



MEDIA PACK: 2016-17



FE Week

The only newspaper dedicated to further education and skills

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 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, 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.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), two books about funding and data published by Pearson and the founding editor for Lsect's weekly

newspapers: FE Week (www.feweek.co.uk) and Schools Week (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

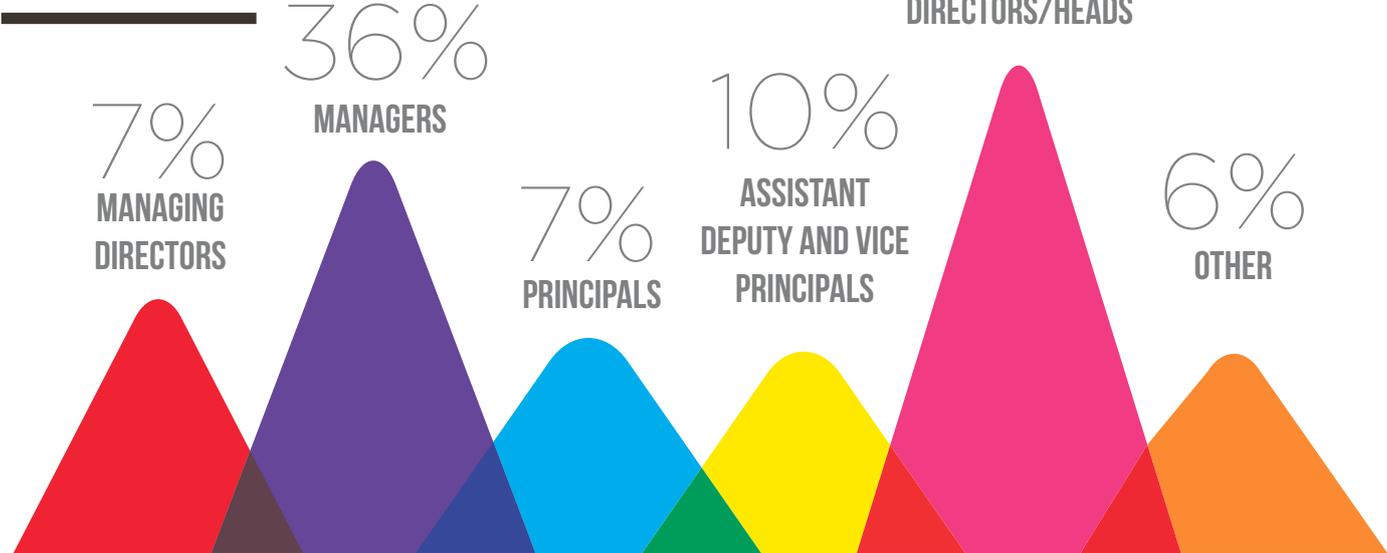
One of the marks of a vibrant self-improving sector is a vital and energetic trade press. *FE Week* has provided and continues to provide that service to the FE sector. It has increased the visibility of FE, challenged received wisdoms and stimulated debate. Here's to the next 100 editions!



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 what they could potentially raise for the British Legion."

"Obviously, this is hard to the subject matter of services courses, where students have chosen to plan to go into the a

Public services learners making a splash for cash in the freezing North Sea. From left: aged 19, Casey Recco, 14, Keisha Sowden, 10, Laybats Rugg, 14, and Beth Ship

EXPANSION PLANS REVEALED BY 157 GROUP

WEEK.CO.UK

EXCLUSIVE

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

pretty, whose previous roles included senior roles in HMRC, the Cabinet Office and the Home Office, told FE Week: "The members have decided to take the 157 Group in a different direction, which is why they took the 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" in the review "we want a heavier focus on public services — so, for example, the government's focus on the development of technical and technical apprenticeship pathways including

"I'm of the view that we've gained from spending money trying to affect

Mr Pretty said: "The members are all in favour of devolution. It's to government cost efficiency, collaboration, energy supply

Visit the website for

A Comprehensive E-Portfolio For All

Apps and offline working
Free - competitive pricing
Most popular subjects

PH
01



DISPLAY ADVERTISING

Display

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

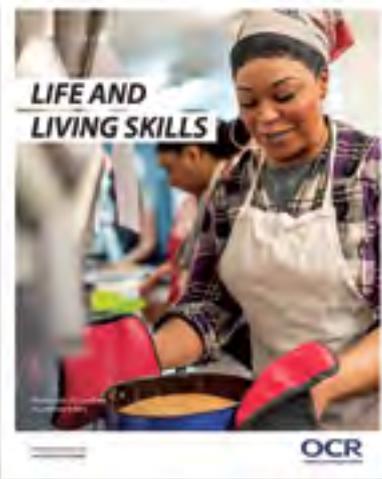
As the only newspaper dedicated entirely to FE, we are in touch with what works in the sector and what our readers want to see.

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 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.

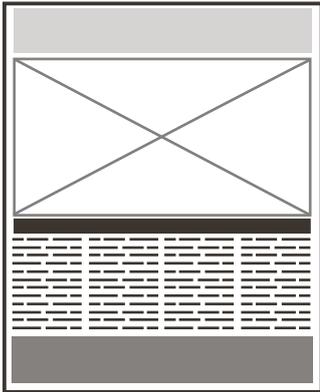
As great content becomes more and more invaluable, FE Week has provided a key platform for brands to reach their consumers. FE Week ensure they deliver great and effective campaigns and always seek ways to ensure clients' objectives are met. The team's commitment and enthusiasm to all projects is genuinely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

Claire Allwood - Universal McCann

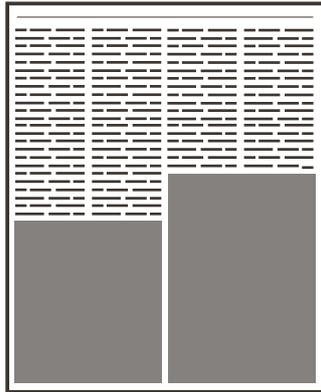



RATES

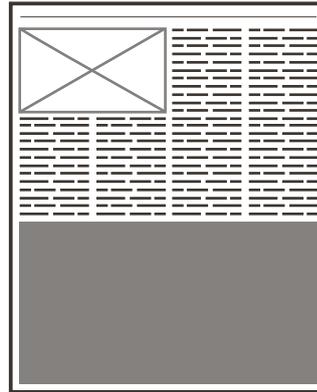
BESPOKE AD SIZES ARE AVAILABLE BASED ON SCC RATE: SCC = £25



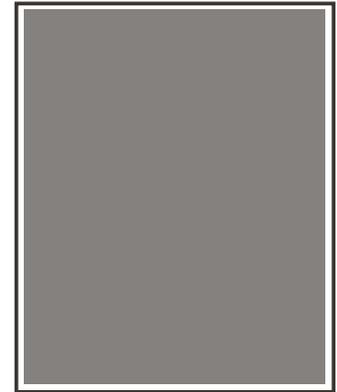
FRONT PAGE BANNER
262 (w) x 47mm (h)
£1,250



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



HALF PAGE
262 (w) x 165mm (h)
£3,200

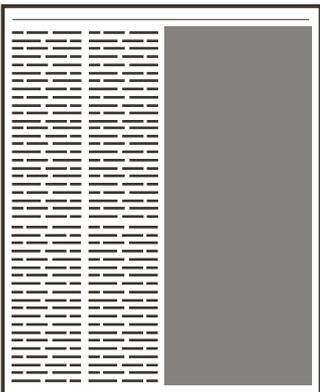


FULL PAGE
262 (w) x 345mm (h)
£5,600

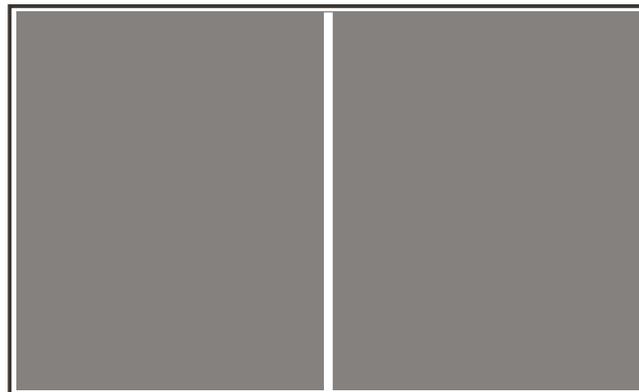
20x4 (RIGHT)
129mm (w) x 200mm (h)
£2,400

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

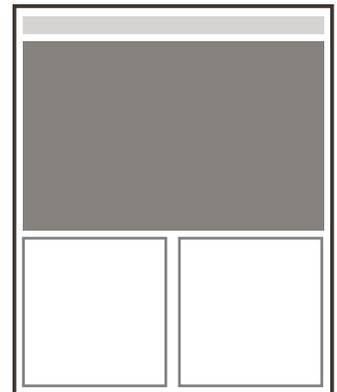


HALF PAGE VERTICAL
129 (w) x 338mm (h)
£3,200



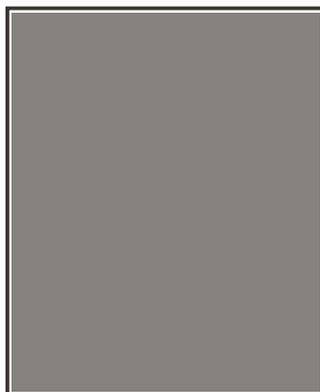
DPS
545 (w) x 345mm (h)
no bleed
£10,000

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

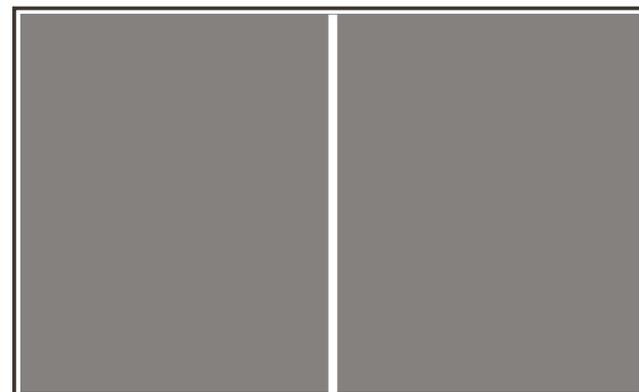


OUTSIDE BACK
262 (w) x 185mm (h)
£3,750

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 is a navigation bar with links for '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 for 'ANNUAL £75 RESUBSCRIPTION'. Below the header is a 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 news section.

Callout 1: Points to a large advertisement for 'THE POST-MODERN APPRENTICE' by NCFE. The ad features a book cover with a silhouette of a person and the text 'THE POST-MODERN APPRENTICE' and 'n.c.f.e.'.

Callout 2: Points to a 'JOBS' section advertisement for Derwen College, specifically for a 'Programme Manager - Hospitality & Catering Studies'. The ad includes the college logo and the text 'WHATEVER THEIR ABILITY' and 'OCR'.

Callout 3: Points to a 'MOST READ' section advertisement for 'funding4training'. The ad includes the text 'CONTACT US' and 'funding4training' with a tagline 'NO NONSENSE, JUST GOOD BUSINESS'.

The main content area features several news articles. The top article is titled 'Hundreds of AAC delegates hear latest on government's apprenticeship reforms' by Jade Burke, dated 17:53, Mar 21, 2016. Below it are two smaller articles: 'Unsustainable debt' issues behind area review delays, says FE Commissioner by Paul Offord, dated 11:34, Mar 21, 2016; and 'Bristol college's accounts question future as a 'going concern'' by Jade Burke, dated 11:00, Mar 21, 2016.

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



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.

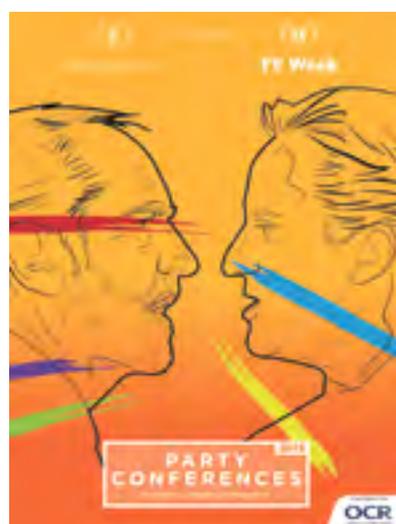
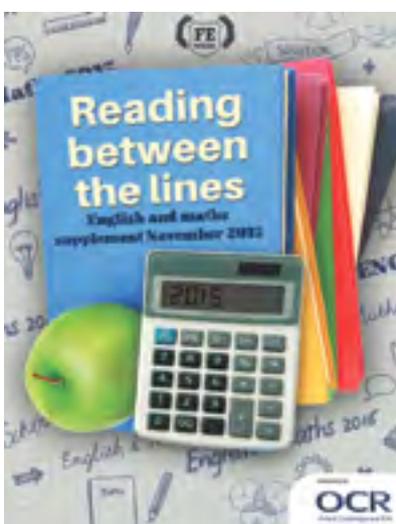
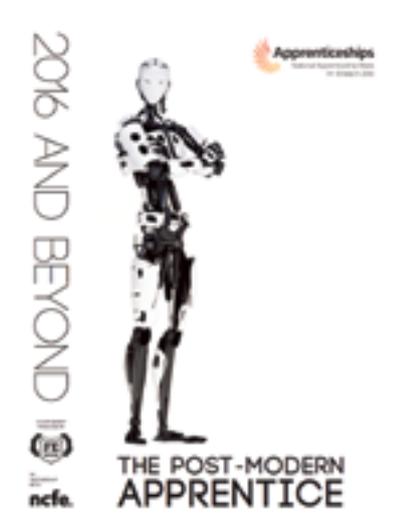
A sponsored 16-page supplement includes:

- 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)



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.

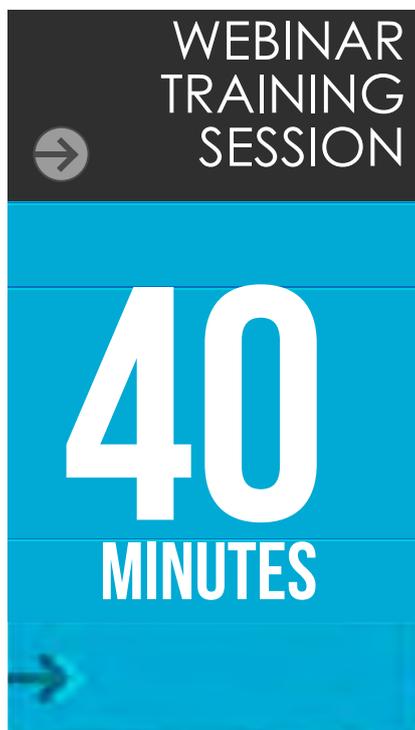
FE Week has invested in a secure and powerful webinar broadcasting platform. This ensures that the viewer receives a high quality and uninterrupted experience.

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.



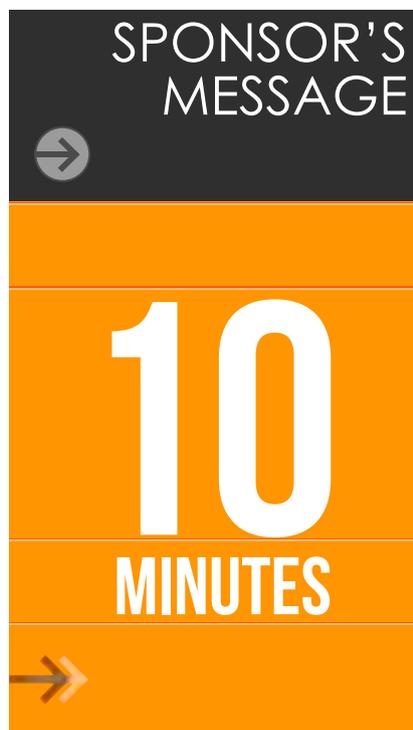
WEBINAR
TRAINING
SESSION

→

40
MINUTES

→

A vertical graphic for a 40-minute webinar training session. It features a dark grey header with the text 'WEBINAR TRAINING SESSION' and a right-pointing arrow. Below this is a large blue section with the number '40' in white, followed by 'MINUTES' in white. At the bottom, there is a smaller blue section with a right-pointing arrow.



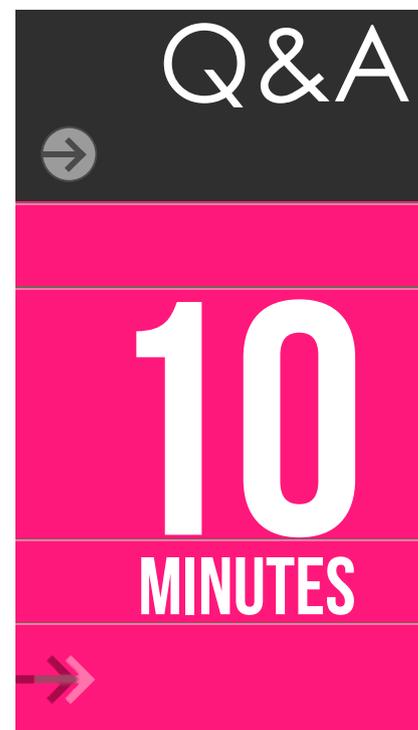
SPONSOR'S
MESSAGE

→

10
MINUTES

→

A vertical graphic for a 10-minute sponsor's message. It features a dark grey header with the text 'SPONSOR'S MESSAGE' and a right-pointing arrow. Below this is a large orange section with the number '10' in white, followed by 'MINUTES' in white. At the bottom, there is a smaller orange section with a right-pointing arrow.



Q&A

→

10
MINUTES

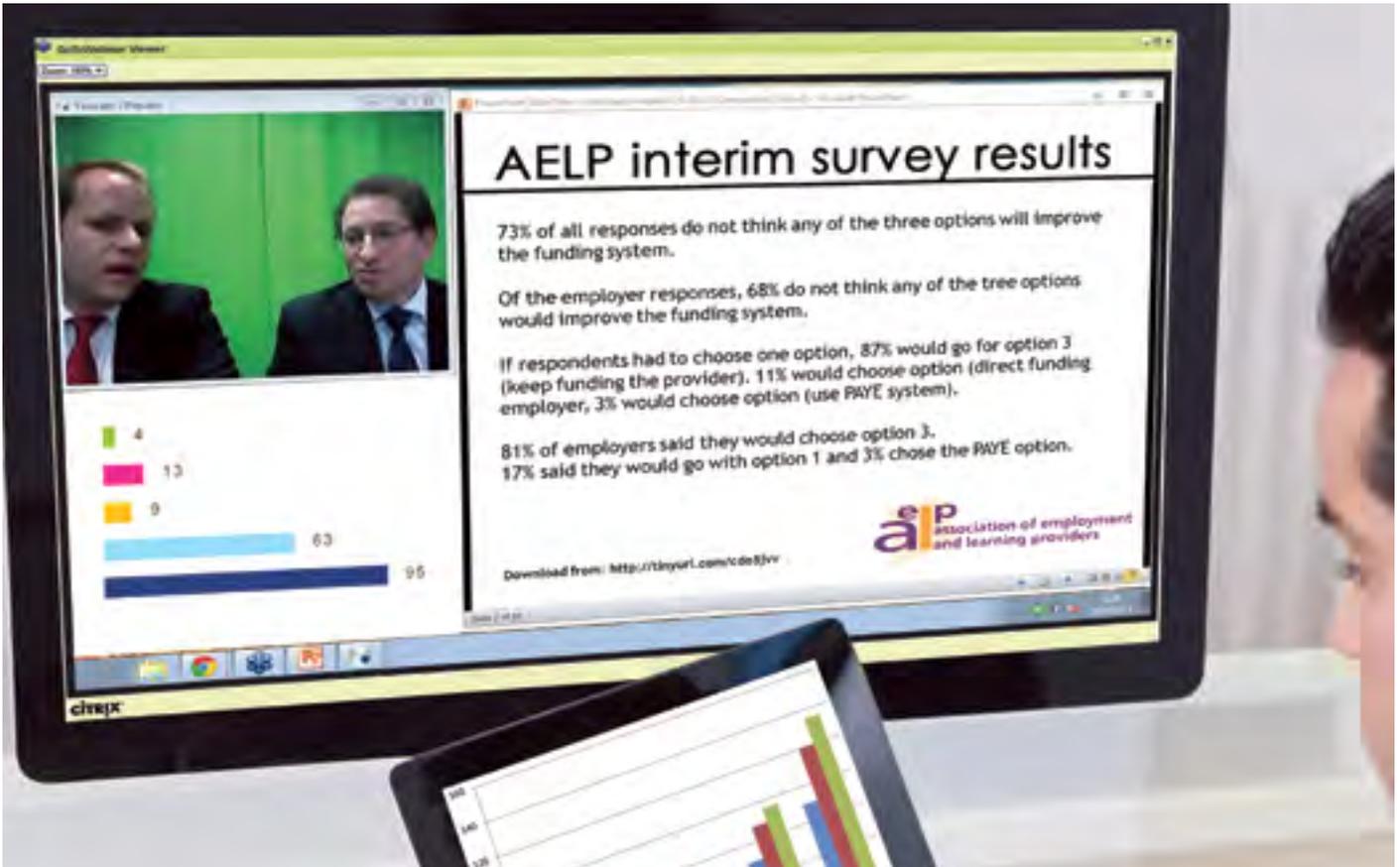
→

A vertical graphic for a 10-minute Q&A session. It features a dark grey header with the text 'Q&A' and a right-pointing arrow. Below this is a large pink section with the number '10' in white, followed by 'MINUTES' in white. At the bottom, there is a smaller pink section with a right-pointing arrow.

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



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



The only newspaper dedicated to further education and skills

www.feweek.co.uk