

Media kit and sponsorship rate card

A clinically credible platform for ethnic minority health education in the UK.

Why this brand exists

The Educating GP is a founder-led health education platform built to serve African and ethnic minority communities in the UK with clear, evidence-based explanations rather than hype. Sponsors partner with that trust — they do not replace it.

Launch-stage note

All reach numbers in this media kit are launch-stage operating projections from the 2026 plan. They are shown transparently and will be replaced with actual platform analytics as data accrues.

Projected footprint

464

planned monthly content assets across video, short-form, newsletter, and podcast formats

6

planned distribution languages for wider UK and diaspora reach

80%

editorial focus on ethnic minority health topics in the UK

6+

distribution surfaces across website, newsletter, YouTube, short-form video, podcast, and course landing pages

Audience segments

- African and ethnic minority communities in the UK who are often underserved by generic health communication.
- GP trainees, clinicians, and medically curious viewers reached through education-led content and course offers.
- Health equity stakeholders looking for practical patient education rather than vague awareness campaigns.

Why sponsors care

- Clinically credible founder with over 20 years of medical experience across Nigeria and the UK, including 8 years in the NHS.
- National GP AKT Mentor with an Applied Knowledge Test score of 190 out of 200 (95%) in January 2021.
- A sharp editorial niche around ethnic minority health, health inequalities, and practical patient education.

Authority, integrations, and partner fit

Clinical trust matters more than empty reach claims.

Verified authority snapshot

Dr Kennedy Umege is a UK General Practitioner with over 20 years of medical experience across Nigeria and the UK, with 8 years in the NHS. Through The Educating GP, he creates evidence-based health education for African and ethnic minority communities in the UK.

Selected verified qualifications: Bachelor of Medicine, Bachelor of Surgery; Member of the Royal College of General Practitioners; Master of Science in Diabetes; Postgraduate Diploma in Diabetes; Diploma in Child Health; Diploma in Family Medicine; Diploma in Urgent Medical Care; National GP AKT Mentor.

Sponsor integration examples

- Presenter-read sponsor mention inside a relevant long-form educational video.
- End-card call to action with one approved destination link in the description.
- Newsletter sponsor placement when the topic and audience fit cleanly.
- Supporting short-form clips that repeat the same evidence-led campaign message.

Ideal partner profiles

- Diabetes charities and prevention campaigns.
- Sickle cell and blood disorder organisations.
- Cardiovascular health charities and equity initiatives.
- Mental health charities focused on culturally competent support.
- Mission-aligned NHS and public health programmes.

Commercial guardrails

- Educational content only — never personal medical advice.
- Commercial relationships disclosed openly. No covert promotion.
- Claims must remain evidence-led and clinically responsible.
- AI-assisted production disclosed where required by platform or law.

Sponsorship tiers and contact details

Simple early-stage pricing with room for campaign tailoring.

Rate card

Single sponsored video

£1,500

Best for a single campaign, awareness push, or one-off launch.

- One long-form sponsored integration in a relevant TEG video.
- Sponsor mention in the description with one approved destination link.
- One end-card call to action where clinically appropriate.

Series partnership

£3,000

Best for repeated message recall across a four-video cluster.

- Four-video sponsor package built around one health theme or campaign.
- Consistent partner positioning across the series and description links.
- One newsletter placement pointing viewers to the partner resource.

Quarterly partnership

£10,000

Best for continuity, category ownership, and deeper integration.

- Quarterly partner status across selected video, newsletter, and web placements.
- Campaign planning around awareness dates and audience needs.
- Priority access to multilingual distribution planning and reporting summaries.

Contact and next steps

If the audience fit is right, the next step is a short conversation about campaign goals, content fit, timing, and compliance boundaries.

- Partnership enquiries: hello@theeducatinggp.com
- Website: <https://theeducatinggp.com>
- Newsletter: <https://newsletter.theeducatinggp.com>
- YouTube: <https://www.youtube.com/@TheEducatingGP>