

# ED Week

BROUGHT TO YOU BY

**SCHOOLS WEEK**

**AND FE WEEK**

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**Recruitment solutions in education  
2017/18 MEDIA PACK**

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## **FE Week**

SCHOOLSWEEK

## 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 *Schools Week* and *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 school or further education and skills organisation.

Our influential readership means your print and online job adverts will be seen by decision-makers and leaders from across the world of education. Our audience includes headteachers, college principals, governors, FE lecturers, primary and secondary teachers, policy experts, multi-academy trust executives and business managers across the UK.

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

We've worked tirelessly to create a new and exciting platform that harnesses the unification of both *Schools Week* and *FE Week* audiences, to advertise job vacancies in an effective, user-friendly approach. By linking the newspapers' websites to the new jobs board, our audiences are presented with the opportunity to plan their next big step.

After extensive research among our readers, we've decided to relocate the classified advertising sections in both newspapers, from the back to the centre. This increases readers' engagement with your job vacancy and in turn raises the likelihood of application.

EduWeek Jobs is here to help your organisation find that amazing new colleague.



**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**

*Schools Week* and *FE Week* are targeted at switched-on, highly engaged and inquisitive people; the people you want to apply to your vacancies read our newspapers and engage with our online jobs board.

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

We know our readers and we know what will appeal to them. We also want you to get value for your money. We won't accept a role we think won't get worthwhile interest. A successful recruitment advert is in both of our interests.

#### **Dedicated account manager**

You will have a dedicated account manager who will be responsible for your advertising, from enquiry to your advert closing. They will get to know you and your organisation and understand 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, additional information, or links on online jobs or composite adverts in print. Also, if you do not successfully appoint first time around we will re-advertise your role free of charge.

#### **Quick turnaround**

Our dedicated team will upload your jobs quickly, and when amendments are required we can make them while you're on the phone. We even take care of the jobs posted online: you send us the details and we take care of the rest.

#### **Job adverts in the paper – not a supplement**

Your job advert will appear within the classifieds section in either *Schools Week* or *FE Week*. We don't have additional supplements for adverts. Our classified job adverts are placed in the very centre of our newspapers.

**Statistics:**

**500,000+**

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

**3,800**

Print run

**250,000+**

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

**15,000+**

Digital edition readership

**37+**

Print editions per annum

**125,500+**

**Monthly unique visitors**  
Up from 52,000 in summer 2016

**28-40**

Full-colour pages per edition  
focused on FE

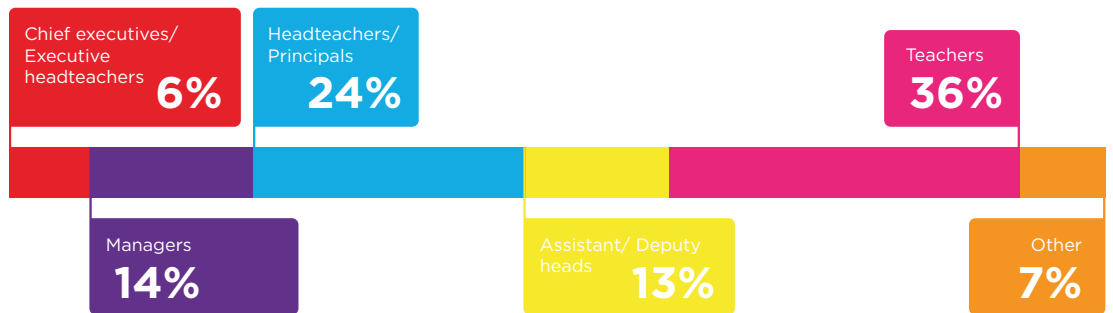
**12,640+**

Facebook likes

**44,200+**

Twitter followers

**Subscribers by job role:**



**Our recruitment advertisers have included:**



# FE Week readers

## Statistics:

# 330,000+

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

# 3,750

Print run

# 166,000+

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

# 10,000+

Digital edition readership

# 36+

Print editions

# 87,500+

**Monthly unique visitors**  
Up from 53,500 in Q1 2017

# 24-32

Full-colour pages per edition  
focused on FE

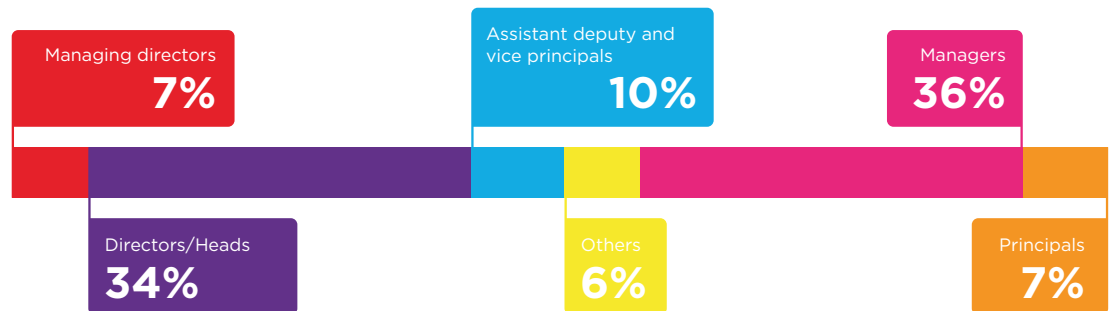
# 16,500+

Members

# 24,800+

Twitter followers

## Subscribers by job role:



## Our recruitment advertisers have included:



## Print advertising solutions

*Schools Week* and *FE Week* are very effective platforms from which to engage potential applicants, especially now that our classified advertising sections are found in the middle of the newspapers.

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

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. Print recruitment advertising starts from as little as £300, for a three-by-five advert.

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

**SCHOOLS WEEK  
ARTWORK DEADLINE  
WEDNESDAY AT 17:00**

**FE WEEK  
ARTWORK DEADLINE  
WEDNESDAY AT 17:00**

## NEW: FEATURED HALF-PAGE

Being at the front of the queue always has its advantages. Our featured half-page appears on the first slot of the classified advertising section, meaning your advert is the first to grab our readers' attention. This package includes the following:

- Half-page advert positioned on the first page of the job page and highlighted in our digital editions using a GIF animation to draw attention.
- Link to your online listing posted via our social media channels: using either *Schools Week* or *FE Week*.
- Inclusion in the top section of our weekly jobs email
- Featured online job listing for one week

There is only ever one top slot available per edition, however, so we advise booking in advance.

Featured half-page costs £3,150

## BENEFITS OF PRINT

### Tangibility

Readers are more engaged when reading printed material

### Credibility

Print adverts provide a greater sense of legitimacy

### Branding

Prominent exposure and recognition in the centre of the newspaper

### Targeted marketing

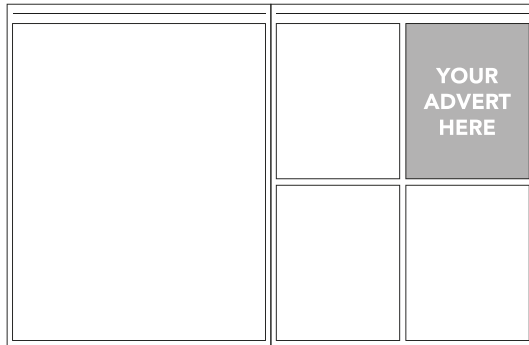
Effectively reach the learning and skills audience

### More engaging

Readers typically read the detail and don't just skim. Adverts in our digital edition are linked to the EduWeek Jobs board allowing readers to immediately access more detail and apply

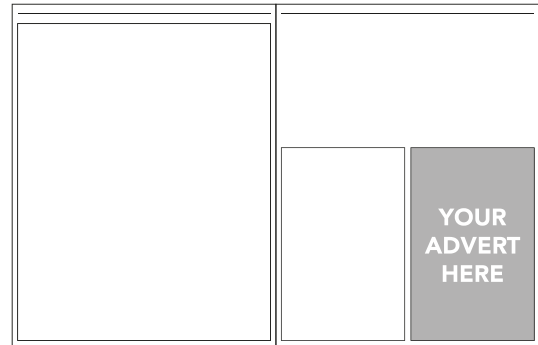


## Print advertising solutions



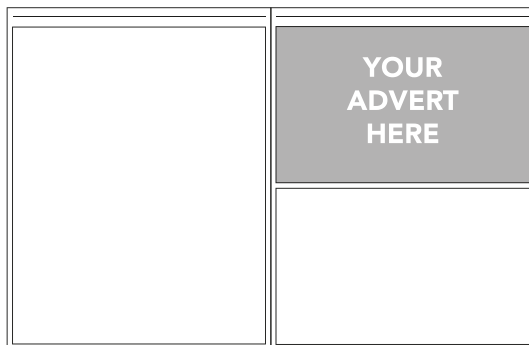
**Quarter page** **£1,280**

130mm x 164mm (WxH)



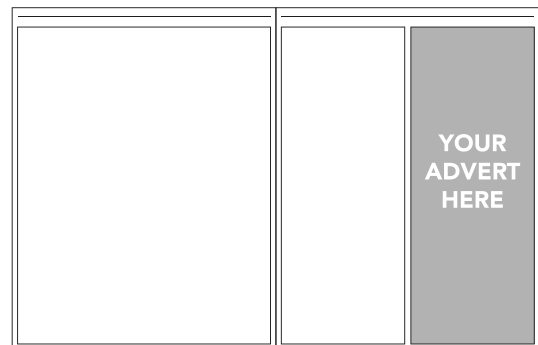
**20 x 4** **£1,600**

130mm x 200mm (WxH)



**Half page (horizontal)** **£2,560**

262mm x 165mm (WxH)



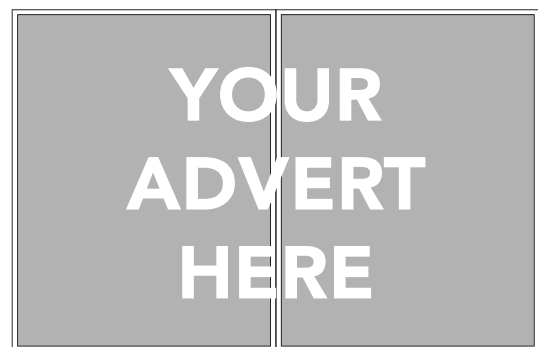
**Half page (Vertical)** **£2,560**

130mm x 330mm (WxH)



**Full page** **£5,000**

262mm x 330mm (WxH)



**Double-page spread** **£10,000**

545mm x 345mm (WxH)

**Bespoke ad sizes are available based on SCC rate: SCC = £20**

**Buy any print advert and receive a free featured listing online for a month**

### Graphic design problems?

EduWeek Jobs employs professional designers and for a small additional cost we will design your advert. Advert design is free for any order larger than a half-page.



## Why Online?

The new EduWeek online jobs board has been designed with both our readers and advertising organisations in mind. Initial feedback has been fab and we are continuing to make enhancements.

Our newspapers have a substantial online presence with near to one million website visits every month. Coupled with our active social media audience, you can be confident your advert will be widely seen and shared.

Our online advertising can be booked independently of the newspaper and is available in three forms: a basic job listing, a featured job, or the option of an upgrade to 'featured job of the week'.

What's more, all recruitment ads published in our newspapers automatically receive featured job status online at no additional cost.

Our experienced advertising team will give you the best advice to achieve your recruitment objectives. We understand that a successful and expedient recruitment campaign is essential to any organisation.

We aim to provide a quick turnaround when it comes to uploading jobs online. You will never have to wait hours for requested edits to appear on an online role – we take care of the advert being posted online. Nor will you have to upload the roles yourself; we take care of all of that!



## IMPROVED FEATURED JOB OF THE WEEK

There can only be one top spot! Our featured job of the week appears in several premium positions. On average, our FJOTW has 10 times more views than a featured job listing. It includes:

- A premium button at the top of either the Schools Week or FE Week website.
- A skyscraper advert across all pages of the EduWeek Jobs website for one week
- A banner advert at the very top of our weekly jobs email
- A featured online job listing for one month

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

Featured job of the week costs £650



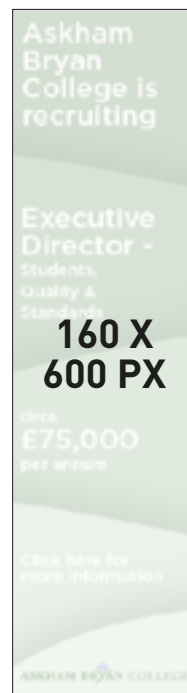


# Your online advertising options

	Basic £95PM	Featured £295PM	Featured job of the week £650PM
ONLINE LISTING	●	●	●
COMPANY LOGO	●	●	●
COMPANY BIO	●	●	●
UNLIMITED TEXT	●	●	●
APPLY NOW BUTTON	●	●	●
ATTACHMENTS	●	●	●
INCLUSION IN WEEKLY JOBS EMAIL		●	●
POSTED ON SOCIAL MEDIA ACCOUNTS		●	●
TOP POSITION IN WEEKLY JOBS EMAIL PLUS BANNER ADVERT AT THE TOP			●
LARGE FEATURED BUTTON ON EITHER FEWEEK.CO.UK OR SCHOOLSWEEK.CO.UK			●
SKYSCRAPER ADVERT ON THE EDUWEEK JOBS BOARD			●

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

- A skyscraper advert across the EduWeek Jobs website
- A banner advert at the top of our weekly jobs email
- A premium button at the top of either the *Schools Week* or *FE Week* website



## Why use EduWeek Jobs?

Education leaders read *Schools Week* and *FE Week*. Our editorial content is strong on policy news, which attracts switched-on, highly engaged readers. This makes EduWeek Jobs the ideal place to advertise your roles in schools and further education.

“ **A creative, new and exciting platform that engages the viewer with an agreeably user-friendly approach** ”

Our specialist readership means your print and online job adverts will be seen by the decision-makers in the world of education, guaranteeing maximum penetration with your target audience. Our audience includes headteachers, college principals, governors, FE lecturers, and primary and secondary teachers, as well as policy experts, multi-academy trust executives and business managers.

“ **We share your recruitment opportunities with our influential audience** ”

Established in 2014, *Schools Week* is on a steep upward trajectory, more than tripling its online audience from 400,000 unique users in its first year, to 1.4 million in 2015-16. Our weekly print newspaper is read by around 22,000 education managers and sector stakeholders.

Over 75,000 people access the *FE Week* website on a monthly basis, and our weekly newspaper is read by over 10,000 education managers and sector stakeholders. Our Twitter followers are highly engaged with both brands, allowing us to integrate a social media strategy to our jobs board offering.

Our priority is always to ensure that your recruitment campaign is both effective and cost-efficient. Last but not least, we want you to find the right candidate to fill your vacancy. That's why we will work tirelessly from your initial enquiry right through to placement. We understand the importance of recruitment, which is why we operate a guarantee: if you don't succeed the first time you advertise, the second time is on us!



*FE Week* is the premier news source for the further education, apprenticeships and skills sector, with a reputation for breaking news, investigations and expert analysis that is second to none. Our weekly newspaper is read by over 10,000 education managers and sector stakeholders and over 75,000 people access our website on a monthly basis. Our readers know that *FE Week* provides an unrivalled platform for sharing accurate, timely information.



*Schools Week* is read widely by headteachers, school leaders, governors, business managers, policy experts and the education leaders of the future. We have quickly become the go-to news source for reliable education journalism, with a formidable reputation for hard-hitting investigations, breaking news and expert analysis. Trust is essential, and our readers know that *Schools Week* provides an unrivalled platform for sharing accurate, timely information, and always putting schools first.

# What are you waiting for?

## Get in touch today



To advertise with *Schools Week* please contact us on **0208 1234 778** or email **advertising@schoolsweek.co.uk** for more information, or to start a conversation with a member of our team.

To advertise with *FE Week*, please contact us on **0208 1234 778** or email **advertising@feweek.co.uk** for more information or to start a conversation with a member of our team.



# Printing schedule 2017-18

## SCHOOLS WEEK

Edition no.	5PM deadline	Edition date
112	14/09/2017	15/09/2017
113	21/09/2017	22/09/2017
114	28/09/2017	29/09/2017
115	05/10/2017	06/10/2017
116	12/10/2017	13/10/2017
117	19/10/2017	20/10/2017
October half-term		
118	02/11/2017	03/11/2017
119	09/11/2017	10/11/2017
120	16/11/2017	17/11/2017
121	23/11/2017	24/11/2017
122	30/11/2017	01/12/2017
123	07/12/2017	08/12/2017
124	14/12/2017	15/12/2017
Christmas holidays		
125	11/01/2018	12/01/2018
126	18/01/2018	19/01/2018
127	25/01/2018	26/01/2018
128	01/02/2018	02/02/2018
129	08/02/2018	09/02/2018
February half-term		
130	22/02/2018	23/02/2018
131	01/03/2018	02/03/2018
132	08/03/2018	09/03/2018
133	15/03/2018	16/03/2018
134	22/03/2018	23/03/2018
Easter holidays		
135	12/04/2018	13/04/2018
136	19/04/2018	20/04/2018
137	26/04/2018	27/04/2018
138	03/05/2018	04/05/2018
139	10/05/2018	11/05/2018
140	17/05/2018	18/05/2018
141	24/05/2018	25/05/2018
May half-term		
142	07/06/2018	08/06/2018
143	14/06/2018	15/06/2018
144	21/06/2018	22/06/2018
145	28/06/2018	29/06/2018
146	05/07/2018	06/07/2018
147	12/07/2018	13/07/2018
148	19/07/2018	20/07/2018
Summer holidays		

## FE WEEK

Edition no.	5PM deadline	Edition date
217	14/09/2017	15/09/2017
218	21/09/2017	22/09/2017
219	28/09/2017	29/09/2017
220	05/10/2017	06/10/2017
221	12/10/2017	13/10/2017
222	19/10/2017	20/10/2017
October half-term		
223	02/11/2017	03/11/2017
224	09/11/2017	10/11/2017
225	16/11/2017	17/11/2017
226	23/11/2017	24/11/2017
227	30/11/2017	01/12/2017
228	07/12/2017	08/12/2017
229	14/12/2017	15/12/2017
Christmas holidays		
230	11/01/2018	12/01/2018
231	18/01/2018	19/01/2018
232	25/01/2018	26/01/2018
233	01/02/2018	02/02/2018
234	08/02/2018	09/02/2018
February half-term		
235	22/02/2018	23/02/2018
236	01/03/2018	02/03/2018
237	08/03/2018	09/03/2018
238	15/03/2018	16/03/2018
239	22/03/2018	23/03/2018
Easter holidays		
240	12/04/2018	13/04/2018
241	19/04/2018	20/04/2018
242	26/04/2018	27/04/2018
243	03/05/2018	04/05/2018
244	10/05/2018	11/05/2018
245	17/05/2018	18/05/2018
246	24/05/2018	25/05/2018
May half-term		
247	07/06/2018	08/06/2018
248	14/06/2018	15/06/2018
249	21/06/2018	22/06/2018
250	28/06/2018	29/06/2018
251	05/07/2018	06/07/2018
252	12/07/2018	13/07/2018
Summer holidays		



# ED JOBS Week

UNLIMITED  
OFFERS



## UNLIMITED PACKAGE OFFERS

### NEW UNLIMITED ONLINE JOB ADVERTISING PACKAGES

Purchase your package for 2017/18 to make big savings. Rates displayed are per school or college. Group and MAT rates are available.

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

Unlimited online listings for your organisation during 2017. 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 *Schools Week & FE Week*

Ensure your advert stands out! Unlimited featured online listings for your organisation during 2017. 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.

# Notes

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# Notes

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# ED Week

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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