



# MEDIA PACK: 2016-17



# FE Week

The only newspaper dedicated to further education and skills

[www.feweek.co.uk](http://www.feweek.co.uk)

# What is **FE**

The only newspaper dedicated to further education and skills

**FE Week** is without question the primary source of news for professionals working within further education and skills.

It is read by college principals, independent learning provider managing directors, aspiring and senior education managers, MPs, policy advisers, government officials, and other key stakeholders right across the UK.

It is always first to report on the news that matters and in the space of just four years has become part of the sector's daily routine — whether that be checking [feweek.co.uk](http://feweek.co.uk) for the latest breaking news stories, reading through the weekly newspaper on a Monday morning, or scouring through the job ads (plus the online jobs board) for the latest career opportunities.

The newspaper has come a long way. The team has expanded. The stories have become bigger and juicier. The weekly website audience has grown at an incredible pace, from hundreds to tens of thousands. The classified advertising section has gone from two to six and even ten pages. And our sponsored supplements have more than doubled in number, from six to eighteen per year.

And in April 2014, **FE Week** celebrated its centenary edition and a full rebranding and functionality exercise was carried out to mark the milestone. It involved a review of the way the website functioned, how the pages flowed within the newspaper, the colour scheme and fonts and even the type of paper we printed on. The result was a fresh, clean-cut and even meatier newspaper.

The new look newspaper provides advertisers with an unrivalled

platform from which to communicate with key decision makers across the sector.

Our strong online presence, via [www.feweek.co.uk](http://www.feweek.co.uk), also allows even further penetration. The website is constantly updated even when the paper is not in production over the summer and other breaks.

As **FE Week** is wholly targeted at the further education and skills sector, the title communicates on a weekly basis with a highly influential and targeted audience.

The title is distributed to Gold Members, subscribers and on a multiple subscription basis (whereby whole organisations subscribe), as well as further key decision makers within the industry.

This, coupled with the newspaper's expert sector knowledge and regular specialist supplements, events and sponsorship opportunities gives you unrivalled channels when reaching out to influential members of the sector.



**Shane Mann**  
**managing director**  
Lsect Ltd  
(publisher of FE Week)

A row of four different issues of the FE Week newspaper, each with a different front-page headline and layout. From left to right: 1. Monday, September 13, 2011 - Headline: 'Latest apprenticeship policy slammed'. 2. Monday, September 28, 2015 - Headline: 'Shadow minister hits out over DfE climbdown on funding rule'. 3. Monday, October 12, 2015 - Headline: 'Could Hancock be facing his biggest test yet?'. 4. Monday, March 14, 2016 - Headline: 'BOLES – NO GUARANTEES ON APPRENTICESHIP GROWTH BIDS'.

# Week?



MARCH 14, 2016  
(EDITION 167)



## THE EDITOR

@NICKLINFORD  
NICK.LINFORD@LSECT.COM

Nick Linford is an expert in further education funding and performance systems and a company director of Lsect Ltd.

He runs a series of popular workshops, conferences and webinars about funding and data, which have been attended by more than 15,000 people in the last five years.

Nick is also author of the Complete Guide to Funding Apprenticeships ([www.lsect.co.uk/guide](http://www.lsect.co.uk/guide)), two books about funding and data published by Pearson and the founding editor for Lsect's weekly

newspapers: FE Week ([www.feweek.co.uk](http://www.feweek.co.uk)) and Schools Week ([www.schoolsweek.co.uk](http://www.schoolsweek.co.uk)).

Prior to setting-up Lsect in 2010 Nick established an education think tank at the publishers Pearson, and before that was for seven years Director of Planning and Performance

at the Lewisham College, during which time they achieved an Ofsted grade one.



# Who reads

## A highly influential and targeted audience

Our newspaper is read by college principals, private training provider managing directors, aspiring and senior education managers, MPs, policy advisers, government officials, and other key stakeholders right across the UK. As *FE Week* is wholly targeted at the post-16 learning and skills sector, the title communicates on a weekly basis with a highly influential and targeted audience.



*FE Week* is a constant enthusiast for all things FE, and a great place to get something off your chest.

**Matthew Hancock** – Former Skills Minister

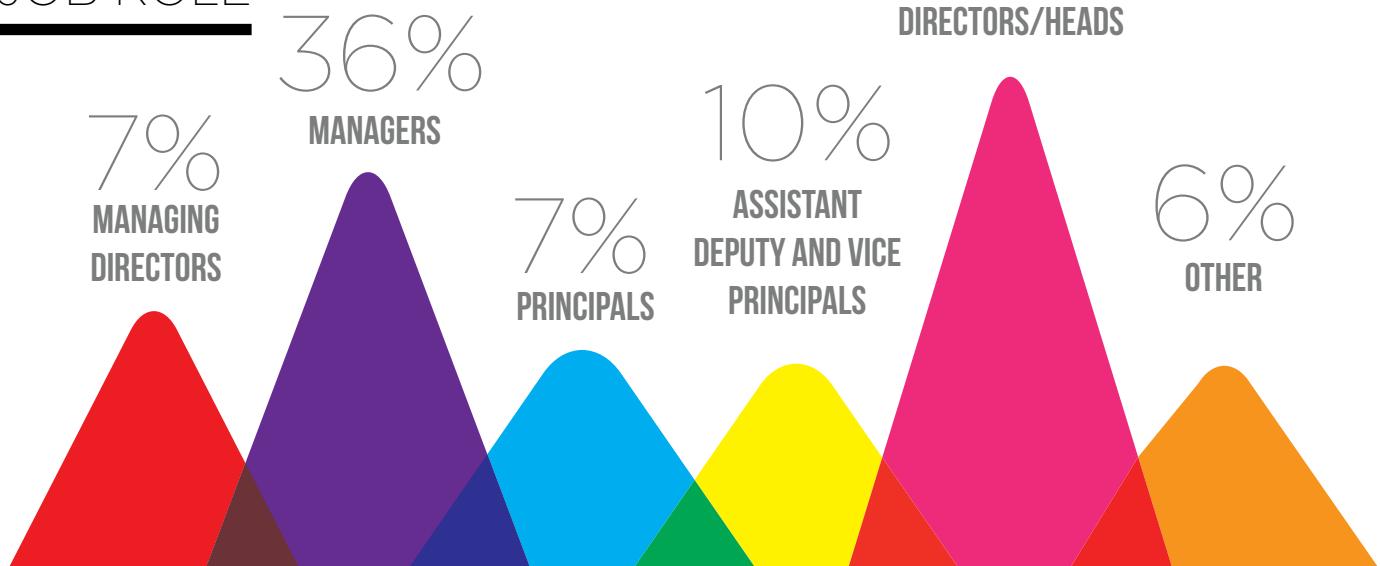
One of the marks of a vibrant self-improving sector is a vital and energetic trade press. *FE Week* has provided and continues to provide that service to the FE sector. It has increased the visibility of FE, challenged received wisdoms and stimulated debate. Here's to the next 100 editions!



**Martin Doel** – chief executive of the Association of Colleges

## FE Week

### SUBSCRIBERS BY JOB ROLE



# FE Week?

More than:  
**220,000+**

**Monthly page views**  
Up from 147,500 in summer 2015



**100,000+**

**Visits per month**  
Up from 82,000 in summer 2015

Since our launch in September 2011 our readership has rapidly increased. The figures on this page show just how quickly FE Week has become the primary source of news for the further education and skills sector.

*These figures represent a three month average between Jan 1 - 31 March 2016.*

**48,500+**

**Monthly unique visitors**  
Up from 32,000 in 2015

**13,500+      17,500+**

**Members**

 **Twitter followers**



**3,000**  
print run

**5,000+**  
Digital edition

**36**  
printed editions

**20-28**  
full colour pages per edition  
focused on FE

# FE Week



GROWTH REQUESTS DELAY  
PUTS 3M TARGET AT RISK

PAGE 2



CONFUSION FOR NON LEVY-  
PAYING EMPLOYERS

PAGE 3



## Bracing North Sea dip to warm veterans' hearts

East Riding College public services learners braved the freezing North Sea cold to raise funds for the Royal British Legion.

The group of BTec level two and three students jumped into the water at Bridlington north beach wearing British Legion T-shirts as forces veterans looked on.

The learners came up with the idea as part of the 'enterprise' element of their course, which requires them to

Public services learners making a splash for cash in the freezing North Sea. From left, aged 18, Casey Reece, 16, Keisha Sowden, 18, Laytata Rugg, 16, and Beth Shippey, 18.

plan and execute an event. The total raised was £177.

Tutor Julie Marr said: "The learners decided that they could potentially raise more for the British Legion."

"Obviously, this is linked to the subject matter of our services courses, where students have chosen to plan to go into the armed forces," she added.

## EXCLUSIVE EXPANSION PLANS REVEALED BY 157 GROUP

WEEK.CO.UK

is set for expansion following an exclusive interview with chief executive Ian Pretty in an exclusive interview with FE Week. In the interview, which he claimed that up to 15 colleges had already asked about signing up, the results of the review were explained at a meeting in London on Thursday (January 14) by Mr Pretty, who took over from executive director Lynne Sedgmore in September. Members told him they wanted the group to expand, whose previous roles included roles in HMRC, the Cabinet Office and the Ministry of Defence. "The members wanted to take the 157 Group in a different direction, which is why they took the previous decision to hire someone from outside the sector.

"What I said to them was in order to create this new mandate for the 157 Group we need to undertake a strategic review — the members agreed."

He added: "Our members have agreed that we should look to take on new member colleges. We have 26 members at present and there has been discussion over whether we want to have more or less in future. We decided to look at expanding."

"I am aware that anywhere between 10 and 15 colleges who have expressed an interest in joining us, with the bulk of those contacting us over the last six months."

The 157 Group is now based at Ealing, Hammersmith and West London College, which according to the representative organisation's website was still a member, even though it was hit with an inadequate Ofsted rating in December. It indicates a relaxation of previous membership

guidelines, as Dr Sedgmore said in March 2014, with an "honourable agreement" existing among members that they would "voluntarily leave" if served with a grade four Ofsted rating.

Mr Pretty said: "A set of new attributes have been agreed to assess any future requests from a college to join. Colleges would typically be large, diverse, technically and professionally focused, employer facing, focused (or aspiring to focus) on level three, four and five provision and successful."

But, he said: "Ofsted grades one and two are regarded as successful, but inadequate is not, but there are other factors to be taken into account. There are a number of indicators of success that could be considered, for example if a college has been given a Beacon Award or impressive success rates."

Mr Pretty acknowledged the 157 Group was previously very focused on influencing

government policy, but the review "we want to have a heavier focus on professional development — so, for example the government to develop of professional and technical pathways including"

"I'm of the view that we gained from speaking to members trying to affect change."

Mr Pretty said: "The members aim to devolve power to government, to increase cost efficiency, to collaborate and to work with energy suppliers."

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01



# DISPLAY ADVERTISING

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### Display

FE Week is a superb platform from which to communicate your organisation's message to the FE and skills sector.

As the only newspaper dedicated entirely to FE, we are in touch with what works in the sector and what our readers want to see.

We pride ourselves on being honest and flexible with all our advertisers. Our in-house team is here to offer you a wide range of creative solutions to help advertising messages reach the desired targeted audience with more impact than traditional display advertising.

We understand that every client's needs are different. Advertising opportunities can be tailored to meet your brand's needs and objectives, ranging from one-off straight display solutions to long-term bespoke advertising strategies.

Adverts on our new 80gsm brilliant white paper ensure that your adverts look bright, clear and crisp.

Our online presence via [feweek.co.uk](http://feweek.co.uk) also provides an exceptional platform from which to communicate to the sector. Further details of online opportunities can be found on pages 10 & 11.

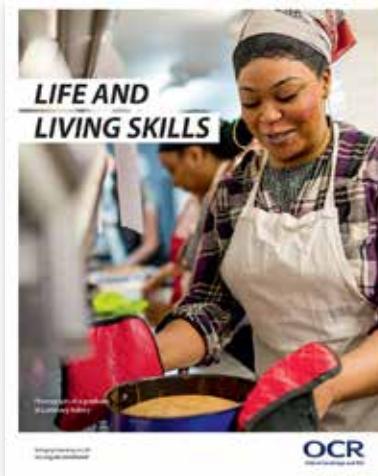


"Since its launch, *FE Week* has continued to deliver insightful and impactful editorial for the sector.

As great content becomes more and more invaluable, *FE Week* has provided a key platform for brands to reach their consumers. *FE Week* ensure they deliver great and effective campaigns and always seek ways to ensure clients' objectives are met. The team's commitment and enthusiasm to all projects is genuinely appreciated and I look forward to developing this

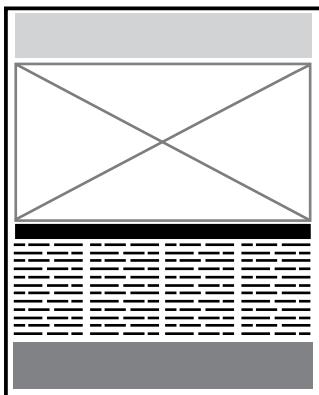


Claire Allwood – Universal McCann

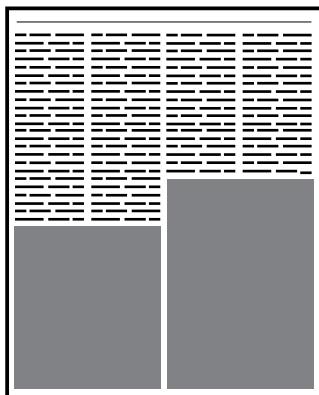


## RATES

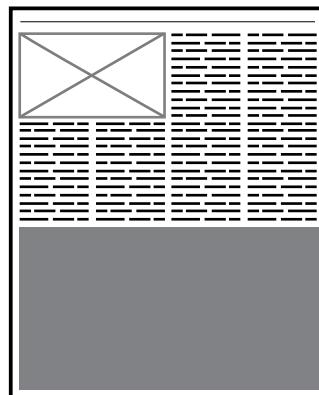
SCC = £25



**FRONT PAGE BANNER**  
262 (w) x 47mm (h)  
£1,250



**QUARTER PAGE (LEFT)**  
129 (w) x 165mm (h)  
£1,600



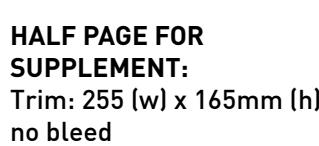
**HALF PAGE**  
262 (w) x 165mm (h)  
£3,200



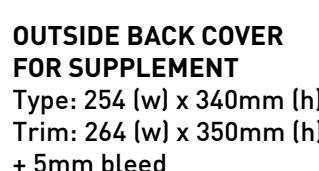
**FULL PAGE**  
262 (w) x 345mm (h)  
£5,600



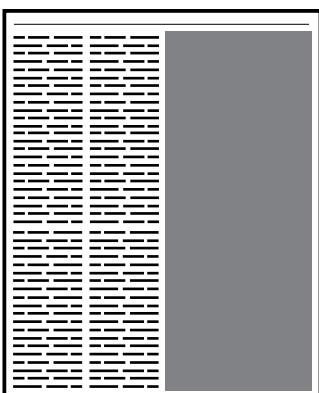
**20x4 (RIGHT)**  
129mm (w) x 200mm (h)  
£2,400



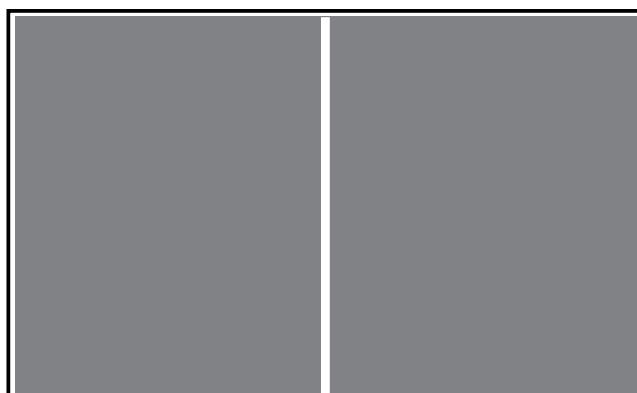
**HALF PAGE FOR  
SUPPLEMENT:**  
Trim: 255 (w) x 165mm (h)  
no bleed



**OUTSIDE BACK COVER  
FOR SUPPLEMENT**  
Type: 254 (w) x 340mm (h)  
Trim: 264 (w) x 350mm (h)  
+ 5mm bleed



**HALF PAGE VERTICAL**  
129 (w) x 338mm (h)  
£3,200



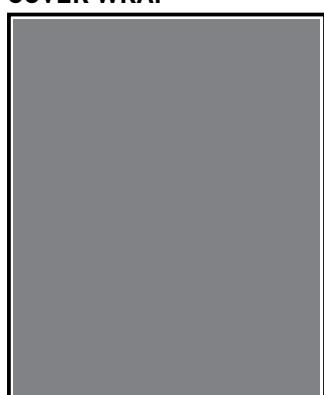
**DPS**  
545 (w) x 345mm (h)  
no bleed  
£10,000



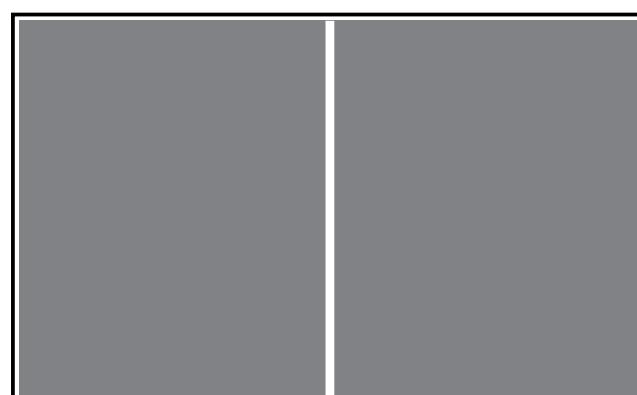
**SUPPLEMENT DPS:**  
Type: 520 (w) x 340mm (h)  
Trim: 530 (w) x 350mm (h)  
+ 5mm bleed

**OUTSIDE BACK**  
262 (w) x 185mm (h)  
£3,750

## COVER WRAP



**SINGLE PAGE**  
273 (w) x 345mm (h)  
no bleed  
**Cover wrap package: £15,000**



**SPREAD**  
544 (w) x 345mm (h)  
no bleed



**FRONT**  
273mm (w) x 295mm (h)  
no bleed

# Display advertising

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**News**

**NEW Hundreds of AAC delegates hear latest on government's apprenticeship reforms**



FE Week's second Annual Apprenticeship Conference (AAC) saw more than 900 delegates fill Birmingham's International Convention Centre for three days from March 16 to 18 to hear the...

Jude Burke | 17:53, Mar 21, 2016

**'Unsustainable debt' issues behind area review delays, says FE Commissioner**



Issues with colleges' "long-standing unsustainable debt" have been highlighted by the FE Commissioner as a key cause of hold-ups with post-16 education and skills area reviews. Dr David...

Paul Offord | 11:59, Mar 21, 2016

**Bristol college's accounts question future as a 'going concern'**



A college's own accounts have questioned its "ability to continue as a going concern" after it was set to receive more than £1m in exceptional financial support (EFS)...

Jude Burke | 11:00, Mar 21, 2016

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**MOST READ**

'Unsustainable debt' issues behind area review delays, says FE Commissioner

Issues with colleges' "long-standing unsustainable debt" have been highlighted by the FE Commissioner as a key cause of hold-ups with...

**1**

**THE POST-MODERN APPRENTICE**

A SUPPLEMENT PUBLISHED BY FE WEEK

Apprenticeships National Apprenticeship Week

ncfe.

Photography competition win for Libby Gillard

Sir Vince Cable 'fears' apprenticeship levy is simply a

**2**

**WHATEVER THEIR ABILITY**

OCR

**3**

INJECT UPDATES

Exp. Influenc. Articulat Engage.

Switch to ncfe.

campus learning platform that makes teaching easier

# online spec:

1

**LARGE BANNER:**

630px(w) x 255px(h)

**£2,000 per month**

2

**PREMIUM BUTTON:**

260 px(w) x 200px(h)

**£2,000 per month**

3

**BUTTON:**

125px(w) x 125px(h)

**£800 per month**

Buttons can be animated to include more information. Our designers can help with this process

Our display advertisers have included:



### SUPPLEMENTS

*FE Week* supplements are highly regarded in the FE and skills sector for providing in-depth and insightful editorial and commentary on important matters and occasions. Supplements are produced throughout the year to accompany an edition of *FE Week* and offer advertisers sole sponsorship opportunity.

Sole sponsorship of an *FE Week* supplement is an innovative method for directly communicating to the sector while giving readers something useful they will retain for future reference.

Every *FE Week* supplement is bespoke and is managed by one of our journalists; this ensures that we produce a high quality product for our readers and of course its sponsor.

During 2014/15 supplement topics ranged from a guide to UCAS Progress, World Skills Brazil 2015, Party Conferences, General Election 2015, National Apprenticeship Week and Adult Learners Week.

Supplement Topics can be suggested by the client or chosen from a list of available opportunities.

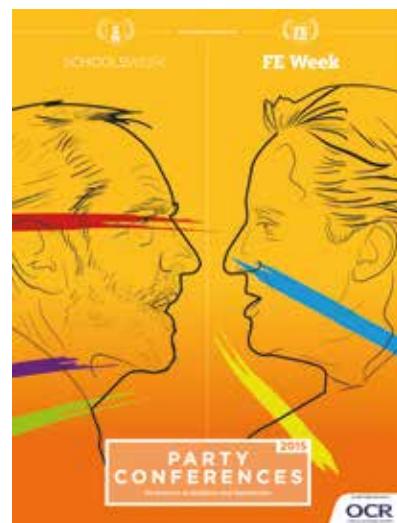
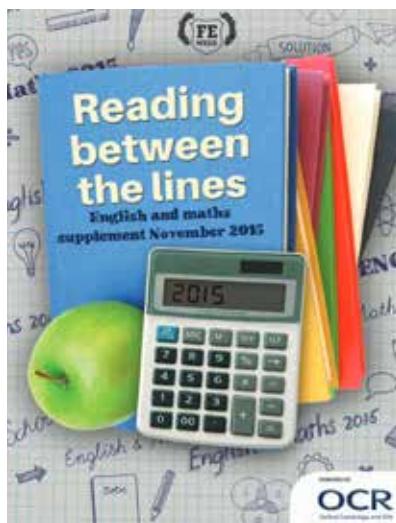
#### A sponsored 16-page supplement includes:

- In partnership logo on front page and on each folio
- Double page advert on centre pages (528 mm wide x 350 mm high plus a 5 mm bleed)
- Full page advert on outside back cover (264 mm wide x 350mm high plus a 5mm bleed)
- 650-word comment / expert piece

#### Supplement distribution

- Print-run of 3,000 and a copy sent to every *FE Week* subscriber
- 100 copies sent to the sponsor (more if requested)
- Free digital copy advertised on *FE Week* website
- A 'sponsored by' email to over 12,500 members directing them to the digital copy
- Several 'sponsored by' tweets with a link to the digital copy

**£15K PER SUPPLEMENT OR TWO FOR £30K WITH £10K ADDED VALUE ADVERTISING**



# SPONSORSHIP

## Your brand will receive maximum exposure

(Full details of what is included is available on page 12)

### COMPANY LOGO ON FRONT PAGE (IN PARTNERSHIP WITH FE WEEK)



### COMPANY LOGO INCLUDED IN INTRODUCTION (INSIDE FRONT PAGE)

Victoria Boyle Sales manager: Hannah Smith Administration: Frances Ogden Dell  Managing director: Shane Mann  If you are interested in placing a product or job advert contact  E: <a href="mailto:hannah.smith@feweek.co.uk">hannah.smith@feweek.co.uk</a> T: 020 8123 4778  Cover design elements by Freepik	<b>@JUDEBURKE11</b> <b>JUDE.BURKE@FEWEEK.CO.UK</b>  <b>W</b> elcome to FE Week's technology supplement, Learning technology: a shared future. It's been 21 months since the launch of the Further Education Learning Technology Action Group (Feltag) report, with its recommendations for how the sector could make better use of technology. In that time, in the face of challenges such as ever shrinking budgets and the area review process, the sector has shown itself willing to embrace new technology and to share its knowledge and expertise about	provide support — either financial or technical. On pages 6 and 7 we look at two of them — the Ufi Trust and Jisc. In July last year, the Education and Training Foundation awarded the G group a £1m learning technology contract. On pages 10 and 11 we look at what the contract delivered. Support for tech innovation can come from any part of the sector, and on page 12 we look at what the Learning and Skills Research Network is doing. On page 13 we interview Colin Gallacher, technology learning adviser, about the good, the bad and the ugly of FE learning tech.	the greatest and yet least acknowledged benefits of technology.
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### COMPANY LOGO TOP OF EVERY PAGE (INCLUSIVE OF TWITTER AND WEB ADDRESS)

6 <a href="http://www.tribalgroup.com">www.tribalgroup.com</a>	<b>TRIBAL</b>	LEARNING TECHNOLOGY: A SHARED FUTURE
<b>UFI TRUST — DEVELOPING VOCATIONAL SKILLS THROUGH TECHNOLOGY</b> @UFITP		

**Who are they?**  
 The University for Industry (Ui) Charitable Trust is a grant funding body that focuses on developing adult vocational skills through the use of digital technology. It was founded following the sale of LearnDirect in 2011, and launched in May 2012. The trust uses the proceeds from the Lear...

skills and the way in which they learn". The trust has four areas of focus — digital learning in the workplace, digital learning collaborations, understanding the learning journey and seeding the market.

As well as open funding rounds, through which it identifies specific skill areas or industries...

# WEBINARS

FE Week has broadcast several webinars over the past year and they've proven to be a popular platform for both advertisers and viewers — with an average of more than 1,000 sector professionals regularly tuning in.

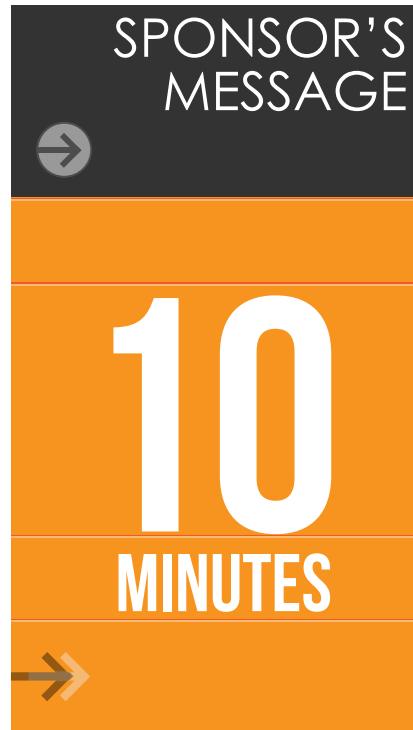
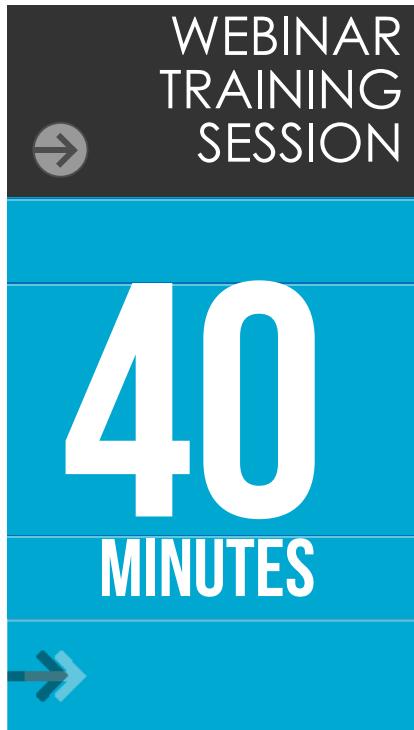
FE Week has invested in a secure and powerful webinar broadcasting platform. This ensures that the viewer receives a high quality and uninterrupted experience.

Webinar topics have included traineeships, introduction to FE loans, changes in funding guidelines and Q&A sessions with former Skills Minister Matthew Hancock.

Sponsors of webinars will receive high exposure and appreciation from viewers. The sponsor's branding will also be emblazoned across all marketing materials and on slides used within the broadcast.

Through tuning in to the webinar, viewers will receive a high quality and informative session, which will have been made possible through sponsorship.

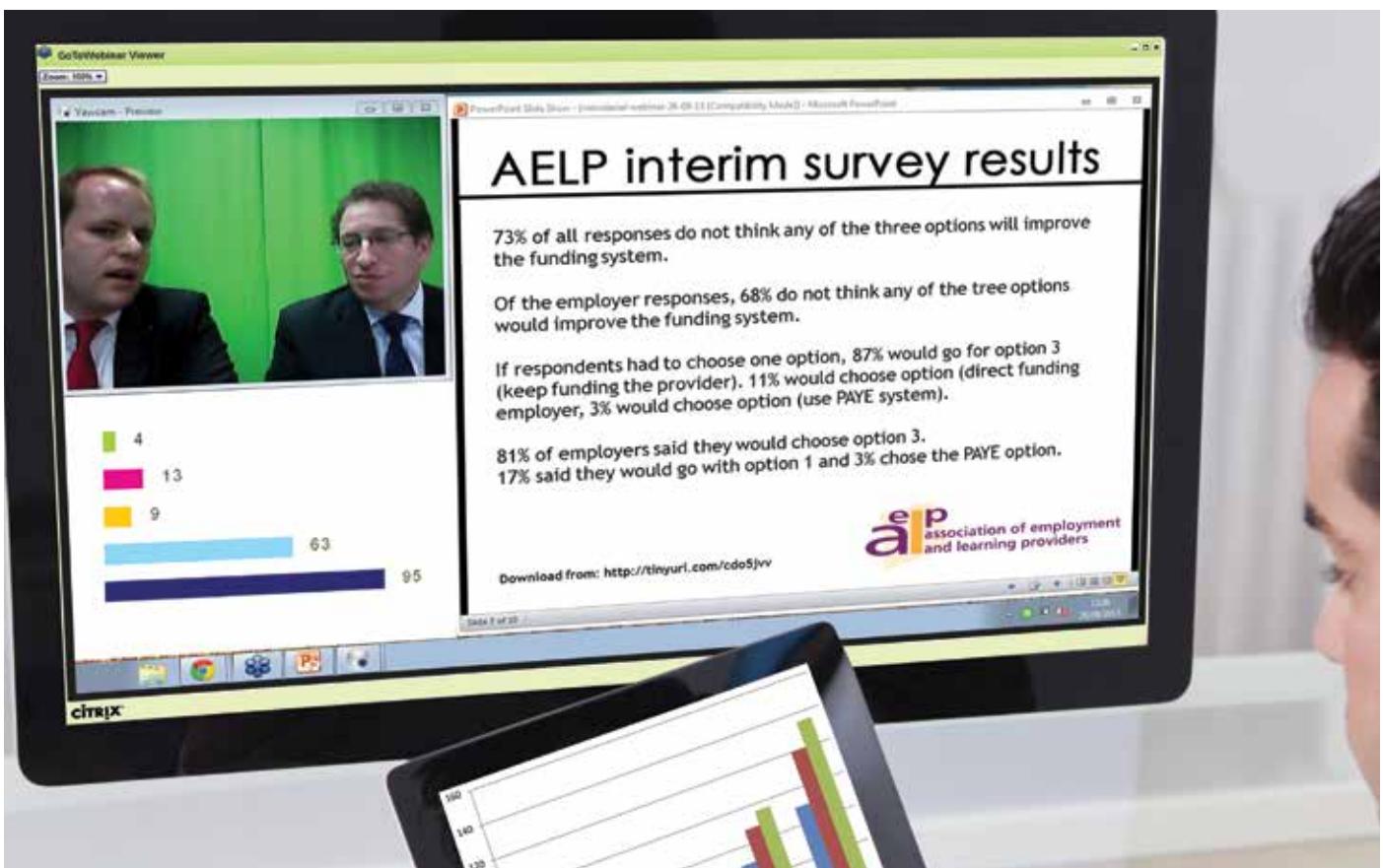
Typically, several hundred viewers agree that we can pass on their contact details to the sponsor — this provides many leads.



## Sponsors receive the following:

"in association with..." or similar status, corporate logo on all marketing materials, company referred to in communications relating to the webinar, Twitter handle inclusion in promotional tweets, contact details of potential customers that have agreed to their details being shared.

**Cost: £5k per webinar**



## REGISTRANTS

1073  
CHANGES TO  
SUB-CONTRACTING  
RULES AND ITS  
POTENTIAL FUTURE

1185  
FE AREA REVIEWS ~  
WHAT/WHO/WHERE/  
WHEN

1720  
IN CONVERSATION WITH  
OFSTED ABOUT FE'S NEW  
INSPECTION FRAMEWORK

1471  
WHAT WE CAN LEARN  
FROM THE NEW  
OFSTED REPORTS

1456  
APPRENTICESHIP  
LEVY AND FUNDING  
REFORM UPDATE

DATE	TITLE	REGISTRANTS
Feb 1, 2016	SFA funding rules for 2016/17	1536
Jan 27, 2015	New Year - new apprenticeship reforms	1719
Dec 3, 2015	Apprenticeship levy and funding reform update	1456
Nov 13, 2015	What we can learn from the new Ofsted reports	1471
Oct 12, 2015	In conversation with Ofsted about FE's new inspection framework	1720
Sep 30, 2015	FE area reviews ~ what/who/where/when	1185
Sep 30, 2015	Changes to sub-contracting rules and its potential future	1073

## PUBLICATION SCHEDULE

FE Week publication schedule until end of **2016/17**

EDITION NUMBER	5PM DEADLINE	EDITION DATE
181	08-SEP-16	12-SEP-16
182	15-SEP-16	19-SEP-16
183	22-SEP-16	26-SEP-16
184	29-SEP-16	03-OCT-16
185	06-OCT-16	10-OCT-16
186	13-OCT-16	17-OCT-16
HALF TERM		
187	27-OCT-16	31-OCT-16
188	03-NOV-16	07-NOV-16
189	10-NOV-16	14-NOV-16
190	17-NOV-16	21-NOV-16
191	24-NOV-16	28-NOV-16
192	01-DEC-16	05-DEC-16
193	08-DEC-16	12-DEC-16
CHRISTMAS HOLIDAYS		

## TO MAKE A BOOKING

please call 020 3432 1394 or email [advertising@feweek.co.uk](mailto:advertising@feweek.co.uk)



EDITION NUMBER	5PM DEADLINE	EDITION DATE
194	05-JAN-17	09-JAN-17
195	12-JAN-17	16-JAN-17
196	19-JAN-17	23-JAN-17
197	26-JAN-17	30-JAN-17
198	02-FEB-17	06-FEB-17
<b>HALF TERM</b>		
199	16-FEB-17	20-FEB-17
200	23-FEB-17	27-FEB-17
201	02-MAR-17	06-MAR-17
202	09-MAR-17	13-MAR-17
203	16-MAR-17	20-MAR-17
204	23-MAR-17	27-MAR-17
<b>EASTER HOLIDAYS</b>		
205	13-APR-17	17-APR-17
206	20-APR-17	24-APR-17
207	27-APR-17	01-MAY-17
208	04-MAY-17	08-MAY-17
209	11-MAY-17	15-MAY-17
210	18-MAY-17	22-MAY-17
<b>HALF TERM</b>		
211	01-JUN-17	05-JUN-17
212	08-JUN-17	12-JUN-17
213	15-JUN-17	19-JUN-17
214	22-MAY-17	26-JUN-17
215	29-JUN-17	03-JUL-17
216	06-JUL-17	10-JUL-17

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e including relocation expenses

new Principal at North Shore Academy  
will put children first and transform our  
delivering the education we deserve.  
ll become part of the Northern Education  
he chance to share your knowledge  
r academies in the chain - it's a great  
uild on all your previous experience.  
o make your mark in Stockton-on-Tees,  
d to meeting you.

ur application pack today at  
[therneducationtrust.org](http://therneducationtrust.org)

Northern  
Education  
Trust



## FULFIL ambitions

WITH OUR ACTIVE PATHWAYS

the new Level 3 Tech Level Diploma and Level 2  
Technical Certificate in Physical Activity, Fitness and  
Exercise Science are now approved by the DfE for  
inclusion in the new look 16-19 Performance Tables  
with Level 3 accepted by UCAS for the new tariff.

Our active career pathway will  
enable your students to access the  
Register of Exercise Professionals  
(REPs), and gain work experience

Designed in collaboration with  
employers and training providers,  
qualifications will enable  
of knowledge, skills and  
direct entry to employment.



# RECRUITMENT ADVERTISING

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# Who reads

*FE Week* has quickly become one of the market-leading FE publishers in England and every week provides a large selection of FE jobs in print and online.

Our recruitment section is easy to navigate with only FE-related vacancies featured. This coupled with the *FE Week* news environment makes *FE Week* the most effective way to take your job advert to its target audience.

All recruitment ads published in the paper will automatically gain additional coverage on the new *FE Week* jobs board at [www.feweek.co.uk/jobs](http://www.feweek.co.uk/jobs). They are treated as Featured Jobs where the *FE Week* team will email more than 13,000 online members about the role and tweet the role to more than 7,800 Twitter followers.

Online advertising can be booked independent of the newspaper and is available in two forms — a basic job listing or a featured

job with the option of an upgrade to featured job of the week (see page 25 for details).

Our experienced advertising team will give you the best advice to achieve your recruitment objectives.

Our services include designing and supplying a proof of adverts.

We understand that a successful and efficient recruitment campaign is essential to any organisation. We aim to provide a quick turnaround when it comes to assisting you in advert design and uploading jobs online. You will never have to wait hours for requested edits to appear on an online posting, nor will you be required to pay a hefty premium for composite adverts.

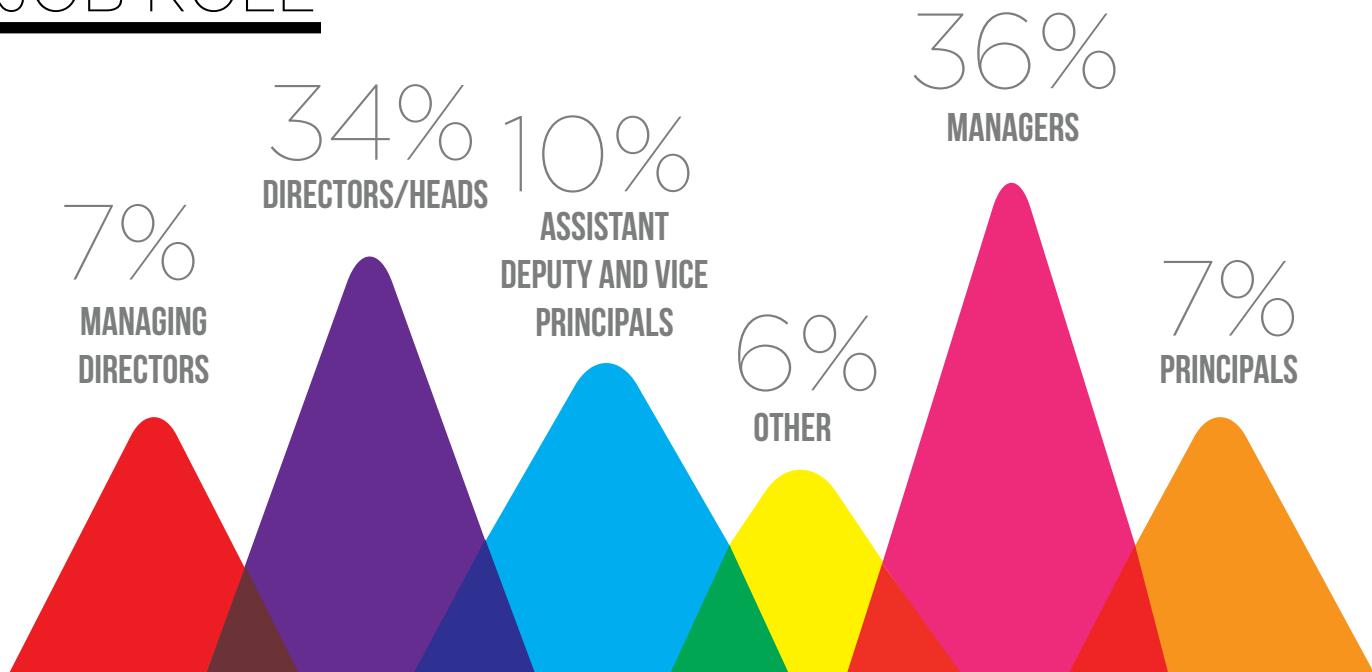
We even offer free display advertising for the recruitment of english and maths lecturers.

(See page 22 for details)

## FE Week recruitment advertising is: **SIMPLE | AFFORDABLE | EFFECTIVE**

## **FE Week**

### **SUBSCRIBERS BY JOB ROLE**



# FE Week?

**BASIC  
£95PM**

**FEATURED  
£250PM**

**FEATURED JOB OF THE WEEK  
£500PW**

**PRINT  
FROM £300**

**FULL COLOUR ADVERT IN PRINT**

**FREE ADVERT DESIGN**

**ONLINE LISTING**



**COMPANY LOGO**



**COMPANY BIO**



**APPLY NOW BUTTON**



**UNLIMITED TEXT**



**UNLIMITED ATTACHMENTS**



**FEATURED LISTINGS**



**TWEETED TO BY @FEWEEK TO OVER 17,800 FOLLOWERS**



**EMAILED OUT IN WEEKLY JOBS EMAIL TO OVER 13,000 LSECT MEMBERS**



**TOP POSITION IN WEEKLY JOBS EMAIL**



**LARGE FEATURED BUTTON ON EACH FEWEEK.CO.UK PAGE FOR ONE WEEK**



**BANNER ADVERTS ON OUR ONLINE JOBS BOARD**



\*Free design of print adverts is only available for adverts greater than 16 by 8 (half page).

## PRINT | ONLINE

## PRINT ADVERTISING

**FE Week** is a superb platform from which to engage with potential applicants for your vacancies. As the only newspaper dedicated entirely to the learning and skills sector, your recruitment adverts will effectively reach and engage with our niche audience.

We pride ourselves on being honest and flexible with all our customers. Our in-house team are here to offer you a wide range of creative solutions to help advertise your job role. Your account manager will understand your needs and will work with you to ensure that your advert looks great and gives off the right message to potential candidates.

Print recruitment advertising starts from £300, for a three by five advert. Our pricing is simple to understand. You choose the space that you require and decide how you want to fill it. There are no additional charges for composite adverts.

All adverts that are inserted in the paper also receive a free featured job advert, worth £250. This will ensure that your advert has the widest possible reach.

Our experienced graphic designers can also design the advert for you.

### BENEFITS OF PRINT

- 1** • **Tangibility**  
readers are more engaged when reading printed material
- 2** • **Credibility**  
print adverts provide a greater sense of legitimacy
- 3** • **Branding**  
prominent brand exposure and recognition
- 4** • **Target Marketing**  
effectively reach the learning and skills audience
- 5** • **More Engaging**  
readers typically read the detail and don't just skim

## GRAPHIC DESIGN

**FE Week** employs professional designers and for an additional cost can produce materials where required.

**FROM****£50**\*Free design of print adverts is only available for adverts greater than 16 by 8 (half page).

### DEADLINES

PUBLISHED EVERY MONDAY THROUGHOUT TERM-TIME | BOOKING DEADLINE WEDNESDAY BEFORE AT 5PM | ARTWORK DEADLINE THURSDAY BEFORE AT 1PM

## ENGLISH AND MATHS JOBS

**FREE**

**FE WEEK IS OFFERING FREE RECRUITMENT ADVERTISING FOR ALL NON-LEADERSHIP ENGLISH AND MATHS TEACHING ROLES. GET IN TOUCH WITH THE SALES TEAM FOR MORE INFO.**

**FREE QUARTER PAGE PRINT ADVERT AND ONLINE FEATURED JOB**



**TO ADVERTISE WITH US CONTACT  
THE SALES TEAM ON**

**advertising@feweek.co.uk or 020 81234 778**

## 5 REASONS TO USE **FE Week**

## **Targeted at further education**

*FE Week* is targeted at those who work in the learning and skills sector, therefore you won't be paying a high premium to advertise to those working in other education sectors.

## Quick turnaround

We have a dedicated team that will upload your online jobs quickly and when amendments are required we can do those while you're on the phone. We even take care of the jobs being posted online. You send us the details you want posting and we take care of the rest.

**Dedicated account manager**

You will have a dedicated account manager who will be responsible for your advertising, from enquiry to your advert closing. They will get to know you and your organisation and know what will work best for the role you are recruiting to.

### **Simple and clear pricing**

Our pricing is straightforward. There are no additional charges for leadership roles, additional information or links on online jobs or composite adverts in print.

## **Job adverts in the paper – not a supplement**

Your job advert will appear within the classifieds section of *FE Week*. We don't have additional supplements for adverts.



All prices are subject to VAT

**TO ADVERTISE WITH US  
CALL THE SALES TEAM TODAY ON  
**020 3432 1394****



## ONLINE RECRUITMENT

The recruitment section of our website, [feweek.co.uk](http://feweek.co.uk), is easy to navigate and only hosts adverts associated with the learning and skills sector.

Our website has had more than 147,500 visitors a month, over 13,000 online members and 17,800 Twitter followers (@feweek). Undeniably, the *FE Week* website is an effective platform from which to advertise your roles.

Online advertising can be booked independent of the newspaper and is available in two forms — a basic job listing or a featured job, with the option of an upgrade to featured job of the week (see page 21 for details). Our Featured Jobs package is our most popular online

solution. All recruitment ads published in the paper automatically receive featured job status online at no additional cost. The *FE Week* team will e-mail more than 12,000 online members about the role and tweet the role to more than 14,000 twitter followers.

Our experienced advertising team will give you the best advice to achieve your recruitment objectives.

We understand that a successful and expedient recruitment campaign is essential to any organisation. We aim to provide a quick turnaround when it comes to uploading jobs online. You will never have to wait hours for requested edits to appear on an online role — we take care of the advert being posted online.

## TOP TEN FEATURED ONLINE JOBS

JOB TITLE	ORGANISATION	JOB VIEWS
Operations Manager - Quality	FEA	1229
Interim Manager / Consultant	Click CMS	1081
Director	JTL	1081
Divisional Development Director	FEA	1069
Chief Executive Officer	The Association of Employment and Learning Providers (AELP)	1022
Principal and Chief Executive	Farnborough College of Technology	961
Deputy Chief Executive	Guildford College Group	907
Head of Funding	Premier Training International Ltd	722
Regional Operations Manager	Qube Learning	678
Director of Information	Birmingham Metropolitan College	662

## FREE ONLINE ADVERTISING

Looking for a new teacher, assessor or teaching assistant?

You can now advertise all your non-leadership teaching, assessing and teaching assistant roles for free on [feweek.co.uk](http://feweek.co.uk).

- You will receive a free basic listing for each role
- Upgrade to a featured job for £150 at any time
- No cap on the number of these types of roles you can advertise [fair use policy applies]
- You are not required to have purchased job advertising previously
- Expect to receive the same great service from the *FE Week* team

(FE Week reserves the right to withdraw this offer at any time without notice and at our discretion may refuse to honour this offer)

FREE

## FEATURED JOB BENEFITS: SLOT IN WEEKLY JOBS EMAIL AND TWEETS



### JOB OF THE WEEK

Peterborough Regional College - Executive Director, Human Resources ~ Up to £52,000 per annum plus excellent benefits ~ Peterborough ~ <http://www.feweek.co.uk/jobs/career/31917/Executive-Director-Human-Resources-Peterborough-Cambridgeshire>

Director / Assistant / Executive Director

West Lancashire College - Director of Curriculum and Employer Partnerships ~ £61,503 ~ Ormskirk ~ <http://jobs.feweek.co.uk/jobs/career/31951/Director-Curriculum-Employer-Partnerships-Lancashire>

West Lancashire College - Director of Quality and Support ~ £61,503 ~ Ormskirk ~ <http://jobs.feweek.co.uk/jobs/career/31953/Director-Quality-Support-Lancashire>

West Lancashire College - Director of Finance and Business Services ~ £61,503 ~ Ormskirk ~ <http://jobs.feweek.co.uk/jobs/career/31954/Director-Finance-Business-Services-Lancashire>

The College of Haringey, Enfield and North East London - Director of Curriculum ~ £68,199 to £74,241 ~ London ~ <http://www.feweek.co.uk/jobs/career/31944/Director-Curriculum-London>

Sandwell College - Assistant Director in Health, Care, Life Science (HCLS) Skills & Careers Academy ~ £44,356 - £47,062 with an opportunity for further development ~ West Bromwich ~ <http://www.feweek.co.uk/jobs/career/31971/Assistant-Director-in-Health-Care-Life-Sciences-Hcls-Skills-Careers-Academy-West-Bromwich>

The Further Education Trust for Leadership - Executive Director ~ Competitive ~ Gloucestershire ~ <http://www.feweek.co.uk/jobs/career/31987/Executive-Director-South-West-Gloucestershire>



FE Week @FEWeek · 27m

FE Week Job: @hertregcollege ~ Curriculum Manager - Maths ~ £32,150 - £36,300 pro rata per annum ~ Hertfordshire: [feweek.co.uk/jobs/career/27](http://feweek.co.uk/jobs/career/27)



### FEATURED JOB

featured listings receive premium positioning on the FE Week website and are tweeted to more than 17,800 followers on Twitter. The role will be included in the weekly jobs email (pictured left) which is sent to over 13,000 members.



## WEB BANNERS

### FEATURED JOB OF THE WEEK UPGRADE BENEFITS

**FE Week** WEEKLY FEATURED JOBS

The College of Haringey, Enfield and North East London £68,199 - £74,241

Hello Hannah,

I hope that you've had a good week.

Please find below the latest featured jobs on the FE Week Jobs board.

#### JOB OF THE WEEK

College of Haringey, Enfield and North East London - Director of Curriculum ~ £68,199 to £74,241 ~ London ~ <http://jobs.feweek.co.uk/jobs/career/31964/Director-Curriculum-London>

#### Head of Department

The College of Richard Collyer - Head of Study Support and Counselling ~ Horsham ~ <http://www.feweek.co.uk/jobs/career/31960/Head-Of-Department-Horsham>

- Available as an upgrade for £500 + VAT per week
- We can design free of charge

#### Includes:

- Top slot on weekly jobs email
- Online banner/button on [www.feweek.co.uk](http://www.feweek.co.uk) homepage, [www.feweek.co.uk/jobs](http://www.feweek.co.uk/jobs) homepage and ALL job listings

Provide banners as animated (frame by frame) gifs or as a static jpeg (RGB).

160 WIDE x 600 pixels  
260 WIDE x 200 pixels  
620 WIDE x 120 pixels

Riverside College  
Widnes & Runcorn

260 X 200

CLICK HERE FOR MORE INFORMATION

160 X 600

Riverside College  
Widnes & Runcorn

620 X 120  
CLICK HERE FOR MORE INFORMATION

Riverside College  
Widnes & Runcorn

"We've received an increased level of interest through advertising with FE Week. We find the service from FE Week a positive experience, often getting our job adverts live quickly and accurately"  
Mark Brown, HR assistant, NCFE

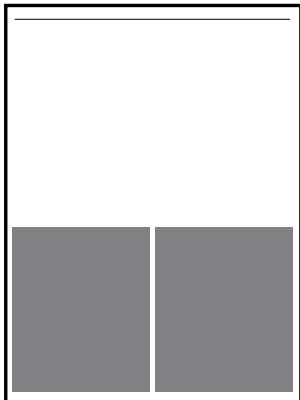
**ncfe.**

## PUBLICATION SCHEDULE

### FE Week publication schedule

EDITION NUMBER	5PM DEADLINE	EDITION DATE
181	08-SEP-16	12-SEP-16
182	15-SEP-16	19-SEP-16
183	22-SEP-16	26-SEP-16
184	29-SEP-16	03-OCT-16
185	06-OCT-16	10-OCT-16
186	13-OCT-16	17-OCT-16
HALF TERM		
187	27-OCT-16	31-OCT-16
188	03-NOV-16	07-NOV-16
189	10-NOV-16	14-NOV-16
190	17-NOV-16	21-NOV-16
191	24-NOV-16	28-NOV-16
192	01-DEC-16	05-DEC-16
193	08-DEC-16	12-DEC-16
CHRISTMAS HOLIDAYS		
194	05-JAN-17	09-JAN-17
195	12-JAN-17	16-JAN-17
196	19-JAN-17	23-JAN-17
197	26-JAN-17	30-JAN-17
198	02-FEB-17	06-FEB-17
HALF TERM		
199	16-FEB-17	20-FEB-17
200	23-FEB-17	27-FEB-17
201	02-MAR-17	06-MAR-17
202	09-MAR-17	13-MAR-17
203	16-MAR-17	20-MAR-17
204	23-MAR-17	27-MAR-17
EASTER HOLIDAYS		
205	13-APR-17	17-APR-17
206	20-APR-17	24-APR-17
207	27-APR-17	01-MAY-17
208	04-MAY-17	08-MAY-17
209	11-MAY-17	15-MAY-17
210	18-MAY-17	22-MAY-17
HALF TERM		
211	01-JUN-17	05-JUN-17
212	08-JUN-17	12-JUN-17
213	15-JUN-17	19-JUN-17
214	22-MAY-17	26-JUN-17
215	29-JUN-17	03-JUL-17
216	06-JUL-17	10-JUL-17

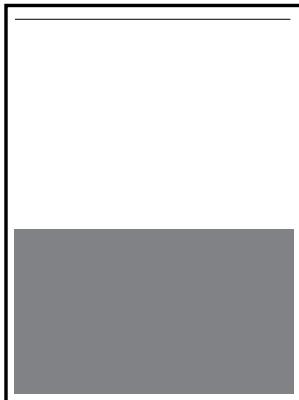
## RATES



### QUARTER PAGE

130 (w) x 164mm (h)

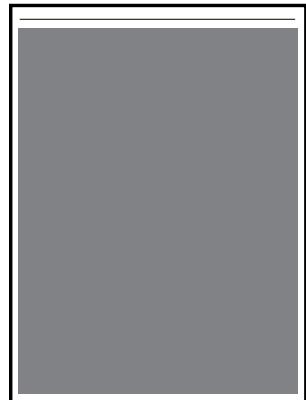
**£1,280**



### HALF PAGE

262 (w) x 165mm (h)

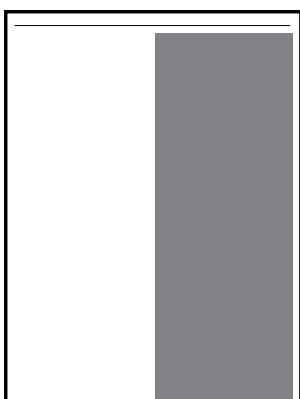
**£2,560**



### FULL PAGE

262 (w) x 330mm (h)

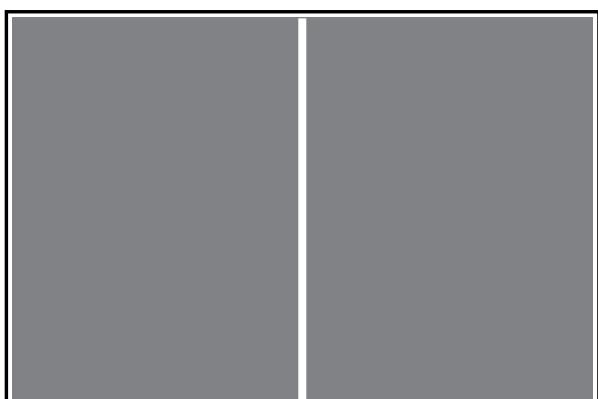
**£5,000**



### HALF PAGE VERTICAL

129 (w) x 330mm (h)

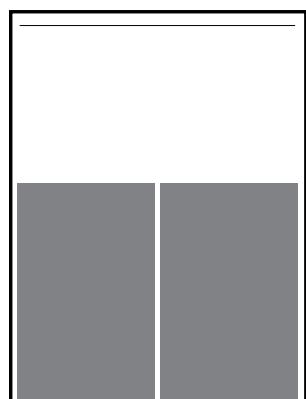
**£2,560**



### DPS

545 (w) x 345mm (h)

**£10,000**



### 20 X 4

129 (w) x 200mm (h)

**£1,600**

Bespoke ad sizes are available **SCC = £20**  
based on SCC rate

All prices are subject to VAT

### PRODUCTION GUIDELINES FOR THE FE WEEK NEWSPAPER:

Files must be supplied in Adobe PDF format.

All fonts should either be embedded or converted to outlines within the design package. All colours should be converted to CMYK.

All graphics should be at least 300dpi to ensure high-quality printing.

For best results please ensure any text is at least 5mm from the edge of the item.

All files must be constructed to the exact dimensions of the booked space. NB\* NO BLEED, CROP MARKS or additional white space for the newspaper. This does not apply to supplements.

**TO ADVERTISE WITH US  
CALL THE SALES TEAM TODAY ON  
020 3432 1394**



**"This was my first experience of using *FE Week* and found it easy to use. I found Hannah [Smith] extremely helpful and the process from start to finish was quick and efficient. We would have no hesitation in using their services for future recruitment needs"**

*Nicola Creighton-Moss, HR coordinator, North Hertfordshire College*

**"*FE Week* staff are a pleasure to deal with and the recruitment rates are very competitive, all my clients who have used *FE Week* filled their roles and would happily use their services again"**

*Gemma Talbot, client service co-ordinator, TMP Worldwide*

**"*FE Week's* handling of our recruitment advertising has been very smooth and straightforward. We would highly recommend them. We will certainly be using them again in the future"**

*Tristan James, assistant personnel officer,  
Truro & Penwith College*

**"Advertising in *FE Week* has always provided us with a strong field of candidates, and at a competitive price"**

*Judith Richardson, director of operations,  
*FE Associates**

**"Excellent service and great value for money.... *FE Week* seems to be working for us attracting the candidates especially at management level"**

*Gosia Seaman, HR Assistant,  
Richmond upon Thames College*

## **FE Week advertising**

Contact the sales team

Tel: 020 81234 778

Email: [advertising@feweek.co.uk](mailto:advertising@feweek.co.uk)

# **FE Week**



The only newspaper dedicated to further education and skills

[www.feweek.co.uk](http://www.feweek.co.uk)