

# SCHOOLS WEEK

We've gone paperless.

DISPLAY ADVERTISING  
MEDIA PACK 2018-19



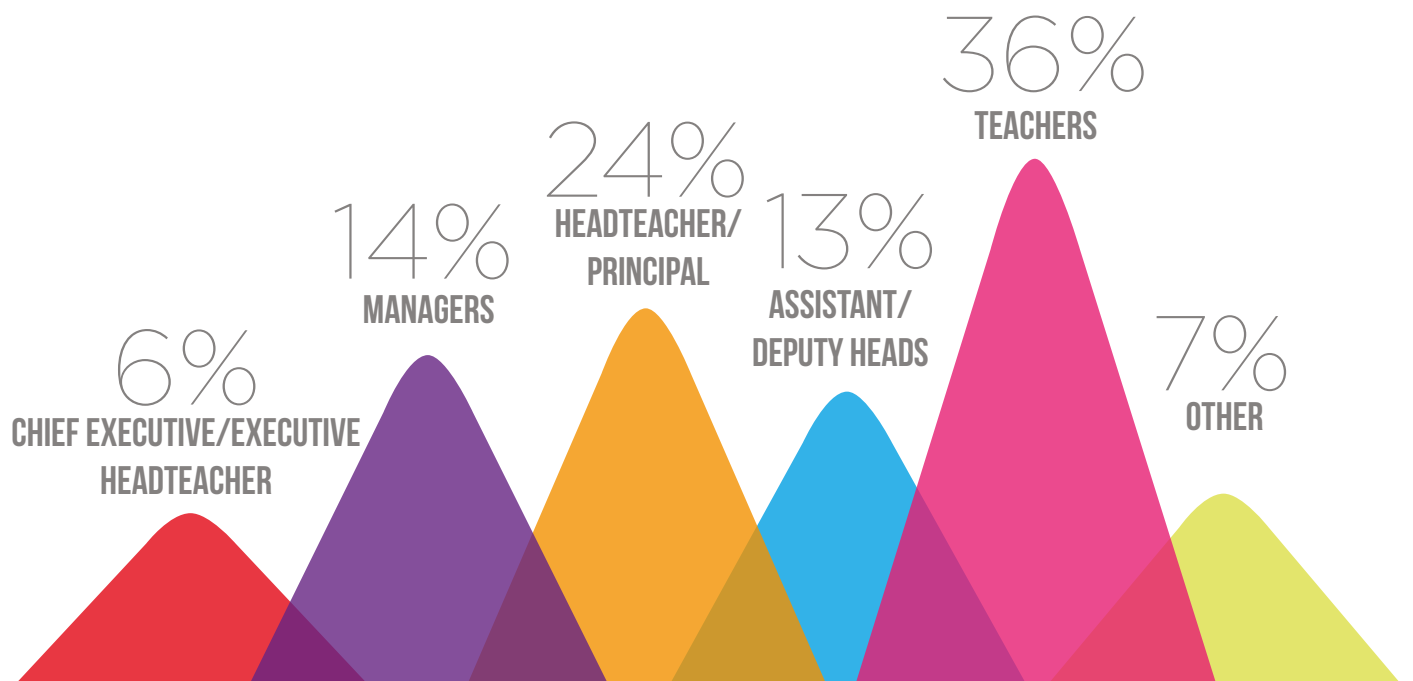
## Who reads Schools Week?

Schools Week is a primary source of news for thousands of professionals working across the schools and education sector, and is read by a highly influential and aspirational demographic. Every week, the newspaper is read by school head teachers, multi-academy trust executives, governors, teachers, schools business managers and other key figures from the sector.

As Schools Week is aimed at senior leaders and decision makers, it communicates with a highly influential and targeted audience. The title is distributed to individual subscribers and on a multiple subscription basis to entire organisations. Our readership, coupled with the newspaper's expert sector knowledge, makes Schools Week a highly effective platform from which to communicate your organisations message to the education sector.

### SCHOOLS WEEK

#### SUBSCRIBERS BY JOB ROLE



## Key statistics

More than:

# 500,000+

Monthly page views

Up from 250,000 from Q1 in 2017



# 305,000+

Visits per month

from 250,000 in Q1 2017

Since our launch in September 2014 our readership has rapidly increased. The figures on this page show just how quickly Schools Week has become a primary source of news for the schools and education sector. These figures represent a three month average between Jan 1 - 31 March 2017.

## 14,621+

 Facebook likes

## 46,600+

 Twitter followers

## 15,000+

Digital edition readership

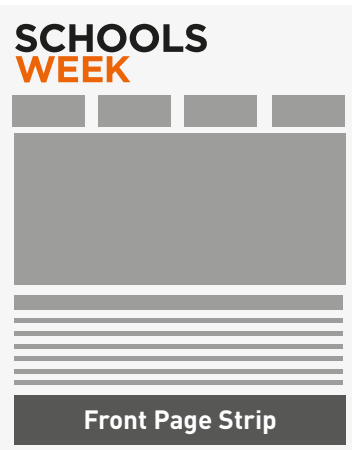
## 40+

Pages per edition

# SCHOOLS WEEK

## Rates

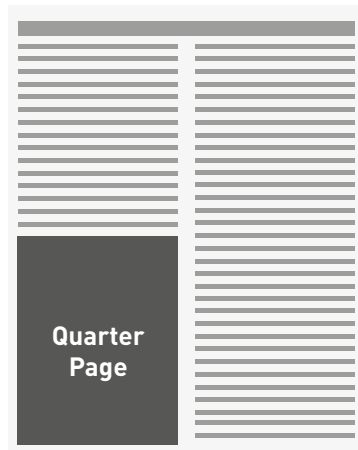
Schools Week offers interactive advertising  
– place a hyperlink behind your advert  
to take readers directly to your website



### FRONT PAGE STRIP

196mm (w) x 32mm (h)

**£1,250**



### QUARTER PAGE (LEFT)

96mm (w) x 132mm (h)

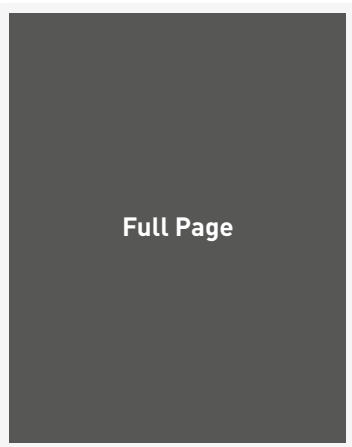
**£800**



### HALF PAGE

196mm (w) x 132mm (h)

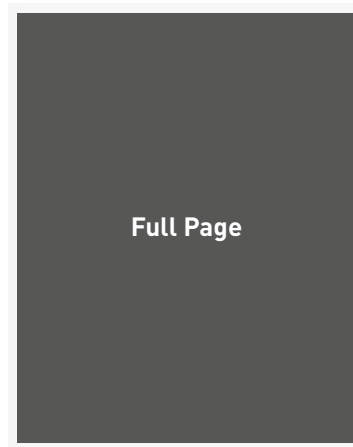
**£1,500**



### FULL PAGE

196mm (w) x 265mm (h)

**£2,250**



### FULL BACK PAGE

196mm (w) x 265mm (h)

**£1,500**

## Get in touch!

Call **020 8123 4778** or email [advertising@schoolsweek.co.uk](mailto:advertising@schoolsweek.co.uk)  
should you wish to discuss advertising options with Schools Week.

## Advertorial

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

### DIGITAL EDITION:

196mm(w) x 265mm(h)

650 words max

1 week Edition

**£2,500 plus vat**

\*Includes Online

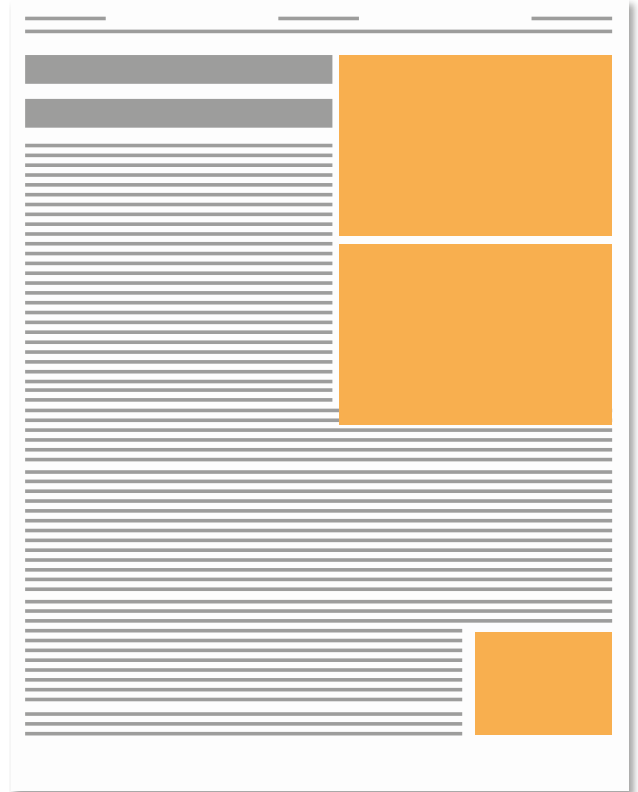
### ONLINE:

2,000 words max

3 images

1 month allocation

**£2,000 plus vat**



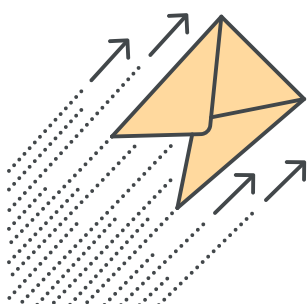
## Email campaign

### EMAIL INCLUSION IN WEEKLY NEWSLETTER :

Sent to 17,000+ Schools Week members with an average open rate of 56%

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

**£2,000 plus vat per email**



# SCHOOLS WEEK

## Online

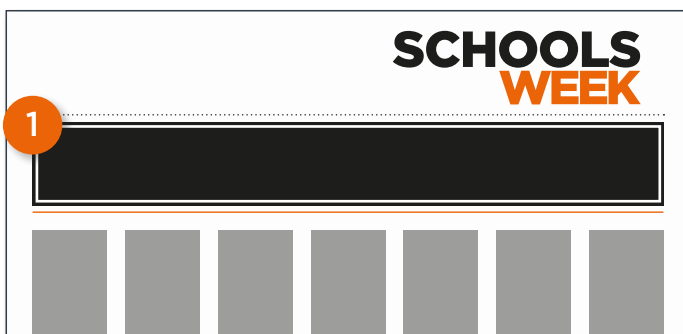
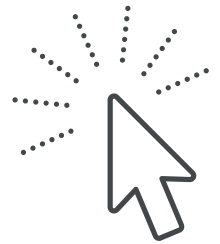


### PREMIUM BUTTON:

310px(w) x160px(h)

£1,200

Buttons can be animated to include more information. Our designers can help with this process.



### LEADERBOARD:

930px(w) x 115px(h)

£1,000 for 1 week  
£3,000 for 1 Month



### BACKGROUND TAKEOVER:

365px(w) x 1250px(h)

Background Takeover -  
£2,000 per week/£5000 per month

### Complete Client Takeover

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

£7,000

## Our display advertisers have included:



## Publication schedule

Edition Number	Press day	Issue Date
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

# SCHOOLS WEEK

## Publication schedule

Edition Number	Press day	Issue Date
<b>Summer holidays</b>		
149	13/09/2018	14/09/2018
150	20/09/2018	21/09/2018
151	27/09/2018	28/09/2018
152	04/10/2018	05/10/2018
153	11/10/2018	12/10/2018
154	18/10/2018	19/10/2018
<b>October half term</b>		
155	01/11/2018	02/11/2018
156	08/11/2018	09/11/2018
157	15/11/2018	16/11/2018
158	22/11/2018	23/11/2018
159	29/11/2018	30/11/2018
160	06/12/2018	07/12/2018
161	13/12/2018	14/12/2018
<b>Christmas holidays</b>		
162	10/01/2019	11/01/2019
163	17/01/2019	18/01/2019
164	24/01/2019	25/01/2019
165	31/01/2019	01/02/2019
166	07/02/2019	08/02/2019
167	14/02/2019	15/02/2019
<b>February half term</b>		



Edition Number	Press day	Issue Date
168	28/02/2019	01/03/2019
169	07/03/2019	08/03/2019
170	14/03/2019	15/03/2019
171	21/03/2019	22/03/2019
172	28/03/2019	29/03/2019
173	04/04/2019	05/04/2019
<b>Easter holidays</b>		
174	25/04/2019	26/04/2019
175	02/05/2019	03/05/2019
176	09/05/2019	10/05/2019
177	16/05/2019	17/05/2019
178	23/05/2019	24/05/2019
<b>May half term</b>		
179	06/06/2019	07/06/2019
180	13/06/2019	14/06/2019
181	20/06/2019	21/06/2019
182	27/06/2019	28/06/2019
183	04/07/2019	05/07/2019
184	11/07/2019	12/07/2019
185	18/07/2019	19/07/2019

## Get in touch!

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# SCHOOLS WEEK



A NEWSPAPER DEDICATED TO PUTTING SCHOOLS FIRST

[WWW.SCHOOLSWEEK.CO.UK](http://WWW.SCHOOLSWEEK.CO.UK)