

# ED Week

**An affordable recruitment solution for the  
education sector**

**FEWEEK**

## What is EduWeek Jobs?

“

**A cost-effective recruitment service designed for jobs in schools, colleges and education; leadership, management, teaching and administration.**

”

EduWeek Jobs is a recruitment service using both print and online solutions to fill vacancies in schools, colleges and education. EduWeek Jobs is brought to you by *Schools Week* and *FE Week*, two leading and influential newspapers serving the schools, further education and skills sectors.

Education leaders across the country read *FE Week*. Our editorial content is strong on policy news and attracts switched-on, highly engaged readers. This makes EduWeek Jobs the ideal place to advertise roles in any college or further education organisation.

Our influential readership means that your job adverts will be seen by decision-makers and leaders from across the world of education. Our audience includes principals, training provider managing directors, aspiring and senior education managers, MPs and policy advisors across the UK.

“

**We share your recruitment opportunities with our audience of influencers**

”

Education Week Jobs is a platform that advertises job vacancies in an effective and user-friendly approach. By linking the *FE Week* editorial website to the jobs board, our audience is directly presented with the opportunity to look out for and plan their next step.

With prices starting at £95 per vacancy and a dedicated account manager on hand to assist with your campaign, EduWeek Jobs is here to make your recruitment process that bit easier.



**Shane Mann**  
Managing director, Lsect Ltd,  
Publisher of *Schools Week* & *FE Week*

## Why advertise with EduWeek Jobs?

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EduWeek Jobs recruitment advertising

# Simple, Affordable, Effective.

### Six reasons to use EduWeek Jobs:

#### **A highly engaged and inquisitive readership**

*FE Week* is targeted at professionals who have a strong knowledge of and interest in the further education and skills sector

#### **Honesty is the best policy**

We know our audience and what will appeal to them. Simultaneously, we want our clients to receive good value for money. We will not accept a role that we do not believe will be of interest to our readers. We want to see a successful recruitment campaign as much as our clients do.

#### **Dedicated account manager**

You will have a dedicated account manager who will be responsible for your campaign, from the initial enquiry to the closing date. They will gain an understanding of your organisation and vacancy, and recommend what will work best for the role you are recruiting

#### **Simple and clear pricing**

Our pricing is straightforward. There are no additional charges for leadership roles, attachments or logos. If you do not successfully appoint first time around, we will re-advertise your role free of charge.

#### **Quick turnaround**

Our team will upload your jobs quickly, with most vacancies going live within the hour after booking. Adverts in our print edition can be designed by the *FE Week* design team, who can provide bespoke advert artwork for your organisation within a few hours.

#### **Job adverts in the print edition**

We do not have additional supplements for adverts. Our classified job adverts are placed in the very centre of *FE Week*.

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**Statistics:**

**375,000+**

**Monthly page views**  
Up from 250,000 in Q1 2017

**10,000+**

Digital edition readership

**175,000+**

**Visits per month**  
Up from 120,000 in Q1 2017

**36+**

Print editions per annum

**20-32+**

Full colour pages per edition  
focused on FE

**87,500+**

**Monthly unique visitors**  
up from 53,000 in Q1 2017

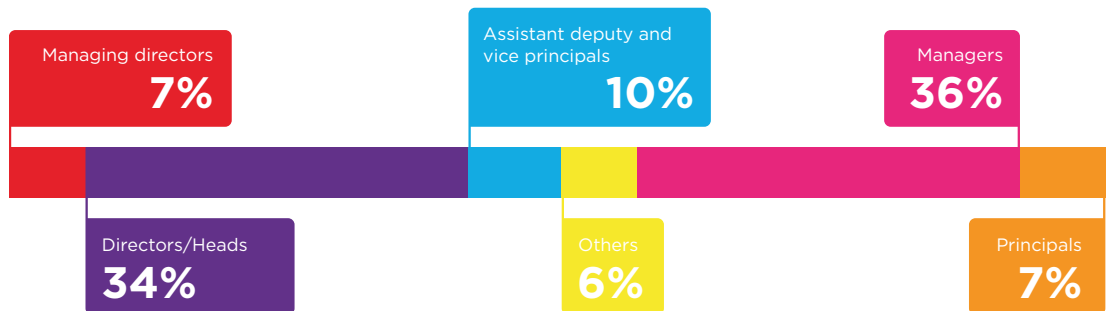
**16,500+**

Facebook likes

**25,600+**

Twitter followers

**Subscribers by  
job role:**



**Our recruitment  
advertisers  
have included:**



## Advertising solutions

*FE Week* is a highly effective platform from which to engage potential applicants, especially now that our classified advertising section is found in the middle of the newspaper.

Your vacancy will be seen by our switched-on, highly engaged and inquisitive readers; the people you want to apply for your vacancies read *FE Week*.

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 role. Your account manager will understand your needs and will work with you to ensure that your advert looks great and sends the right message to potential candidates.

Our pricing is simple to understand: you choose the space that you need and you decide how you want to fill it. There are no additional charges for composite adverts.

All print adverts placed in our newspaper also receive a free featured online listing, worth £295. This will ensure that your advert has the widest possible reach – both online and in print.

## BENEFITS

### Credibility

Adverts in our newspaper provide a greater sense of legitimacy

### Branding

Prominent exposure and recognition in the centre of the newspaper

### Targeted marketing

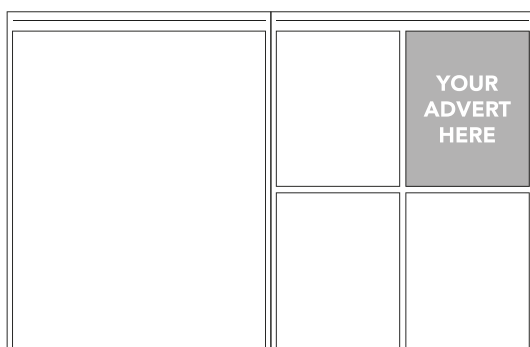
Effectively reach key decision makers from the education sector

### More engaging

Adverts in our digital edition are linked to the EduWeek Jobs board, allowing readers to immediately access more information and apply

### Tangibility

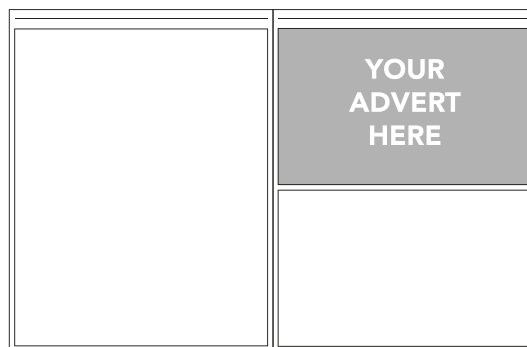
Readers are more engaged when reading printed material are linked



### Quarter page

£1280

130mm x 165mm (WxH)



### Half page (horizontal)

£2560

262mm x 165mm (WxH)



### Full page

£5000

262mm x 330mm (WxH)

All adverts in the newspaper receive an online Featured Listing included in the rate

FE WEEK

ARTWORK DEADLINE

WEDNESDAY AT 17:00

## Why Online?

Online advertising can be booked independently of the print edition and is available in four forms: Basic Listing, Featured Listing, Featured Boost, or our premium position, Featured Job of the Week.

Our experienced advertising team will give you the best advice to achieve your recruitment objectives. We understand that a successful and efficient recruitment campaign is essential to any organisation. We provide a quick turnaround when it comes to uploading jobs online, with jobs typically going live within an hour of booking.

## FEATURED JOB OF THE WEEK

Our top slot, Featured Job of the Week, provides 3 animated GIF adverts in several premium positions across our online platforms, and on average receives 10x more views than a featured job listing. It includes:

- A premium button at the top of the FE Week editorial website
- A skyscraper advert on every page of the EduWeek Jobs website
- A banner advert at the very top of our weekly jobs email
- A Featured Listing for one month
- **New!** Featured Boost - Your vacancy advertised on a Button advert on the FE Week editorial homepage

There is only one slot available per week, so we advise booking in advance

**Available for £650**

## NEW! FEATURED BOOST

Your vacancy advertised on a Button advert on the FE Week editorial homepage

- 310px x 160px

**Available as an upgrade on Featured Listings and Print adverts for an additional £150**

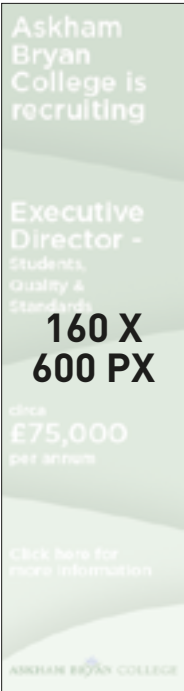


# Online advertising options

	Basic £95PM	Featured £295PM	Featured Boost £150 Upgrade	Featured job of the week £650PM
ONLINE LISTING	●	●	●	●
COMPANY LOGO	●	●	●	●
COMPANY BIO	●	●	●	●
UNLIMITED TEXT	●	●	●	●
ATTACHMENTS	●	●	●	●
PREMIUM ONLINE POSITIONING		●	●	●
INCLUSION IN WEEKLY JOBS EMAIL		●	●	●
POSTED ON SOCAL MEDIA ACCOUNTS		●	●	●
BUTTON ON FEWEEK.CO.UK			●	
TOP POSITION IN WEEKLY JOBS EMAIL PLUS BANNER ADVERT AT THE TOP				●
LARGE FEATURED BUTTON ON FEWEEK.CO.UK				●
SKYSCRAPER ADVERT ON THE EDUWEEK JOBS BOARD				●

## FEATURED JOB OF THE WEEK INCLUDES THREE PREMIUM ONLINE ADVERTS:

- A premium button advert on every page of the FE Week website
- A skyscraper advert on every page of the EduWeek Jobs website
- A banner advert at the top of our weekly jobs email





Get in touch today

To advertise with *FE Week* please contact us on **0208 1234 778** or email **advertising@schoolsweek.co.uk** to talk to a member of our team.

## June - July 2018

Edition no.	5PM deadline	Edition date
248	13/06/2018	15/06/2018
249	20/06/2018	22/06/2018
250	27/06/2018	29/06/2018
251	04/07/2018	06/07/2018
252	11/07/2018	13/07/2018
Summer Holidays		



## FE WEEK

Edition no.	5PM deadline	Edition date
253	13/09/2018	14/09/2018
254	20/09/2018	21/09/2018
255	27/09/2018	28/09/2018
256	04/10/2018	05/10/2018
257	11/10/2018	12/10/2018
258	18/10/2018	19/10/2018
October half term		
259	01/11/2018	02/11/2018
260	08/11/2018	09/11/2018
261	15/11/2018	16/11/2018
262	22/11/2018	23/11/2018
263	29/11/2018	30/11/2018
264	06/12/2018	07/12/2018
265	13/12/2018	14/12/2018
Christmas holidays		
266	10/01/2019	11/01/2019
267	17/01/2019	18/01/2019
268	24/01/2019	25/01/2019
269	31/01/2019	01/02/2019
270	07/02/2019	08/02/2019
271	14/02/2019	15/02/2019
February half term		
272	28/02/2019	01/03/2019
273	07/03/2019	08/03/2019
274	14/03/2019	15/03/2019
275	21/03/2019	22/03/2019
276	28/03/2019	29/03/2019
277	04/04/2019	05/04/2019
Easter holidays		
278	25/04/2019	26/04/2019
279	02/05/2019	03/05/2019
280	09/05/2019	10/05/2019
281	16/05/2019	17/05/2019
282	23/05/2019	24/05/2019
May half term		
283	06/06/2019	07/06/2019
284	13/06/2019	14/06/2019
285	20/06/2019	21/06/2019
286	27/06/2019	28/06/2019
287	04/07/2019	05/07/2019
288	11/07/2019	12/07/2019
Summer holidays		



# ED Week JOBS

UNLIMITED  
OFFERS



## UNLIMITED PACKAGE OFFERS

### UNLIMITED ONLINE JOB ADVERTISING PACKAGES

Purchase your package to make big savings. Rates displayed are per school or organisations. Group and MAT rates are available on request.

### 12 MONTHS' UNLIMITED BASIC LISTINGS: £3,000

Unlimited online listings for your organisation. Basic listing includes your company logo, unlimited text, attachments and mailshots to relevant job seekers.

### 12 MONTHS UNLIMITED FEATURED LISTINGS: £5,000 +35% off recruitment adverts in FE Week

Ensure your advert stands out! Unlimited featured online listings for your organisation. Featured listings include: enhanced visibility on our website, posts on our social media accounts, inclusion in our weekly jobs email sent to over 30,000 education professionals, and all the benefits of a basic listing – your company logo, unlimited text, attachments and emails to relevant job seekers.



BROUGHT TO YOU BY  
**SCHOOLS WEEK**  
**AND FE WEEK**

We're proud to be  
a member of:



*EduWeek Jobs, Schools Week and FE Week* are owned and published by  
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