

Cogora to acquire leading GP brand 'Pulse'

Friday 1 November, 2013

Cogora has today entered into a definitive agreement with Briefing Media to buy Pulse, the market-leading magazine and website for a highly engaged audience of UK general practitioners.

The terms are not being disclosed and the sale is subject to customary closing conditions. The transaction is expected to close by 30 November.

Cogora, a media and marketing services company specialising in healthcare, will build on the brand's 53-year heritage to further strengthen its market position, with particular focus on its related events portfolio.

Pulse will be integrated with Cogora's current portfolio of healthcare brands, which includes Nursing in Practice, Management in Practice and The Commissioning Review.

Commenting on the acquisition today Cogora Chief Executive John Pettifor said: "Pulse is the final piece of the puzzle for our primary healthcare portfolio. For many years we have been producing inspirational and incisive content for practice and community nurses, practice managers and, more recently, clinical commissioners.

"This acquisition means our reach across the UK's primary care community will be far greater than any other company."

Pulse magazine and pulsetoday.co.uk offer comprehensive coverage of news affecting GPs from clinical advances to the latest political developments. They also provide GPs with high quality, CPD-accredited clinical content.

While Pulse Live sees the trusted Pulse brand brought to life as a two-day national event for GPs, practice managers and primary care managers. The conference streams offer attendees 14 CPD hours and the event is supported by a lively, interactive exhibition.

Neil Thackray, CEO of Briefing Media Limited, said: "Pulse continues to grow its readership and influence across all its media platforms and we are enormously proud of the work the team has done during our ownership. I know that Cogora will continue to build on that as Pulse becomes part of a larger healthcare media group."

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Cogora

T. +44 (0)20 7214 0500

E. alexbeaumont@cogora.com

W. <https://www.cogora.com>

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