision.
2. To **champion** national **accountability** for wheelchair provision through research, lobbying and campaigning.
3. To support **innovation** of equipment and services for the benefit of wheelchair users.



Advertising Rates - Email Newsletter

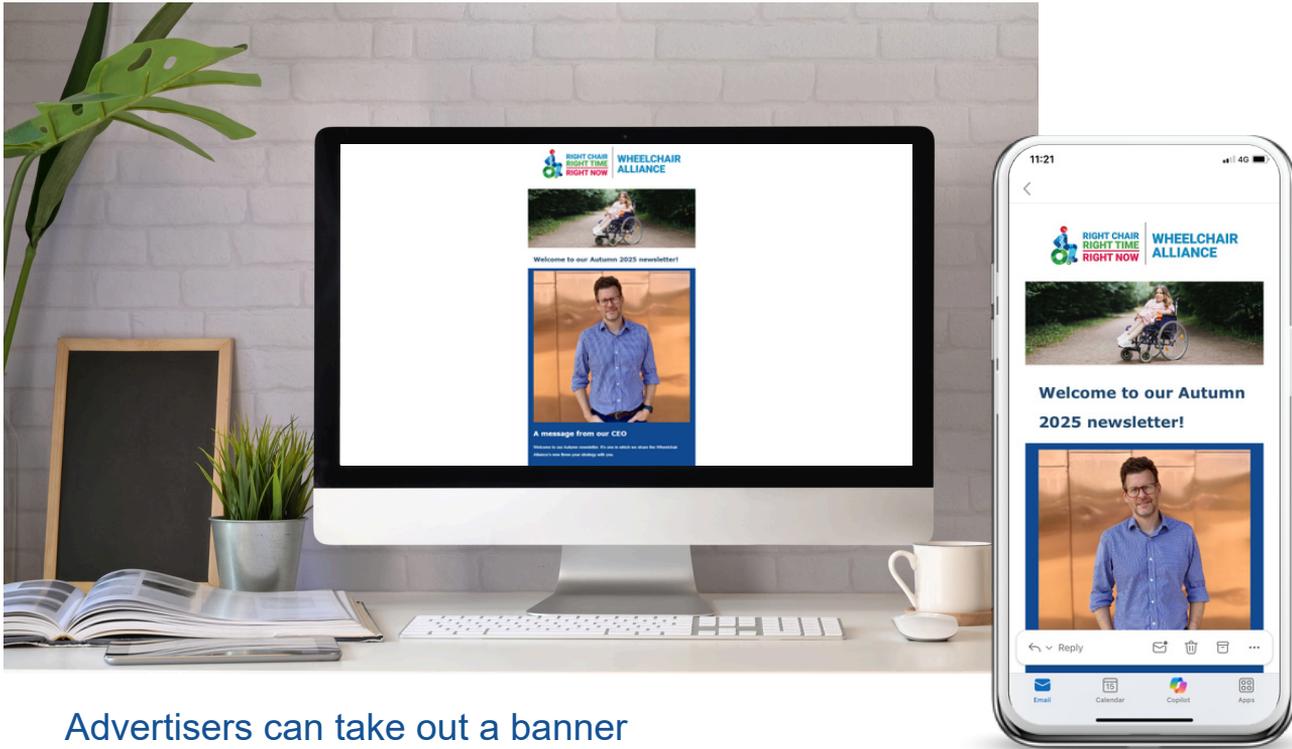


Email newsletter

We produce a quarterly newsletter which goes out to around 1,000 wheelchair users and their carers, as well as the NHS and other medical organisations, and national charities and partners who share the Alliance's values and support its mission.

Our audience is engaged and we boast a click-through rate of just over 20% - well above average for our sector.

Advertising Rates - Email Newsletter

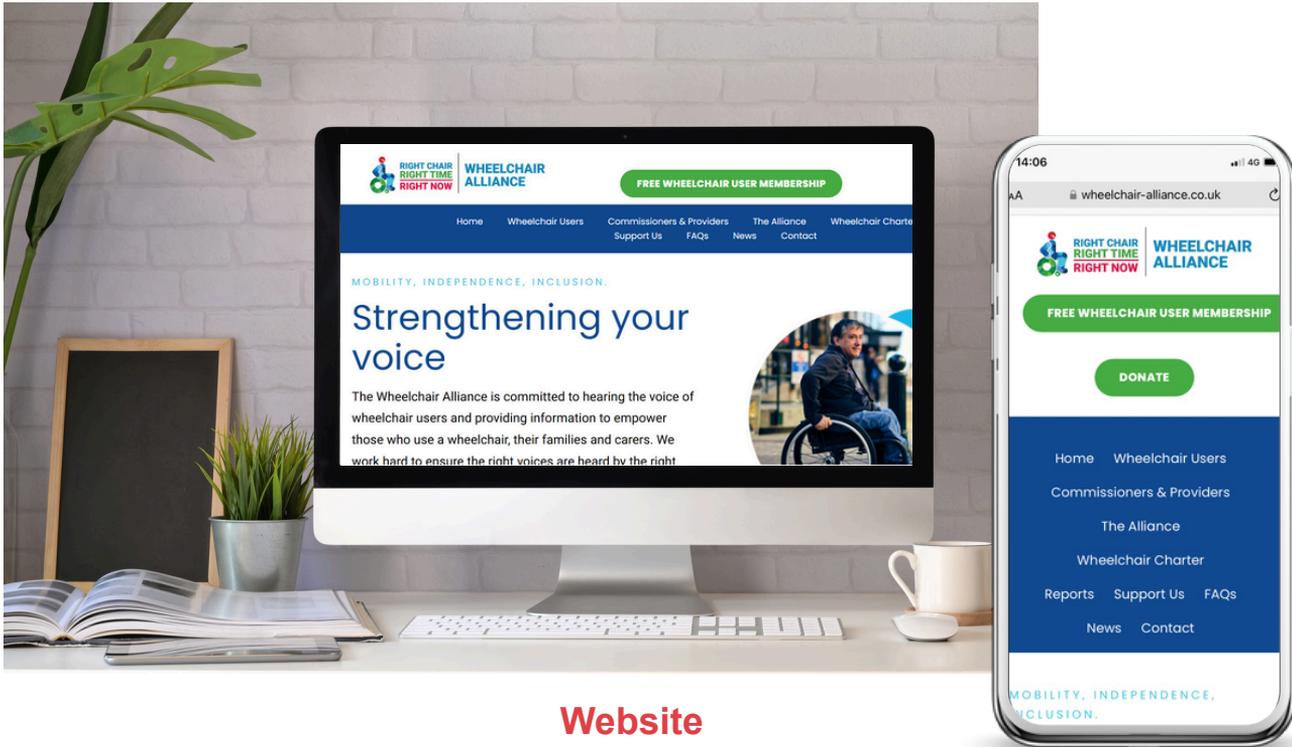


Advertisers can take out a banner advertisement measuring **1830mm by 910mm** for **£400**, or **£1,200** for a series of **four** adverts. Banner advertisements contain a link to a web page of your choice.



Providing the organisation aligns with our advertising policy, we can also include a **250 - 300 word article**, clearly labelled as 'advertorial' for a fee of **£500**. All advertorial requests will be reviewed by our CEO. This will include a backlink to a website.

Advertising Rates - Website



Website

In 2024 we created a new website which showcases our work and provides useful information to wheelchair users. Since the launch, the website has seen a 55%* increase in the average number of monthly visitors (now 1,400*) Visitor numbers are expected to carry on growing as we further raise the profile of the Alliance and its work.

Advertisers who align with our advertising policy can advertise on our website for a fee of **£600 for a three-month duration**. The advert can link to a website of your choice.

Wheelchair Alliance Advertising Ratecard



* Figures accurate as of December 2025

Partnerships

Partnerships

We greatly appreciate the support of our sponsors, board members, wheelchair user engagement group, patrons and partners - all of whom enable us to deliver our mission.

We are fortunate enough to be supported by several leading charities and organisations who share our values and back our mission. These include*:



If you would like to work with us as one of our partners, or have another collaboration in mind, please get in touch to set up a call or meeting to discuss by emailing admin@wheelchair-alliance.co.uk.



Advertising Policy

The Alliance will not accept advertising from companies, products or services that:

- Promote gambling, betting or gaming (including lotteries, except those licensed and run in compliance with UK law and Charity Commission guidance)
 - Promote tobacco or vaping products
- Promote alcohol in a way that encourages irresponsible consumption
 - Promote weapons, arms, or military equipment
 - Promote pornographic or adult content
- Are involved in activities contrary to UK law or contrary to our charitable purposes
 - Have been subject to substantiated public criticism for unethical, unsafe or environmentally harmful practices

The Alliance also reserves the right to refuse advertising from any organisation whose products, services, or reputation could reasonably be seen to conflict with its mission or negatively impact public trust, such as:

- Organisations whose practices impact wheelchair users negatively
- Organisations who wish to contact our members directly (we will not work as a conduit for direct sales or marketing)
 - Where there is evidence of exploitative practices
- Organisations with excessive fossil fuel dependency
- Organisations offering pay-day and high interest loans

Read our advertising policy in full at - <https://bit.ly/3YpolD1>

You can read our commercial policy in full here - <https://bit.ly/4juulEb>

For more information, visit
www.wheelchair-alliance.co.uk

Scan the QR code to
sign up for free
membership



Or subscribe to our
newsletter

