



# FE WEEK

DISPLAY ADVERTISING  
MEDIA PACK 2019-20

Online | Print



**Get in touch!**

Call **020 3432 1394** or email [advertising@feweek.co.uk](mailto:advertising@feweek.co.uk)  
should you wish to discuss advertising options with *FE Week*.



# What is *FE Week*?

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 it 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 or reading through the weekly newspaper on a Monday morning.

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. This makes *FE Week* the chosen title for a wide array of advertisers and events in the education sector.

The title is distributed to Gold Members, subscribers and on a multiple subscription basis (whereby whole organisations subscribe), as well as to 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.

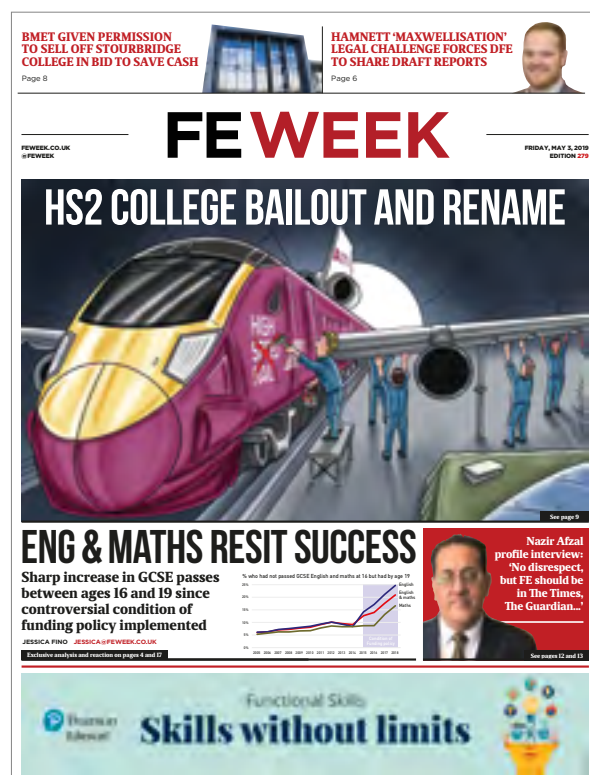
*FE Week* has an array of experiences when it comes to being a media partner. We take the role very seriously and realise how important it is for us to be a partner to your organisation for your event. We are proud to be the official media partner of World Skills UK and therefore able to support the teams achievements as they compete on the international stage.

By opting to trust *FE Week*, the premier newspaper in the FE and skills sector, to promote your brand, you can rest assured that your advertisements and communications will be read by key decision makers and lead to a successful campaign.

*Shane Mann*

**SHANE MANN**  
**MANAGING DIRECTOR**

Lsect Ltd  
(Publisher of *FE Week*)



“

*FE Week* is an incredibly important publication. I went on my honeymoon in August [2016] and was literally reading past papers on the mountains in Brazil. The way I think of Nick and his incredible team is that they make the social media life of a new minister intolerable, but complacency impossible.

**Rt Hon Robert Halfon MP**  
Chair, Education Select Committee



# Who reads *FE Week*?

## A highly influential and targeted audience

*FE Week* is widely read across the further education and skills sector. The chart below provides a headline overview of our readership.

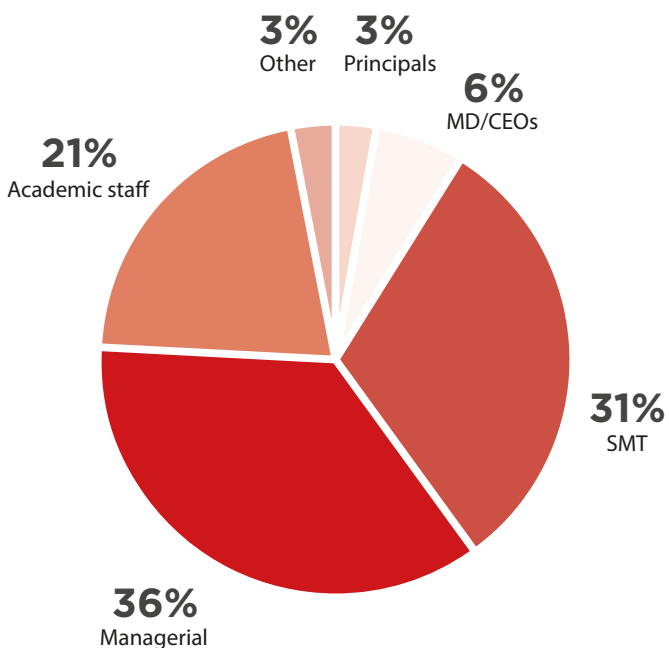
The newspaper is predominantly read by college principals, private training provider managing directors, aspiring and senior education managers, MPs, policy advisers, government officials, and other key stakeholders right across the UK. The newspaper is sent free of charge to a variety of senior government officials and civil servants as part of our VIP list. This includes the DfE ministerial team and senior

management, along with the shadow cabinet team.

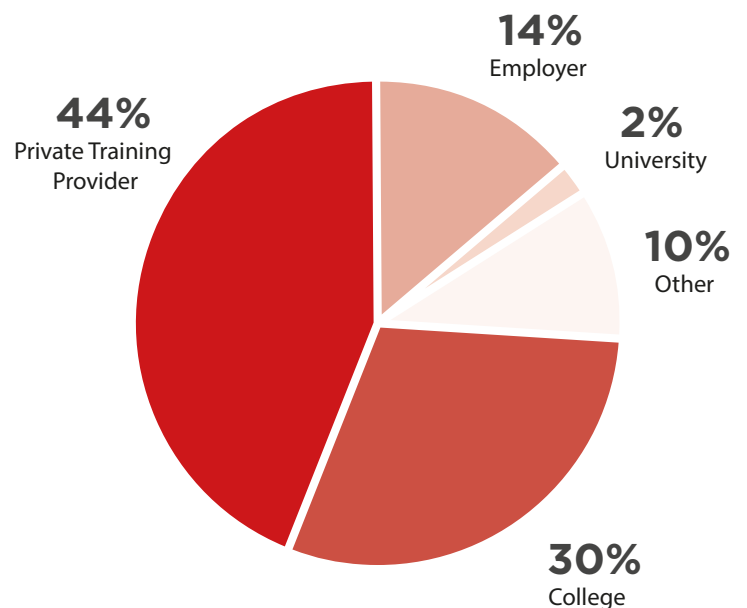
*FE Week* is seen as a high quality and reliable source for employers and think-tanks also. We regularly receive editorial contributions from the major bodies such as the CBI and FSB. *FE Week* also has an engaged policy expert readership with the key think-tanks, such as Policy Exchange and IPPR.

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.

### Readers by job role



### Organisation type



## FE Week in numbers

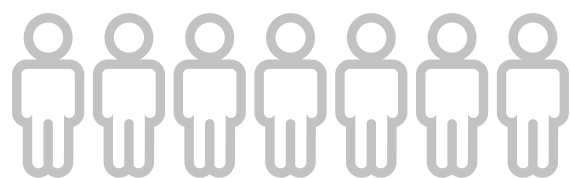
# 415,000+

monthly page views (up from 375,000 2017/18)



# 200,000+

visits per month (up from 175,000 2017/18)

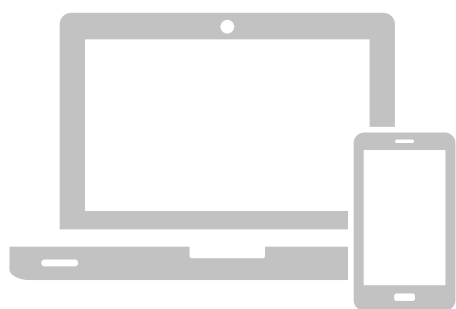


# 17,800+

members



# 28,300+ Twitter followers



# 12,500+

digital edition readership



# 3,000

print run readership

# 36

printed  
editions  
per year



# PRINT

*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 further education and skills, we are in touch with what works and what our readers want to see.

We pride ourselves on being honest and flexible with all our advertisers. Our team is here to offer you a wide range of

creative solutions to help advertising messages reach your target audience. Advertising opportunities can be tailored to meet your brand's needs and objectives, ranging from one-off display solutions to long term bespoke advertising strategies.

Get in touch with our team today to discuss how we can promote your offer to the FE and skills sector.

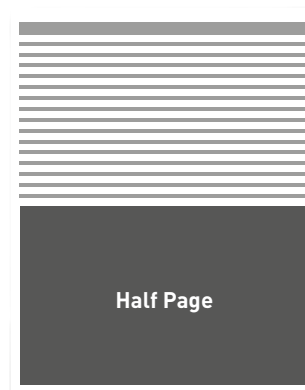
## Display advertisements



### FRONT PAGE STRIP

262mm (w) x  
47mm (h)

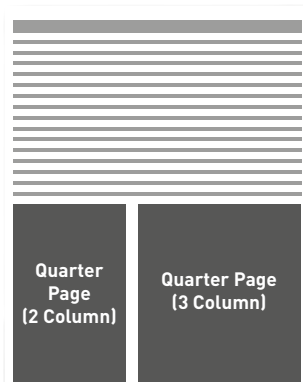
**£1,250**



### HALF PAGE

262mm (w) x  
165mm (h)

**£3,200**



### QUARTER PAGE (2 Column)

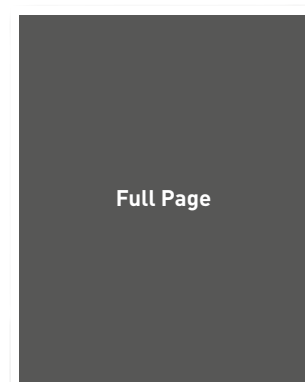
101mm (w) x  
169mm (h)

**£1,600**

### QUARTER PAGE (3 Column)

154mm (w) x  
169mm (h)

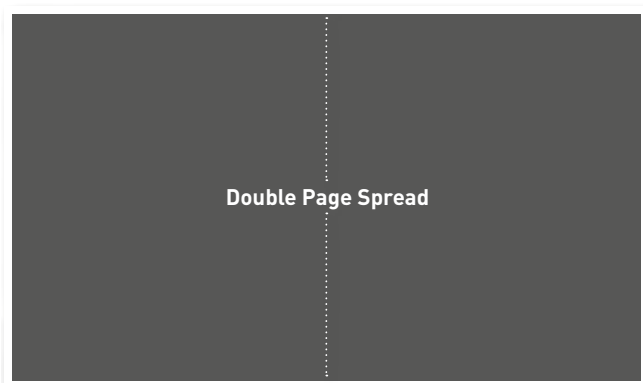
**£2,400**



### FULL PAGE

262mm (w) x  
345mm (h)

**£5,600**

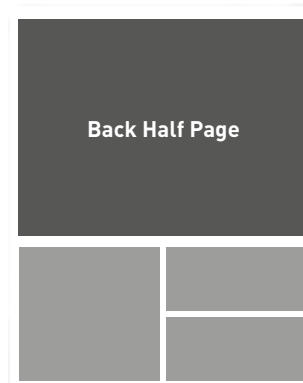


Double Page Spread

## DPS

545mm (w) x  
345mm (h)

£10,000



Back Half Page

## BACK HALF PAGE

262mm (w) x  
165mm (h)

£3,750

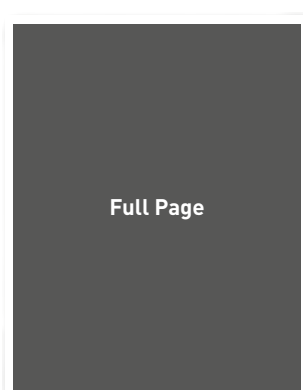
## Cover wrap package



Front Page

## FRONT

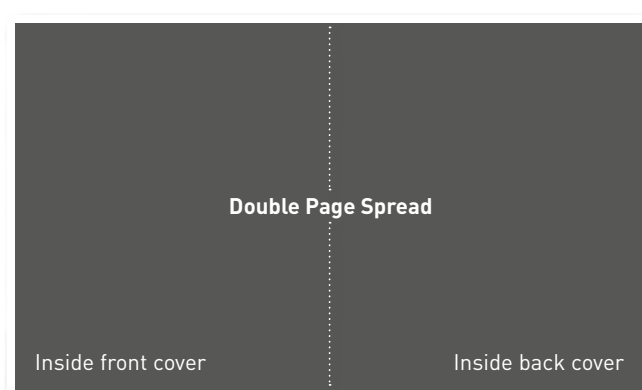
273mm (w) x  
295mm (h)



Full Page

## SINGLE PAGE

273mm (w) x  
345mm (h)



Double Page Spread

## SPREAD

544mm (w) x  
345mm (h)

Cover wrap package: £15,000



## Get in touch!

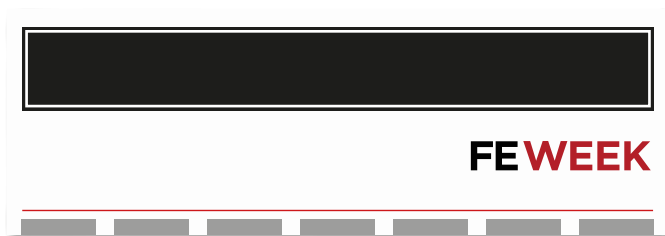
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# ONLINE



**PREMIUM BUTTON:**  
310px(w) x 160px(h)  
£2,000 per month



**LEADERBOARD:**  
928px(w) x 115px(h)

£2,000 for 1 week  
£3,300 for 2 weeks  
£4,500 for 3 weeks  
£5,000 for 1 Month



**BACKGROUND TAKEOVER:**  
365px(w) x 1250px(h)

£5,000 for 1 week  
£8,500 for 2 weeks  
£10,500 for 3 weeks  
£11,000 for 1 Month

**Complete Client Takeover**  
(Leaderboard and Background Takeover - Both Sides for one month):  
**£15,000**

## Advertorial

Artwork will be designed by our Design team and sent to the client for approval. Artwork will be reviewed by our Editor.

### PRINT\*:

262mm(w) x 165mm(h)  
650 words max  
1 week Edition

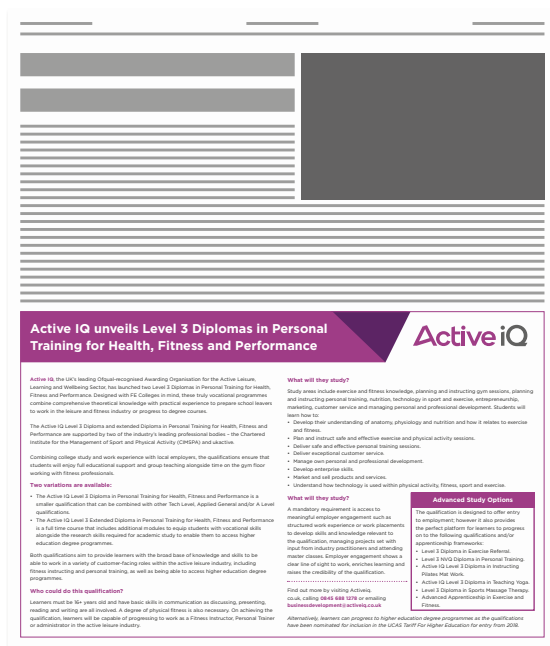
### ONLINE:

2,000 words max  
Up to three images  
1 month allocation

£3,250

\*Includes Online

£2,500



## Leaflets

### LEAFLETS IN PRINTED EDITIONS:

Included in designated edition of *FE Week*.

3,750 (approx) inserts required per edition.  
Maximum page amount: 8 pages or fewer  
Size requirement: A4 or smaller

£1,500 per edition



## Email Campaign

### EMAIL INCLUSION IN WEEKLY NEWSLETTER:

Sent to 16,000+ *FE Week* members each Monday with an average open rate 56%.

100 word message at the top of the email accompanied with organisation logo or image

£2,000 per email





# 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 2018/19 supplement topics ranged from Euroskills 2018, Colleges Week 2018, National Apprenticeship Week 2019 to English & Maths 2019.

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

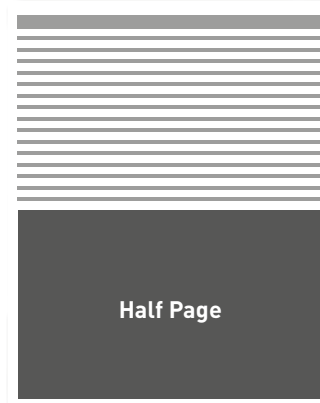
## A sponsored 16-page supplement includes:

- 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 350 mm high plus a 5mm bleed)
- 650-word comment / expert piece

## Supplement distribution

- Print-run of 4,000 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 16,500 members directing them to the digital copy
- 7+ 'sponsored by' tweets with a link to the digital copy

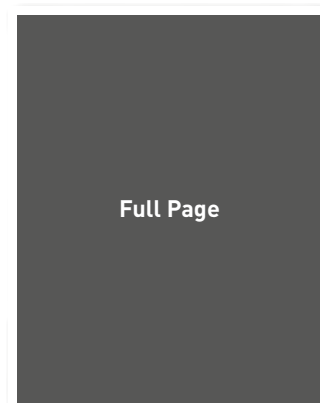
**£15,000 per supplement or two for £30,000 with £10,000 added value advertising**



### HALF PAGE:

255 (w) x 165mm (h)

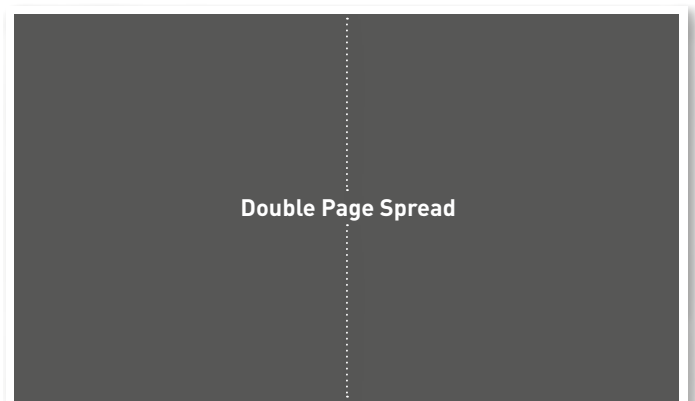
No bleed



### BACK COVER:

254 (w) x 340mm (h)

+ 5mm bleed



### DPS:

Type: 520 (w) x 340mm (h)

+ 5mm bleed

## TESTIMONIALS

“

I was really pleased with the response I had to running an advertorial on the *FE Week* website. The piece was run with prominence and looked great on the site. As a result, we have had a huge jump in traffic while it was running. *FE Week* were incredibly friendly and professional and we couldn't have asked for a better service.

**Emma Burnell**  
IPPR

“

I would highly recommend *Schools Week* and *FE Week* as the go-to publication for education, further education and skills. I am repeatedly pleased with the response for my client and will continue to work with them in the future. *FE Week* was a pleasure to work with, always responsive and presenting alternate ideas.

**Adele Todd**  
Republic of Media

“

We've run a number of targeted digital campaigns with *FE Week*, they've been cost-effective and delivered great results.

Capita UNIT-e

“

We've received an increased level of interest through advertising with *FE Week*. We find the service from *FE Week* a positive experience.

NCFE

## PREVIOUS ADVERTISERS



### Get in touch!

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# 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.

## WEBINAR TRAINING SESSION

**40**  
MINUTES



## SPONSOR'S MESSAGE

**10**  
MINUTES



## QUESTIONS & ANSWERS

**10**  
MINUTES



### 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.

**£5,000 per webinar**



## Registrants

**757**

New Register of  
Apprenticeship  
Training Providers

**712**

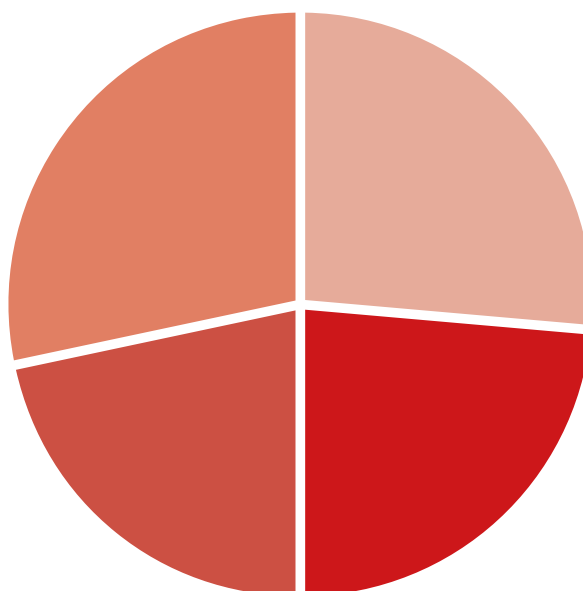
Negotiated price and  
staying on the right  
side of aud

**539**

Funding audit and best  
use of DSAT - an intro

**637**

In conversation with  
the Skills Minister



Title	Date	Registrants
Negotiated price and staying on the right side of audit	JUL 1, 2019	712
In conversation with the Skills Minister	APR 10, 2019	637
Funding audit and best use of DSAT - an intro	FEB 7, 2019	589
New Register of Apprenticeship Training Providers	NOV 27, 2018	757

## Publication schedule

Edition Number	Press day	Issue Date
289	12/09/2019	13/09/2019
290	19/09/2019	20/09/2019
291	26/09/2019	27/09/2019
292	03/10/2019	04/10/2019
293	10/10/2019	11/10/2019
294	17/10/2019	18/10/2019
<b>October half-term</b>		
295	31/10/2019	01/11/2019
296	07/11/2019	08/11/2019
297	14/11/2019	15/11/2019
298	21/11/2019	22/11/2019
299	28/11/2019	29/11/2019
300	05/12/2019	06/12/2019
301	12/12/2019	13/12/2019
<b>Christmas holidays</b>		
302	09/01/2020	10/01/2020
303	16/01/2020	17/01/2020
304	23/01/2020	24/01/2020
305	30/01/2020	31/01/2020
306	06/02/2020	07/02/2020
307	13/02/2020	14/02/2020
<b>February half-term</b>		
308	27/02/2020	28/02/2020
309	05/03/2020	06/03/2020
310	12/03/2020	13/03/2020
311	19/03/2020	20/03/2020
312	26/03/2020	27/03/2020
313	02/04/2020	03/04/2020
<b>Easter holidays</b>		
314	23/04/2020	24/04/2020
315	30/04/2020	01/05/2020
316	07/05/2020	08/05/2020
317	14/05/2020	15/05/2020
318	21/05/2020	22/05/2020
<b>May half-term</b>		
319	04/06/2020	05/06/2020
320	11/06/2020	12/06/2020
321	18/06/2020	19/06/2020
322	25/06/2020	26/06/2020
323	02/07/2020	03/07/2020
324	09/07/2020	10/07/2020
<b>Summer holidays</b>		
325	10/09/2020	11/09/2020





## Notes

# FEWEEK

The only newspaper dedicated to further education and skills

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