



# 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*

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



MONDAY, SEPTEMBER 13, 2011

MONDAY, SEPTEMBER 28, 2015

MONDAY, OCTOBER 12, 2015

MONDAY, MARCH 14, 2016



# Week?



MARCH 14, 2016  
(EDITION 167)



## THE EDITOR

**@NICKLINFORD**  
NICK.LINFORD@LSECT.CO.UK

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

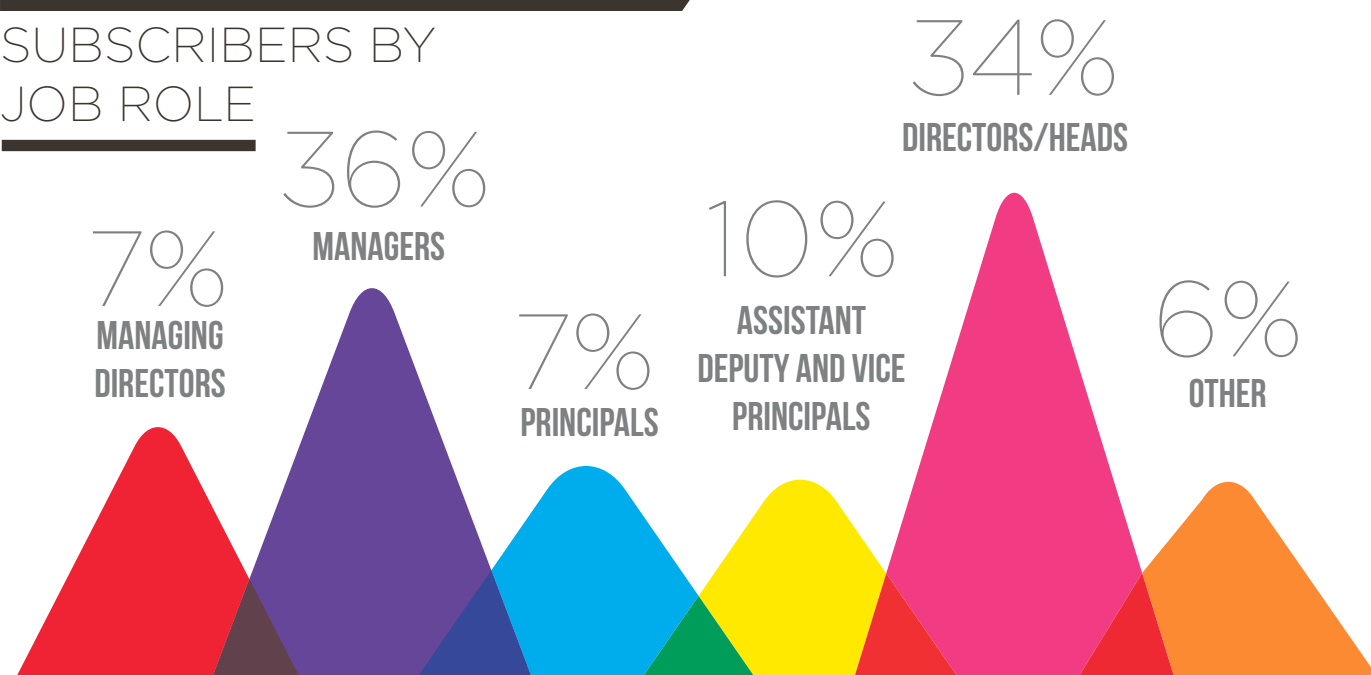
One of the marks of a vibrant self-improving sector is a vital and energetic trade press. *FE Week* has provided and continues to provide that service to the FE sector. It has increased the visibility of FE, challenged received wisdoms and stimulated debate. Here's to the next 100 editions!



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

## FE Week

### SUBSCRIBERS BY JOB ROLE



# FE Week?

More than:

## 250,000+

**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.

## 50,500+

**Monthly unique visitors**

Up from 32,000 in 2015

## 16,500+

**Members**

## 19,500+



**Twitter followers**



## 3,000

print run

## 7,000+

Digital edition

## 36

printed editions

## 20-28

full colour pages per edition  
focused on FE



## 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

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

Tutor Julie Marr said: "Learners decided that they should do something different to raise funds for the British Legion."

"Obviously, this is hard for the subject matter services courses, where students have a choice of plan to go into the armed forces."

Public services learners making a splash for cash in the freezing North Sea. From left: aged 18, Casey Rocco, 16, Keisha Sowden, 10, Layla Rugg, 14, and Beth Shipley.

# ANSION PLANS REVEALED BY 157 GROUP

EXCLUSIVE

WEEK.CO.UK

is set for expansion following the review, chief executive Ian Pretty said in an exclusive interview with FE Week, which he claimed that up to 15 colleges had already asked about signing up. Details of the review were explained at a meeting in London on Thursday (January 14) by Ian Pretty, who took over from executive director Dr Lynne Sedgmore in September. Members told him they wanted the group

"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 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" the review "we want a heavier focus on policy — so, for example, the government's development of technical and technical apprenticeship pathways including "I'm of the view that we've gained from spending money trying to affect policy."

Mr Pretty said: "The members are all in favour of devolution. It's to government cost efficiency, collaboration, energy savings. Visit the website for more information."

A Comprehensive E-Portfolio For All  
Apps and offline working  
Free - competitive pricing  
Most popular subjects

PH  
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

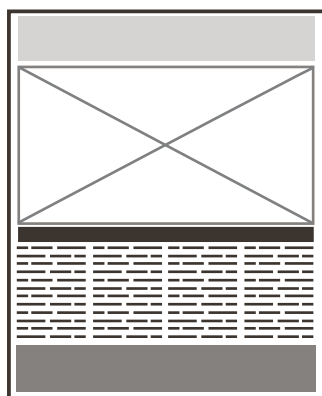
**Claire Allwood** – Universal McCann



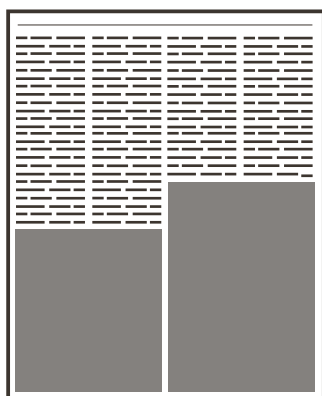


# RATES

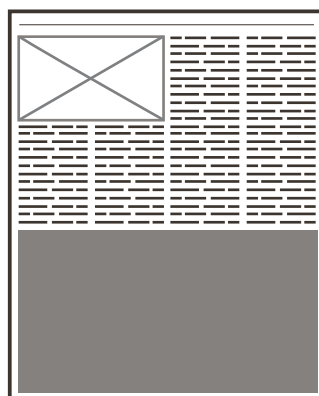
**BESPOKE AD SIZES ARE AVAILABLE BASED ON SCC RATE: SCC = £25**



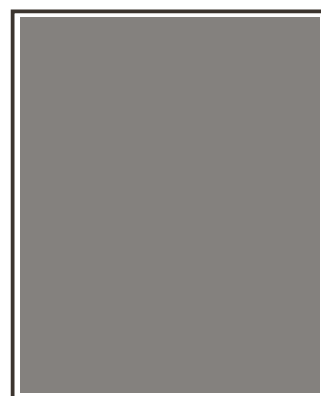
**FRONT PAGE BANNER**  
262 (w) x 47mm (h)  
£1,250



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



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

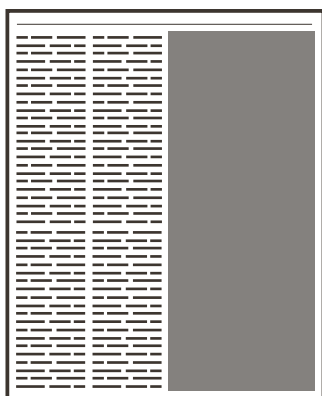


**FULL PAGE**  
262 (w) x 345mm (h)  
£5,600

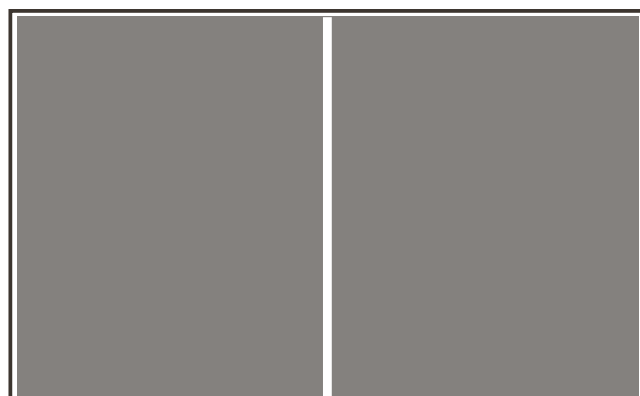
**20x4 (RIGHT)**  
129mm (w) x 200mm (h)  
£2,400

**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

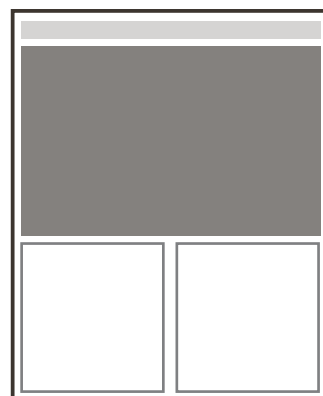


**HALF PAGE VERTICAL**  
129 (w) x 338mm (h)  
£3,200



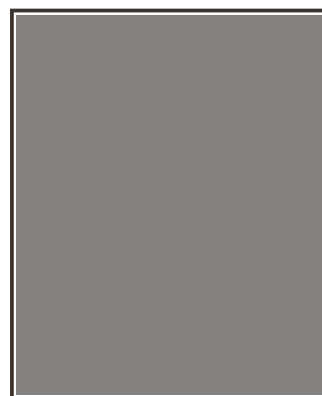
**DPS**  
545 (w) x 345mm (h)  
no bleed  
£10,000

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

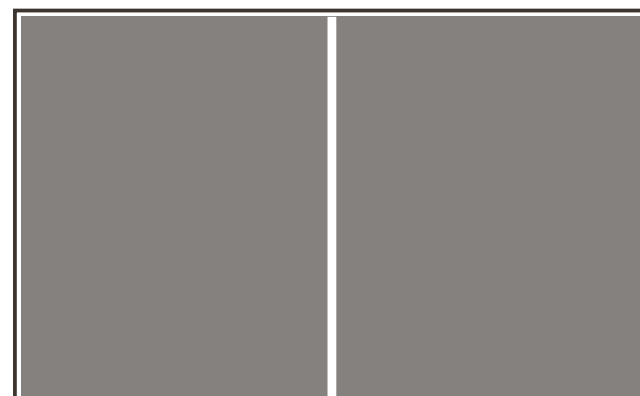


**OUTSIDE BACK**  
262 (w) x 185mm (h)  
£3,750

## 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

The screenshot shows the FE Week website homepage. At the top, there's a navigation bar with links like 'About FE Week', 'Contact Us', 'Advertise with FE Week', 'Subscribe', and 'Log in'. The main header features the 'FE Week' logo and a red badge indicating an 'ANNUAL £75 SUBSCRIPTION'. Below the header is a horizontal menu with categories: NEWS, PROFILES, FE EXPERTS, MOVERS AND SHAKERS, ROUNDUP, SUPPLEMENTS, DOWNLOADS, and JOBS. A search bar is located on the right side of the menu.

The main content area is divided into several sections:

- News Section:**
  - 2016 Hundreds of AAC delegates hear latest on government's apprenticeship reforms:** This article features a photo of a conference and mentions that FE Week's second Annual Apprenticeship Conference (AAC) saw more than 900 delegates in Birmingham's International Convention Centre for three days from March 16 to 18.
  - 'Unsustainable debt' issues behind area review delays, says FE Commissioner:** This article includes a photo of a man in a suit and discusses issues with colleges' long-standing unsustainable debt.
  - Bristol college's accounts question future as a 'going concern':** This article features a photo of a modern building and discusses a college's own accounts questioning its ability to continue as a going concern.
- JOBS Section:**
  - Derwen College:** A job listing for 'Programme Manager - Hospitality & Catering Studies'.
  - OCR:** A logo for OCR (Oxford Cambridge and RSA).
  - CONTACT US:** A link to 'funding4training' with the tagline 'NO NONSENSE, JUST GOOD BUSINESS'.
- MOST READ Section:**
  - 1 THE POST-MODERN APPRENTICE:** A book cover for 'THE POST-MODERN APPRENTICE' by Sir Vince Cable, published by ncfе. This is highlighted with a red circle and the number 1.
  - 3 EXPLORE, INFLUENCE, ARTICULATE, ENGAGE:** A book cover for 'EXPLORE, INFLUENCE, ARTICULATE, ENGAGE' by ncfе. This is highlighted with a red circle and the number 3.

At the bottom of the page, there are two more items:

- Photography competition win for 11th year student:** A small photo of a student.
- Sir Vince Cable 'fears' apprenticeship reform to erode a...** A headline about Sir Vince Cable's concerns.



# online spec:



**LARGE BANNER:**  
630px(w) x 255px(h)  
**£2,000 per month**

**Online creative solutions include:**

- Banners
- Buttons
- Advertorials
- Animated Activity
- Video Content
- Client Takeover



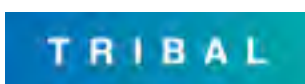
**PREMIUM BUTTON:**  
260 px(w) x 200px(h)  
**£2,000 per month**



**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.

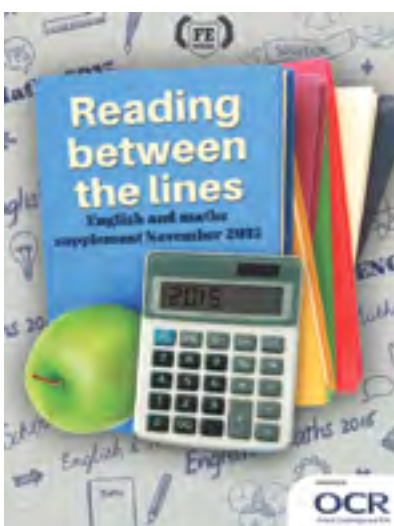
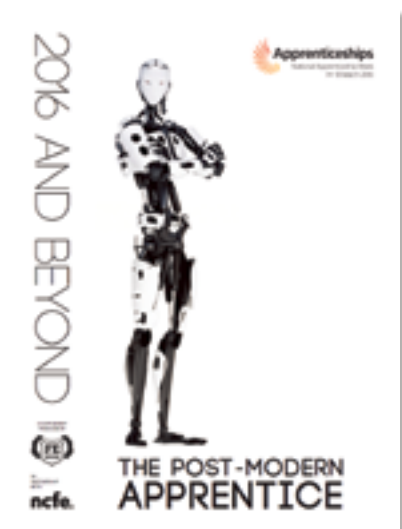
### A sponsored 16-page supplement includes:

- 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)



COMPANY LOGO TOP OF EVERY PAGE (INCLUSIVE OF TWITTER AND WEB ADDRESS)



# 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.

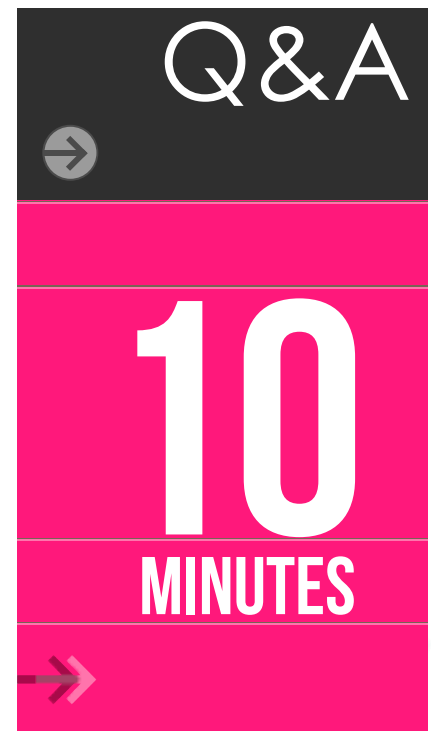
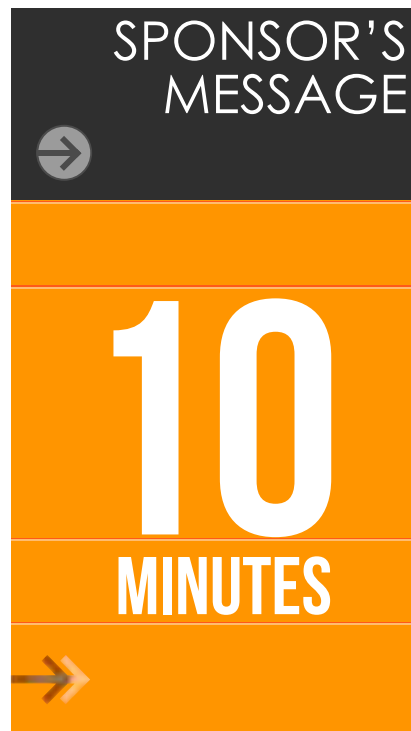
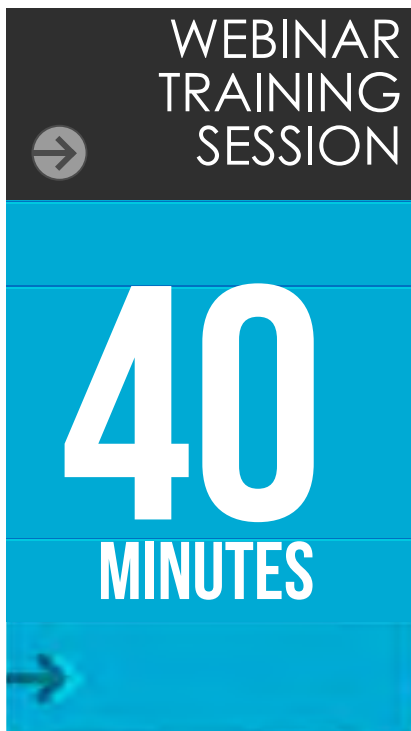
FE Week has invested in a secure and powerful webinar broadcasting platform. This ensures that the viewer receives a high quality and uninterrupted experience.

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.

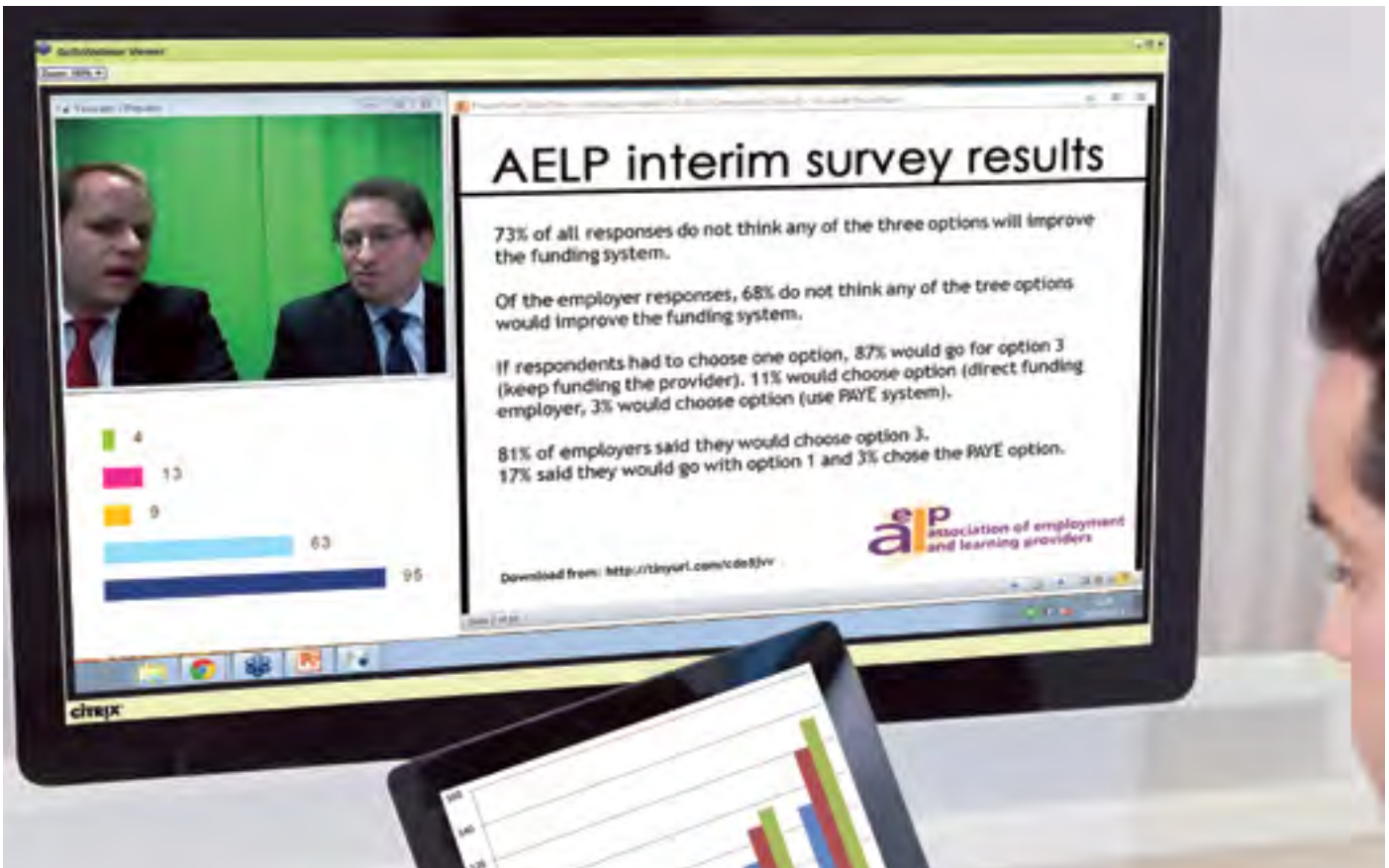


## Sponsors receive the following:

“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



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	SPM 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
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-16	10-JUL-17



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