

# Daily Dose

An important sponsorship opportunity

*'I find Daily Dose invaluable ... Thanks very much for providing such a great service.'*

**Charlie Lloyd, Principal Research Manager, Joseph Rowntree Foundation**

*'When Daily Dose headlined our new web site the number of people expressing interest in e-mail updates on the site trebled practically overnight. It's a fabulous way to get information to the people who need it.'*

**Mike Ashton, editor of Drug and Alcohol Findings**

Daily Dose [www.dailydose.net](http://www.dailydose.net) was launched in January 2001 by WIRED and is the world's leading news portal on drug and alcohol misuse. The web site is updated daily, and provides links to material from governments, specialist organisations, NGOs, and the media from around the world. It provides readers with ready access to key information, thereby saving considerable time and effort and reducing information overload.

Daily Dose provides a unique range of free services:

- 365 Daily Doses per year
- A Weekly Dose, highlighting the more important articles of the week
- A daily and weekly subscription service that delivers Daily Dose to your Inbox
- An archive for all Daily and Weekly Doses, as well as for professional reports.

In addition to site visitors (25,000 hits per day or over 9 million hits per year), Daily Dose has over 5,000 daily subscribers and 1,500 subscribers to Weekly Dose. Daily Dose is top of over 16 million Google listings when searching for "Daily Dose". It has been top for most of the past few years, demonstrating an enduring quality and strength of brand.

The site is linked to by more than 150 other web sites, many of them belonging to major organisations or government departments: World Health Organisation, United Nations, National Treatment Agency, Home Office and Department of Health (UK), Canadian Centre for Substance Abuse, Australian Drug Foundation, and the European Monitoring Centre for Drugs and Drug Addiction (EMCDDA).

Daily Dose is currently sponsored by the National Treatment Agency, FRANK, Euromed Ltd and Castle Craig, and is supported by the EMCDDA.

We are now looking for sponsors for the coming year to help us continue and develop Daily Dose. For **£5,000 per annum** (+VAT) our sponsors will have a logo prominently displayed on the front page of Daily Dose, as well as on the subscription page that goes out daily and weekly. The subscriber list contains a large number of UK professionals, in particular those working in government bodies, health and social services, the police and treatment agencies. Many members of the general public, including those people with a substance misuse problem and their families and carers, are also reading Daily Dose.

Sponsors will not just be associated with Daily Dose directly, but also indirectly with other exciting WIRED activities, both current and planned ([www.wiredinitiative.com](http://www.wiredinitiative.com)).

With thanks and best wishes,

Professor David Clark, Director of WIRED ([davidclarkwired@mac.com](mailto:davidclarkwired@mac.com))

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