

# FEWEEK

**Display advertising  
Media Pack 2018-19**

ONLINE | PRINT

# 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 it has become part of the sector's daily routine — whether that be checking feweek.co.uk for the latest breaking news stories or reading through the weekly newspaper on a Monday morning.

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. Our sponsored supplements have more than doubled in number, from six to eighteen per year. We are the chosen title for a wide array of advertisers and events in the education sector.

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 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 were proud to be reappointed the media partner for AoC The College Sport National Championships 2017 and WorldSkills UK.

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 the key decision makers and lead to a successful campaign!

*Shane Mann*

**Shane Mann**  
 Managing director  
 Lsect Ltd  
 (Publisher of FE Week)



## Example FE Week front pages



MONDAY, FEBRUARY 27, 2017

MONDAY, NOVEMBER 21, 2016

FRIDAY, JUNE 1, 2018

FRIDAY, JUNE 15, 2018

# Week?



MAY 11, 2018  
(EDITION 244)



**PROFILE: JUST WHO IS THE NEW ESFA BOSS?** Page 13

**WHY WE'RE PRESSING AHEAD WITH T-LEVELS** Page 16

**NCG FORCED TO CLOSE FLAGSHIP FREE SCHOOL** Page 8

**FE WEEK** FRIDAY, JUNE 8, 2018 EDITION 247

**The T-level Classic 2018**

**BIG GUNS LINE UP TO WIN T-LEVELS**

- > DfE launches pre-tender 'market engagement' with awarding orgs
- > Fear a winner-takes-all battle will put the big 2020 launch at risk

See page 14

**cache** Qualifications for people who care  
Find out why we are the UK's leading provider of care and education qualifications  
[www.cache.org.uk](http://www.cache.org.uk)

## 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](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

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

The newspaper is predominantly 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. 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.

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 an incredibly important publication. I went on my honeymoon in August [2016] and was literally reading past papers on the mountains in Brazil. The way I think of Nick and his incredible team is that they make the social media life of a new minister intolerable, but complacency impossible.

**Robert Halfon**

Apprenticeships and skills minister

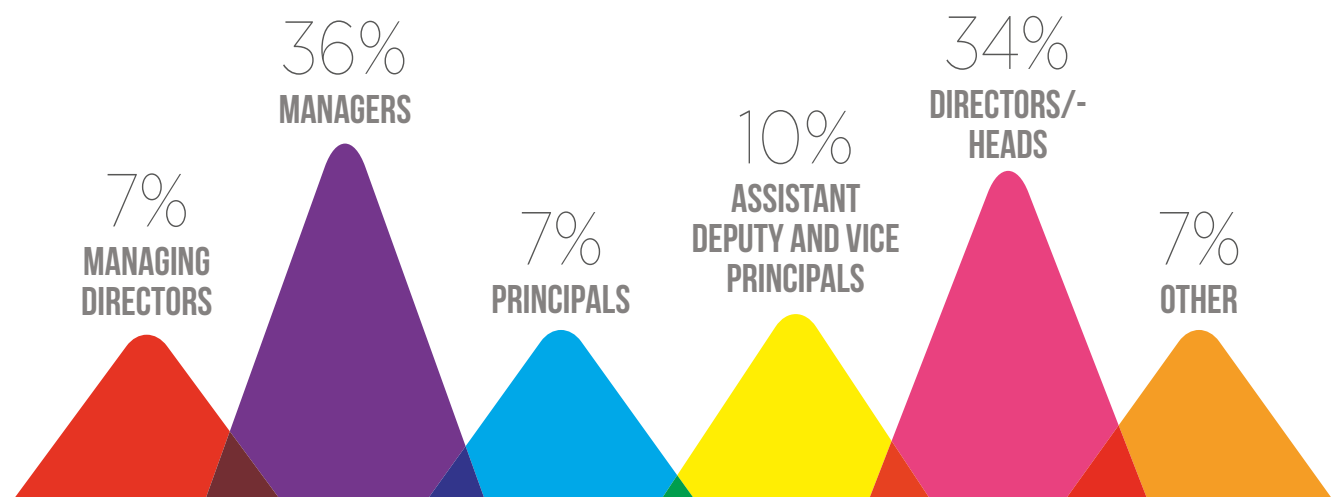


After sponsoring a special Navigating 2017 supplement in FE Week we were very happy with a marked increase in traffic to our website/social media channels. We also received a number of direct enquiries. Advertising with FE Week was very effective and the team were both friendly and professional.

**Christopher Farrington**

Innovate Awarding

## Readers by job role



# FE Week?

## 375,000+

**Monthly page views**

Up from 250,000 in Q1 2017

## 175,000+

**Visits per month**

Up from 120,000 in Q1 2017

## 16,500+

**Members**

## 25,600

 **Twitter followers**



Since our launch in September 2011 our readership has rapidly increased. The figures on this page show how quickly FE Week has become the primary source of news for the further education and skills sector and continues to earn significant growth.

These figures represent a three month average between Jan 1 - March 31 2018.

## 3,750

**Print run readership**

## 10,000+

**Digital edition readership**

## 36

**Printed editions per year**

## 24-32

**Full colour pages per edition focused on FE**

Apprenticeships are changing.  
**Together let's make them work.**

Apprenticeships:  
**What's your biggest challenge?**

Attracting Apprentices:  
**Where will they come from?**

Come and see us at the  
 Annual Apprenticeship  
 Conference  
 Centre Stand, 22-24 March

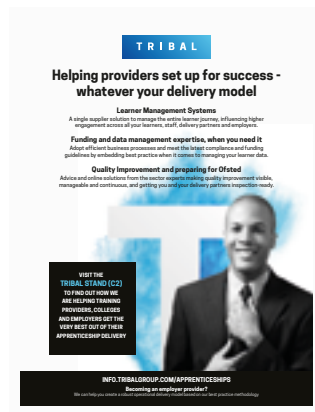
[cityandguilds.com/apprenticeships](http://cityandguilds.com/apprenticeships)  
[i-l-m.com/apprenticeships](http://i-l-m.com/apprenticeships)

SASE to New Standards:  
**When will you transition?**

End-Point Assessment:  
**How will you prepare apprentices?**



A City & Guilds Group Collaboration



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

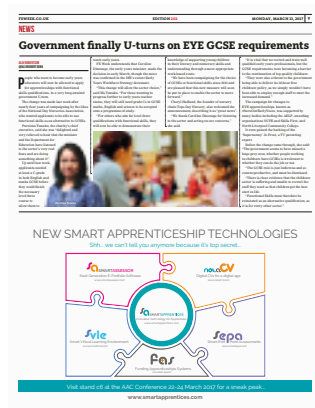
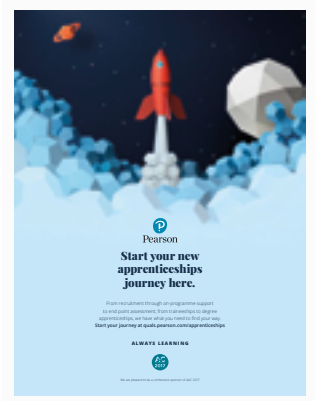
As the only newspaper dedicated entirely to FE, we are in touch with what works in the sector and what our readers want to see.

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 8 to 13.

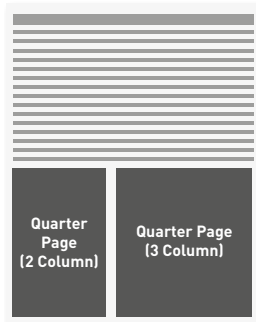


## Display advertisements



**FRONT PAGE STRIP**  
262mm (w) x 47mm (h)

**£1,250**

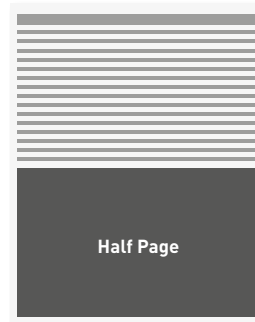


**QUARTER PAGE  
(2 Column)**  
101mm (w) x 169mm (h)

**£1,600**

**QUARTER PAGE  
(3 Column)**  
154mm (w) x 169mm (h)

**£2,400**



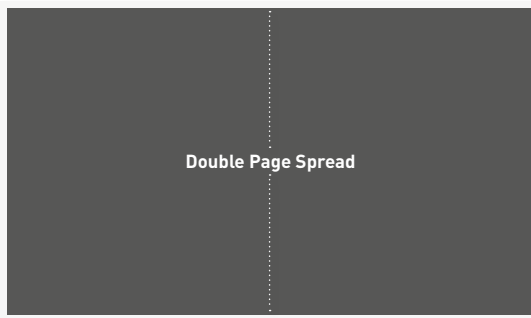
**HALF PAGE**  
262mm (w) x 165mm (h)

**£3,200**



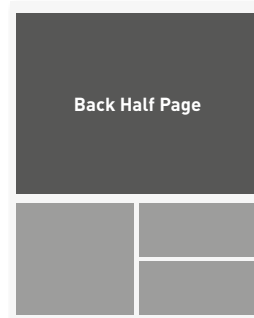
**FULL PAGE**  
262mm (w) x 345mm (h)

**£5,600**



**DPS**  
545mm (w) x 345mm (h)  
No bleed

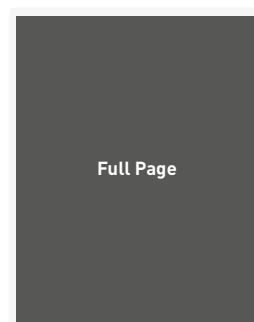
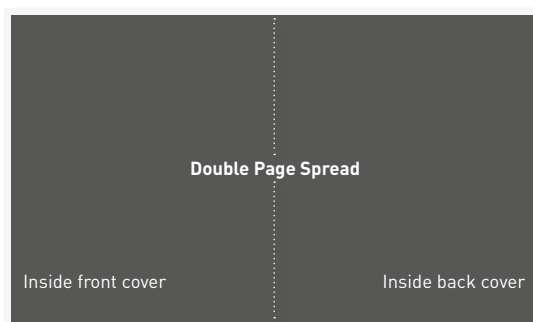
**£10,000**



**BACK HALF PAGE**  
262mm (w) x 165mm (h)

**£3,750**

## Cover wrap package



**FRONT**  
273mm (w) x 295mm (h)  
No bleed

**SINGLE PAGE**  
273mm (w) x 345mm (h)  
No bleed

**SPREAD**  
544mm (w) x 345mm (h)  
No bleed

**Cover wrap package:**  
**£15,000**

### Get in touch!

Call **020 3432 1394** or email **advertising@feweek.co.uk**  
should you wish to discuss advertising options with FE Week.



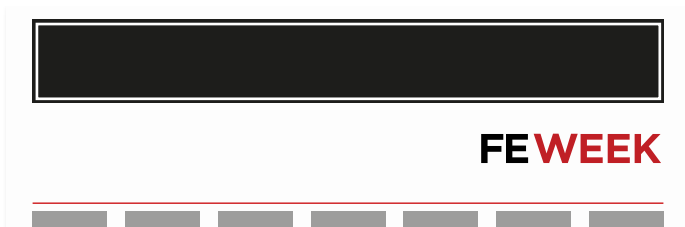
## Online



### PREMIUM BUTTON:

310px(w) x 160px(h)

**£2,000**



### LEADERBOARD:

928px(w) x 115px(h)

£2,000 for 1 week  
 £3,300 for 2 weeks  
 £4,500 for 3 weeks  
 £5,000 for 1 Month



### BACKGROUND TAKEOVER:

365px(w) x 1250px(h)

Left or Right Side:  
 £3,000 for 1 week  
 £5,200 for 2 weeks  
 £6,600 for 3 weeks  
 £8,000 for 1 Month

Both Sides:  
 £5,000 for 1 week  
 £8,500 for 2 weeks  
 £10,500 for 3 weeks  
 £11,000 for 1 Month

## COMPLETE CLIENT TAKEOVER

(LEADERBOARD AND BACKGROUND TAKEOVER - BOTH SIDES FOR ONE MONTH):

**£15,000**



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.

Therefore, placing your organisations message in FE Week using the formats below provide a great opportunity to reach out to our engaged and decision making audience.

## Advertorial

Artwork can be designed by our Marketing Team for an additional £50. Artwork will be reviewed by our Editor.

**PRINT\*:**  
262mm(w) x 165mm(h)  
650 words max  
1 week Edition

**ONLINE:**  
2,000 words max  
Up to three images  
1 month allocation

**£3,250 plus vat**  
\*Includes Online

**£2,500 plus vat**

**Active IQ unveils Level 3 Diplomas in Personal Training for Health, Fitness and Performance**

**Active IQ**

Active IQ, the UK's leading Ofqual-recognised Awarding Organisation for the Active Leisure, Learning and Wellbeing Sector, has launched two Level 3 Diplomas in Personal Training for Health, Fitness and Performance. Designed with FE Colleges in mind, these study vocational programmes combine comprehensive theoretical knowledge with practical experience to prepare school leavers to work in the leisure and fitness industry or progress to degree courses.

The Active IQ Level 3 Diploma and extended Diploma in Personal Training for Health, Fitness and Performance are supported by two of the industry's leading professional bodies - the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) and iActive.

Combining college study and work experience with local employers, the qualifications ensure that students will enjoy full educational support and group teaching alongside time on the gym floor working with fitness professionals.

**Two variations are available:**

- The Active IQ Level 3 Diploma in Personal Training for Health, Fitness and Performance is a smaller qualification that can be combined with other Tech Level, Applied General and/or A Level qualifications.
- The Active IQ Level 3 Extended Diploma in Personal Training for Health, Fitness and Performance is a full time course that includes additional modules to equip students with vocational skills alongside the research skills required for academic study to enable them to access higher education degree programmes.

Both qualifications aim to provide learners with the broad base of knowledge and skills to be able to work in a variety of customer-facing roles within the active leisure industry, including fitness instructing and personal training, as well as being able to access higher education degree programmes.

**Who could do this qualification?**

Learners must be 16+ years old and have basic skills in communication as discussing, presenting, reading and writing are all involved. A degree of physical fitness is also necessary. On achieving the qualification, learners will be capable of progressing to work as a Fitness Instructor, Personal Trainer or administrator in the active leisure industry.

**What will they study?**

Study areas include exercise and fitness knowledge, planning and instructing gym sessions, planning and instructing personal training, nutrition, technology in sport and exercise, entrepreneurship, marketing, customer service and managing personal and professional development. Students will learn how to:

- Develop their understanding of anatomy, physiology and nutrition and how it relates to exercise and fitness.
- Plan and instruct safe and effective exercise and physical activity sessions.
- Deliver safe and effective personal training sessions.
- Deliver exceptional customer service.
- Manage own personal and professional development.
- Develop enterprise skills.
- Market and sell products and services.
- Understand how technology is used within physical activity, fitness, sport and exercise.

**Advanced Study Options**

The qualification is designed to offer entry to employment; however it also provides the perfect platform for learners to progress on to the following qualifications and/or apprenticeship frameworks:

- Level 3 Diploma in Exercise Referral
- Level 3 NVQ Diploma in Personal Training
- Active IQ Level 3 Diploma in Instructing Pilates Mat Work
- Active IQ Level 3 Diploma in Teaching Yoga
- Level 3 Diploma in Sports Massage Therapy
- Advanced Apprenticeship in Exercise and Fitness.

A mandatory requirement is access to meaningful employer engagement such as structured work experience or work placements to develop skills and knowledge relevant to the qualification, managing projects set with input from industry practitioners and addressing master classes. Employer engagement shows a clear line of sight to work, enriches learning and raises the credibility of the qualification.

Find out more by visiting [ActiveIQ.co.uk](http://ActiveIQ.co.uk), calling 0845 688 1278 or emailing [Sales@development@activeiq.co.uk](mailto:Sales@development@activeiq.co.uk)

Alternatively, learners can progress to higher education degree programmes as the qualifications have been nominated for inclusion in the UCAS Skill For Higher Education for entry from 2018.

## Leaflets

### LEAFLETS IN PRINTED EDITIONS :

Included in designated edition of FE Week.

3,750 (approx) inserts required per edition.  
Maximum page amount: 8 pages or fewer  
Size requirement: A4 or smaller

**£1500 plus vat per edition**

**FE Week**

YES FE CAN BE PRESIDENT PAGE 3

YET MORE FE LOAN ANGER PAGE 4

SFA TO BECOME MYSTERY SHOPPER PAGE 14

**THE SKILLS BUDGET**

- > £500m cash boost
- > T-levels revealed
- > Loans fairness
- > Lifelong learning

**'SHOCK' CLOSURE AT FIRST4SKILLS**

- > £15m apprenticeship provider majority-owned by struggling college goes bust
- > Unison says law may have been broken after hundreds of staff were sacked

The Education Training Foundation

## Email Campaign

### EMAIL INCLUSION IN WEEKLY NEWSLETTER :

Sent to 16,000+ FE Week members each Monday with an average open rate 56%.

100 word message at the top of the email accompanied with Organisation logo or image

**£2,000 plus vat per email**

**FE WEEK**

The Education & Training Foundation

## 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 350 mm high plus a 5mm bleed)
- 650-word comment / expert piece

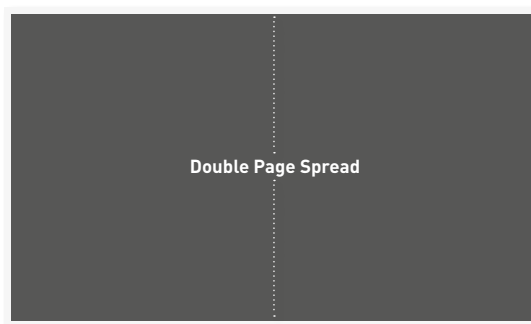
### Supplement distribution

- Print-run of 4,000 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 16,500 members directing them to the digital copy
- 7+ 'sponsored by' tweets with a link to the digital copy

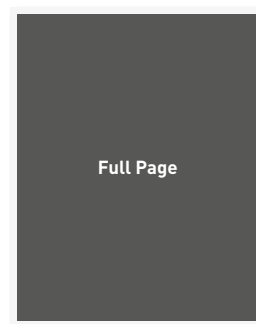
**£15,000 per supplement or two for £30,000 with £10,000 added value advertising**



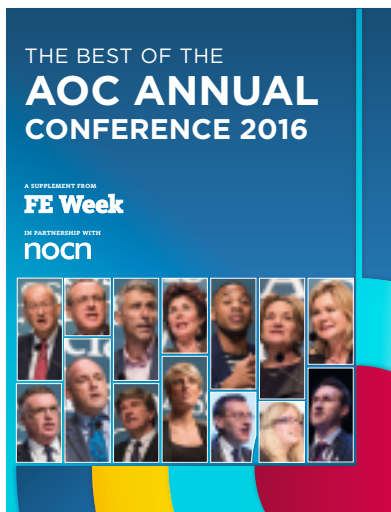
**HALF PAGE:**  
255 (w) x 165mm (h)  
No bleed



**DPS:**  
Type: 520 (w) x 340mm (h)  
+ 5mm bleed



**BACK COVER:**  
254 (w) x 340mm (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 received an increased level of interest through advertising with FE Week. We find the service from FE Week a positive experience.

NCFE

## Previous Advertisers



## 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



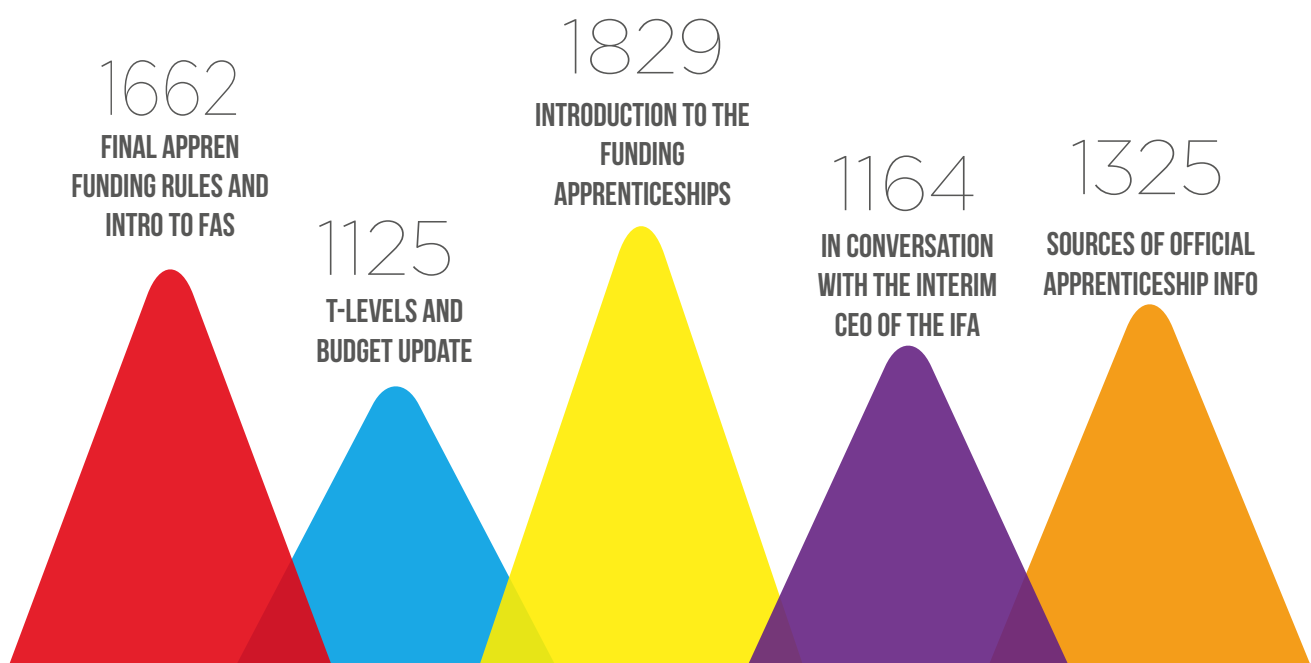
### Sponsors receive the following:

"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



Date	Title	Registrants
Mar 9, 2017	T-Levels and Budget update	1125
Mar 6, 2017	Sources of official apprenticeship info	1325
Feb 15, 2017	Final appren funding rules and intro to FAS	1662
Feb 6, 2017	In conversation with the interim CEO of the IfA	1164
Jan 6, 2017	Introduction to the Funding Apprenticeships	1829

## Publication schedule

Edition Number	Press day	Issue 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
259	25/10/2018	26/10/2018
<b>October half-term</b>		
260	01/11/2018	02/11/2018
261	08/11/2018	09/11/2018
262	15/11/2018	16/11/2018
263	22/11/2018	23/11/2018
264	29/11/2018	30/11/2018
265	06/12/2018	07/12/2018
266	13/12/2018	14/12/2018
<b>Christmas holidays</b>		
267	10/01/2019	11/01/2019
268	17/01/2019	18/01/2019
269	24/01/2019	25/01/2019
270	31/01/2019	01/02/2019
271	07/02/2019	08/02/2019
272	14/02/2019	15/02/2019
<b>February half-term</b>		
273	28/02/2018	01/03/2018
274	07/03/2018	08/03/2018
275	14/03/2018	15/03/2018
276	21/03/2018	22/03/2018
277	28/03/2018	29/03/2018
278	04/04/2018	05/04/2018
<b>Easter holidays</b>		
279	25/04/2019	26/04/2019
280	02/05/2019	03/05/2019
281	09/05/2019	10/05/2019
282	16/05/2019	17/05/2019
283	23/05/2019	24/05/2019
<b>May half-term</b>		
285	06/06/2019	07/06/2019
286	13/06/2019	14/06/2019
287	20/06/2019	21/06/2019
288	27/06/2019	28/06/2019
289	04/07/2019	05/07/2019
<b>Summer holidays</b>		



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The only newspaper dedicated to further education and skills

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