



# FE WEEK

## DISPLAY ADVERTISING MEDIA PACK 2020



### Get in touch!

Call **0208 1234 778** 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 digital 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 digital edition on a Friday 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.

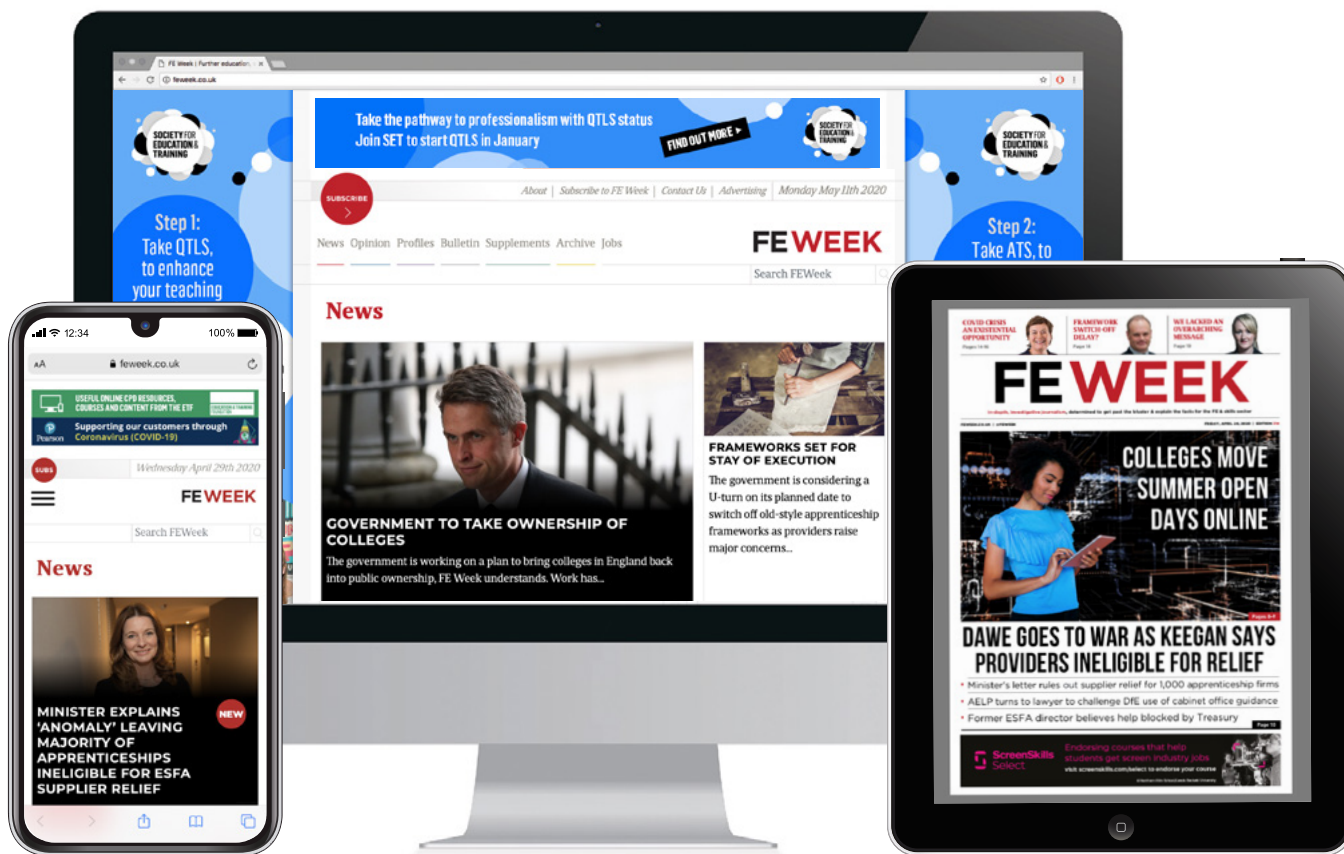
The title is distributed to Gold Members, subscribers and on a multiple subscription basis (whereby whole

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.



# Who reads *FE Week*?

## A highly influential and targeted audience

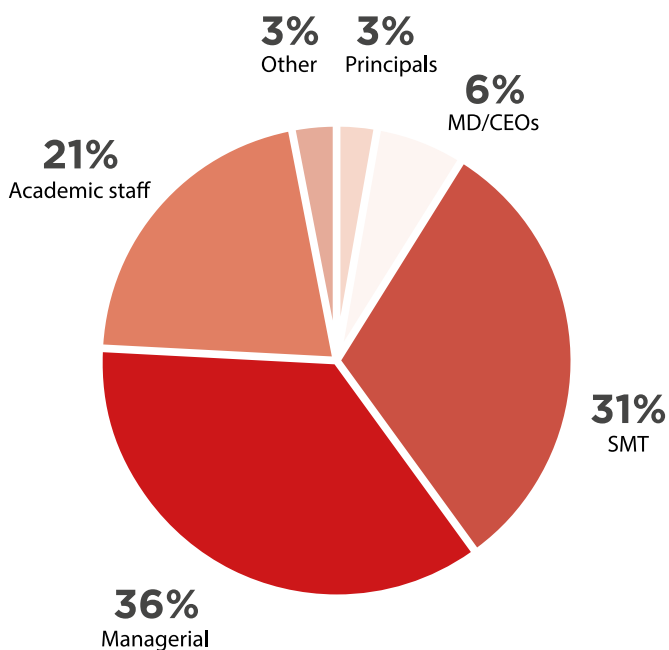
*FE Week* is widely read across the further education and skills sector. The charts below provides a headline overview of our readership.

*FE Week* readers are senior leaders from the across the whole of the FE and skills sector. This includes college and training provider leaders. 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.

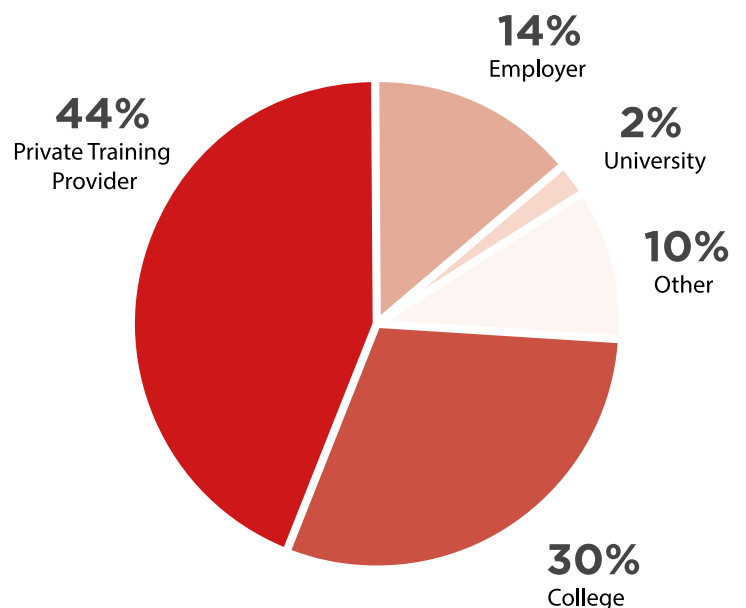
*FE Week* is seen as a high quality and reliable source for employers and think-tanks also. We regularly receive editorial contributions from the major bodies such as the CBI and FSB. *FE Week* also has an engaged policy expert readership with the key think-tanks, such as Policy Exchange and IPPR.



### Readers by job role



### Organisation type



*FE Week in numbers*

**650,000+**



monthly page views (up from 415,000 in 2019)



**400,000+**

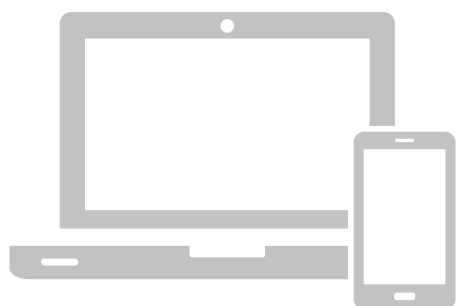
visits per month (up from 200,000 in 2019)



**19,500+**  
members



**30,500+** Twitter followers



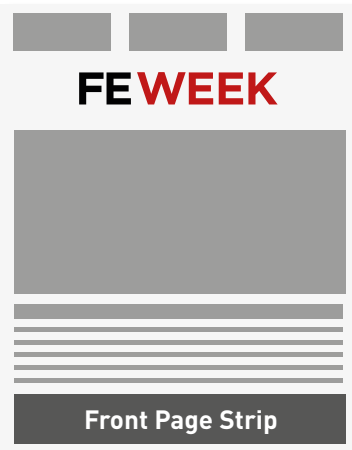
**12,500+**

digital edition readership

# ADVERTISING IN FE WEEK



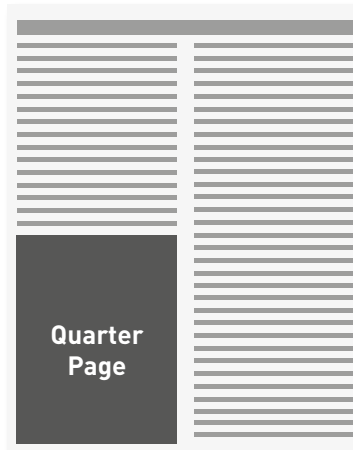
FE Week offers interactive advertising – **place a hyperlink behind your advert to take readers directly to your website**



## FRONT PAGE STRIP

196mm (w) x 32mm (h)

**£2,000**



## QUARTER PAGE

96mm (w) x 132mm (h)

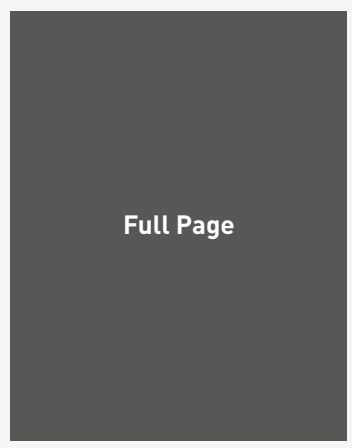
**£1,000**



## HALF PAGE

196mm (w) x 132mm (h)

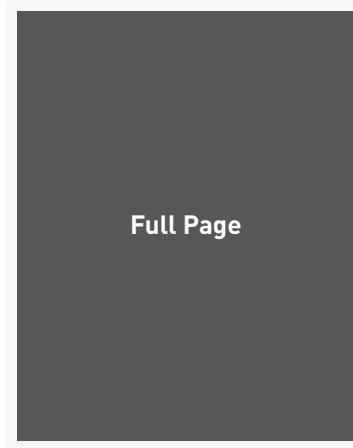
**£2,000**



## FULL PAGE

210mm (w) x  
297mm (h)

**£3,000**



## FULL BACK PAGE

210mm (w) x  
297mm (h)

**£2,000**



## Get in touch!

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## Advertorial

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

### DIGITAL EDITION + ONLINE:

Full Page in FE Week - 196mm (w) x 265mm (h)

1 x insertion

650 words max

1 image

Online Advertorial Included

**£3,000**

### ONLINE ONLY:

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

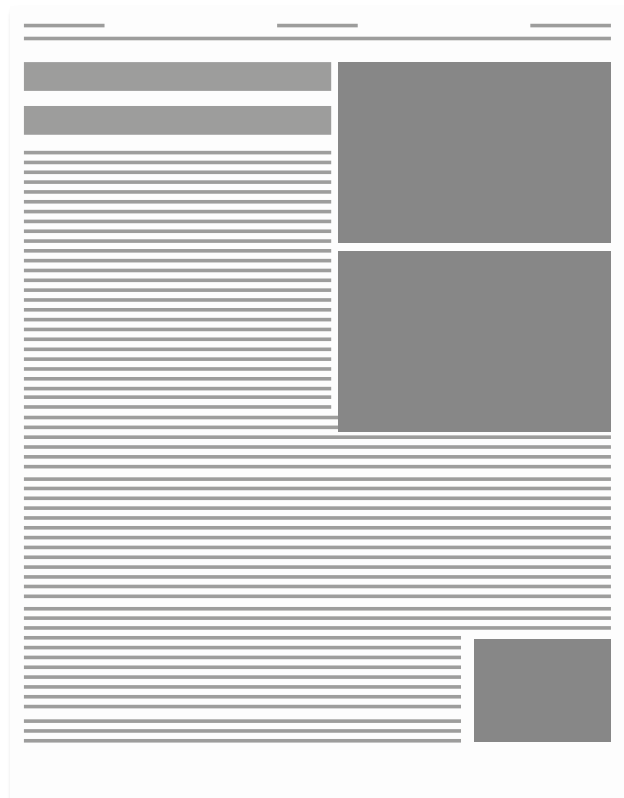
2,000 words max

3 images

Inclusion on 'Weekly Roundup' email

5 x Tweets via @FEWeek (30.3k followers)

**£2,000**



## Email Campaign

### WEEKLY EMAIL (MONDAYS)

Banner 600px x 200px (+ optional 100 words)

**£2,000**

### DAILY NEWS EMAIL (17:00)

Banner 600px x 200px

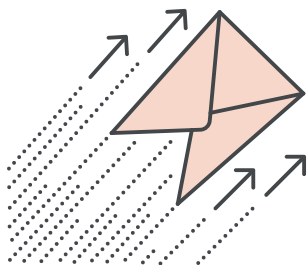
**£500 per day** or

**£1500 for the week** (min 4 emails per week)

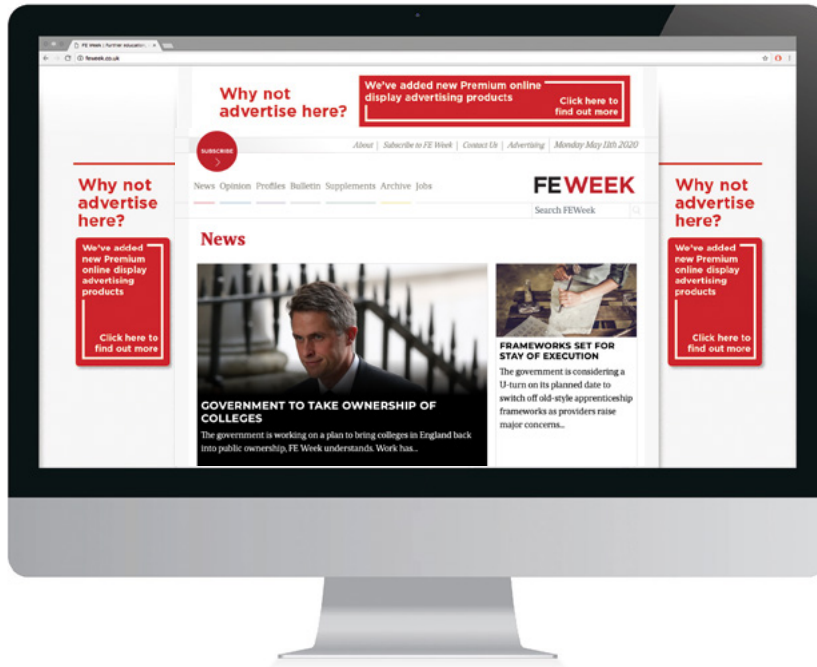
### SUBSCRIBER EMAIL (FRIDAY)

Banner 600px x 200px

**£1,000 per week**



# ONLINE



## PREMIUM BUTTON:

310px(w) x 160px(h)

Side of Articles:

£2,000 per month

Homepage:

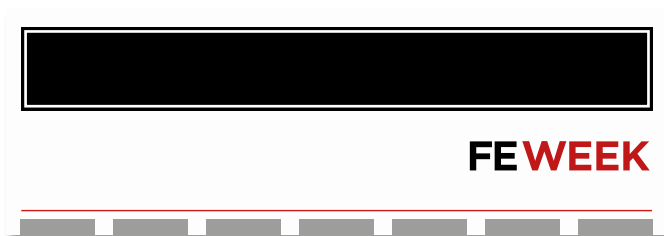
£1,000 per month

DESKTOP  
AND  
MOBILE  
COMPATIBLE

## IN-POST BUTTON:

310px(w) x 160px(h)

£2,200 per week/£5,500 per month



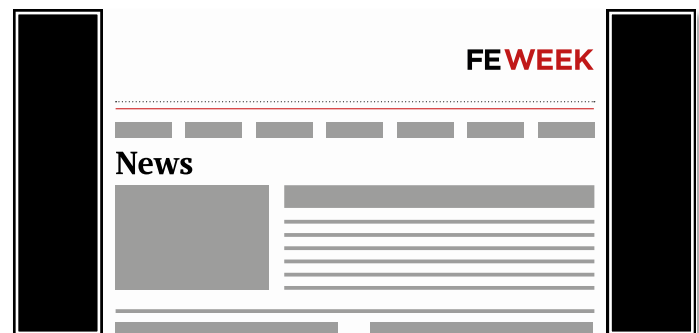
## LEADERBOARD:

928px(w) x 115px(h)

1 week - £2,000

1 month - £5,000

DESKTOP  
AND  
MOBILE  
COMPATIBLE



## BACKGROUND TAKEOVER:

Left OR Right

1 week - £1,750

1 month - £5,000

DESKTOP  
ONLY

Both Left AND Right

1 week - £2,500

1 month - £8,000

## Complete Client Takeover

(Leaderboard and Background Takeover - Both Sides for one month):

Price on Application

# 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
- 2 x Full Page adverts
- 1 x Back Full Page advert
- Full Page 650-word comment/expert piece
- 1 x Full Page advert in that week's edition of *FE Week*
- Premium Button x 1 month on *FE Week* editorial website

## Supplement distribution

- Readership of 12,500+ and a digital copy sent to every *FE Week* subscriber
- 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

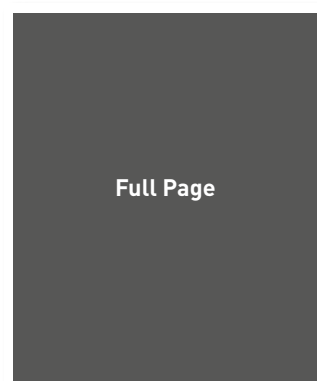
**£12,000 per supplement or two for £20,000 with £5,000 display advertising credit.**



### HALF PAGE:

196mm (w) x 132mm (h)

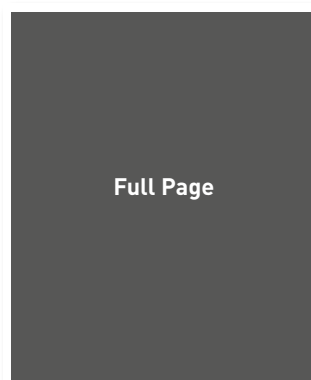
No bleed



### BACK COVER:

210mm (w) x 297mm (h)

+ 5mm bleed



### 2 X FULL PAGE ADVERTS:

2 x 210mm (w) x 297mm (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



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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



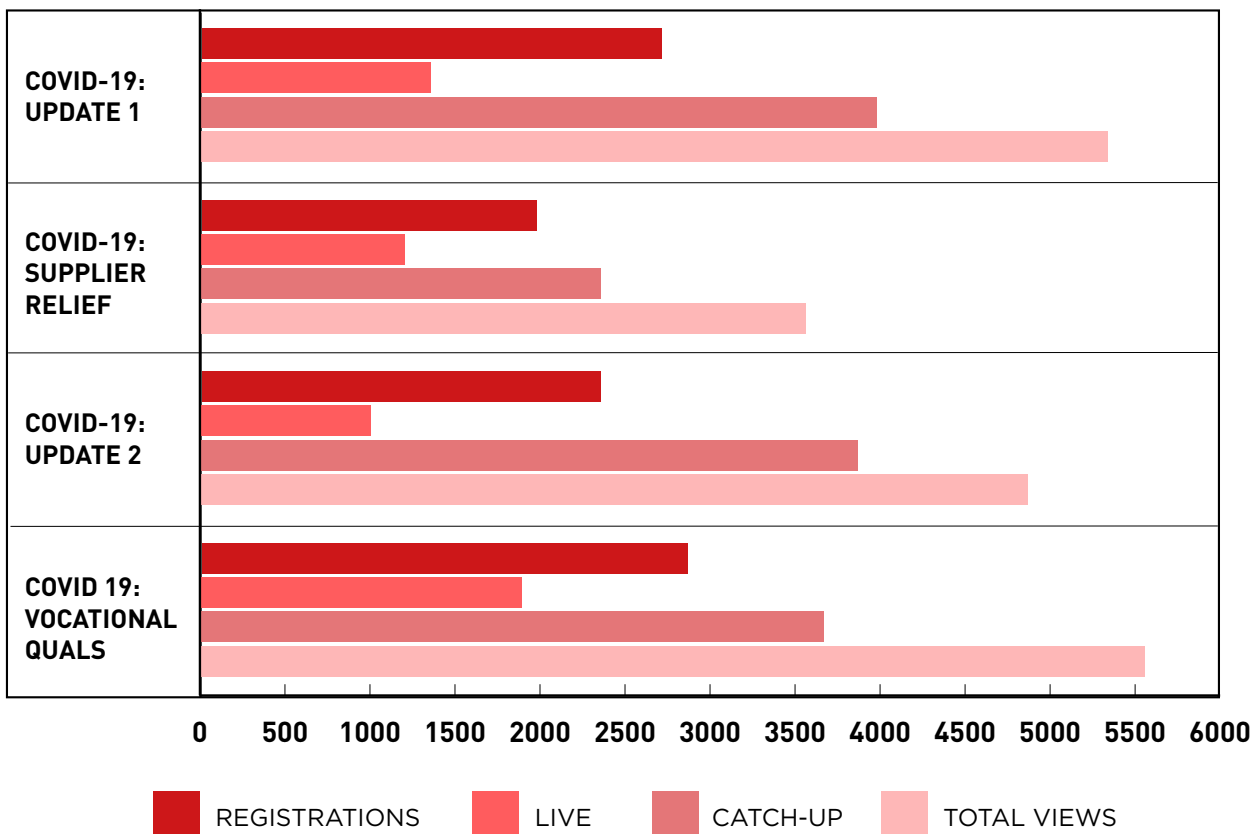
### Sponsors receive the following:

"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



	COVID-19: UPDATE 1	COVID-19: SUPPLIER RELIEF	COVID-19: UPDATE 2	COVID 19: VOCATIONAL QUALS
DATE	21-MAR	03-APR	04-APR	14-APR
REGISTRATIONS	2702	1968	2344	2856
LIVE	1359	1205	1005	1889
CATCH-UP	3981	2357	3865	3665
TOTAL VIEWS	5340	3562	4870	5554

## Publication schedule

Edition Number	Press day	Issue Date
Easter holidays 2020		
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
May half-term 2020		
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
Summer holidays 2020		
325	10/09/2020	11/09/2020
326	17/09/2020	18/09/2020
327	24/09/2020	25/09/2020
328	01/10/2020	02/10/2020
329	08/10/2020	09/10/2020
330	15/10/2020	16/10/2020
331	22/10/2020	23/10/2020
October half-term 2020		
332	05/11/2020	06/11/2020
333	12/11/2020	13/11/2020
334	19/11/2020	20/11/2020
335	26/11/2020	27/11/2020
336	03/12/2020	04/12/2020
337	10/12/2020	11/12/2020
Christmas holidays 2020		
338	07/01/2021	08/01/2021
339	14/01/2021	15/01/2021
340	21/01/2021	22/01/2021
341	28/01/2021	29/01/2021
342	04/02/2021	05/02/2021
343	11/02/2021	12/02/2021
February half-term 2021		
344	25/02/2021	26/02/2021
345	04/03/2021	05/03/2021
346	11/03/2021	12/03/2021
347	18/03/2021	19/03/2021
348	25/03/2021	26/03/2021
349	01/04/2021	02/04/2021
Easter holidays 2021		
350	22/04/2021	23/04/2021
351	29/04/2021	30/04/2021
352	06/05/2021	07/05/2021
353	13/05/2021	14/05/2021
354	20/05/2021	21/05/2021
355	27/05/2021	28/05/2021
May half-term 2021		
356	10/06/2021	11/06/2021
357	17/06/2021	18/06/2021
358	24/06/2021	25/06/2021
359	01/07/2021	02/07/2021
360	08/07/2021	09/07/2021
Summer holidays 2021		

# FEWEEK

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