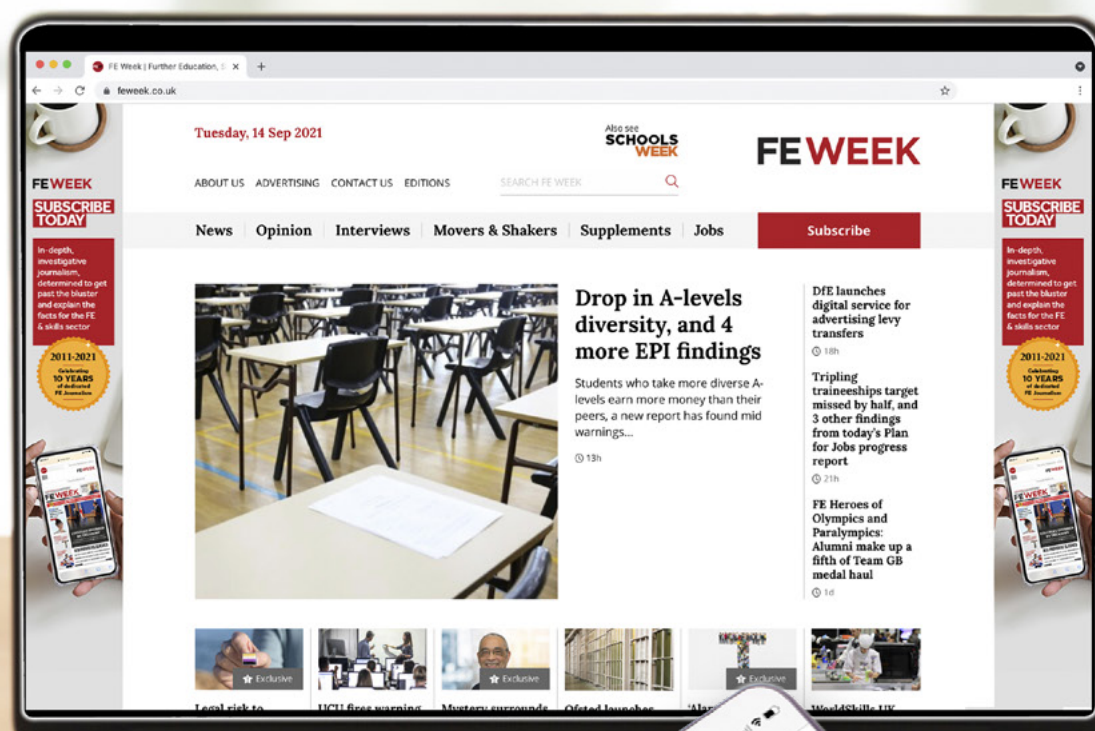


FE WEEK

DISPLAY ADVERTISING MEDIA PACK | 2021-22



Get in touch!

Call **0208 1234 778** or email **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 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.

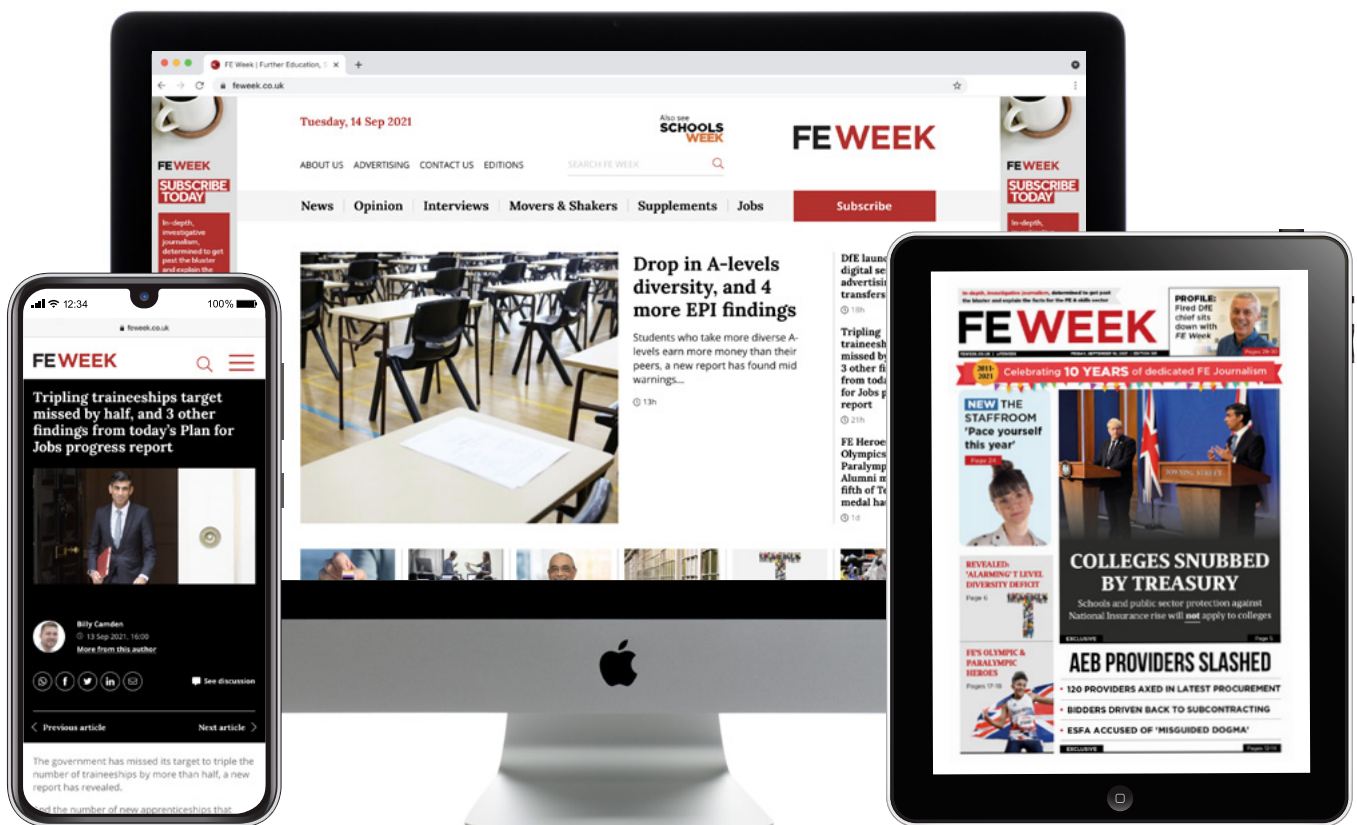
The title is distributed to Gold Members, subscribers and on a multiple subscription basis (whereby whole

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.

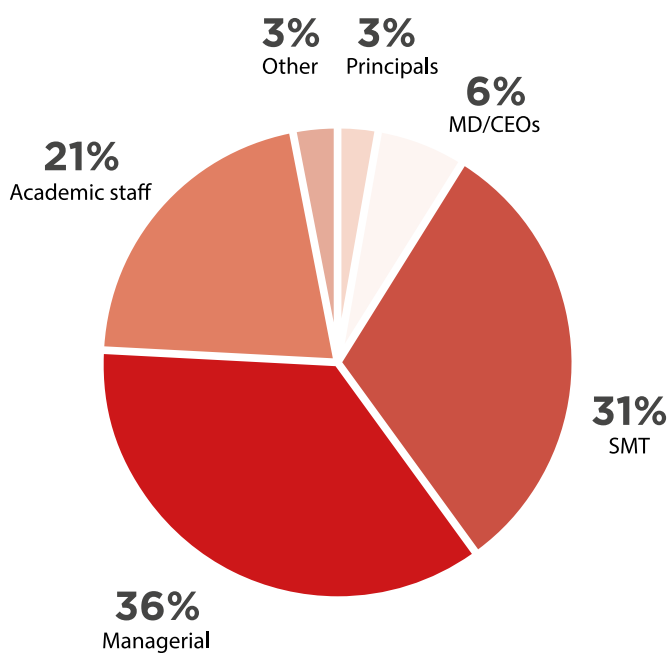
FE Week readers are senior leaders from the across the whole of the FE and skills sector. This includes college and training provider leaders. The newspaper is sent free of charge to a variety of senior government officials and civil servants as

part of our VIP list. This includes the DfE ministerial team and senior management, along with the shadow cabinet team.

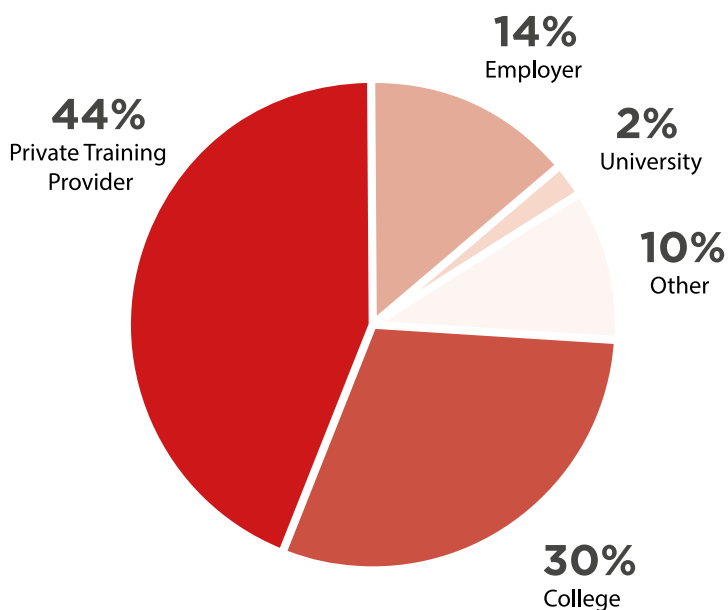
FE Week is seen as a high quality and reliable source for employers and think-tanks also. We regularly receive editorial contributions from the major bodies such as the CBI and FSB.

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+

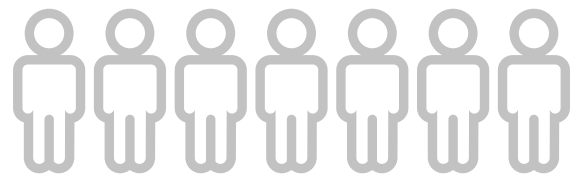


monthly page views (up from 415,000 in 2019)



400,000+

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



19,500+
members



32,200+ Twitter followers



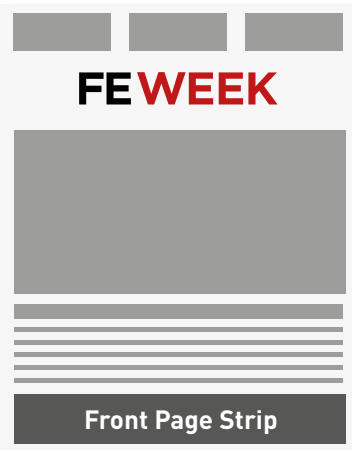
12,500+

digital edition readership

DIGITAL EDITION ADVERTISING

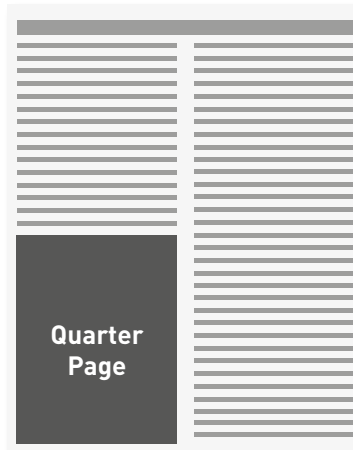


FE Week offers interactive advertising – **place a hyperlink behind your advert to take readers directly to your website**

**FRONT PAGE STRIP**

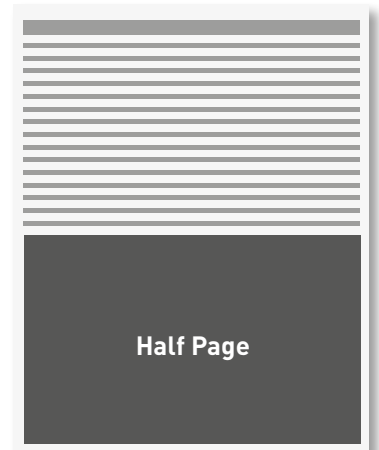
196mm (w) x 32mm (h)

£2,000

**QUARTER PAGE**

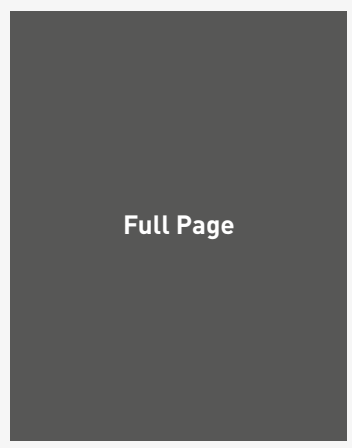
96mm (w) x 132mm (h)

£1,000

**HALF PAGE**

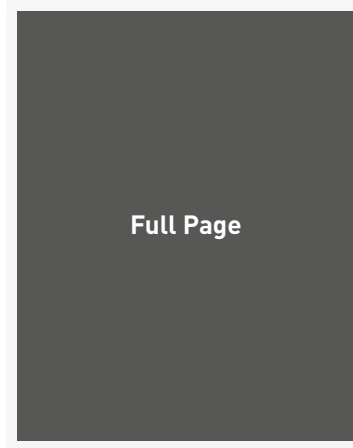
196mm (w) x 132mm (h)

£2,000

**FULL PAGE**

210mm (w) x
297mm (h)

£3,000

**FULL BACK PAGE**

210mm (w) x
297mm (h)

£2,000



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Advertorial

Advertise your product or service in the form of editorial content. Artwork will be designed by our Design team and returned for approval.

DIGITAL EDITION + ONLINE:

Full Page in FE Week - 210mm (w) x 297mm (h)

1 x insertion

650 words max

1 image

Online Advertorial Included

£3,000

ONLINE ONLY:

Advertorial on www.feweek.co.uk

2,000 words max

3 images

Inclusion on 'Weekly Roundup' email

5 x Tweets via @FEWeek (32.2k followers)

£2,000



Email Campaign

WEEKLY EMAIL (MONDAYS)

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

19,000+ recipients

£2,000

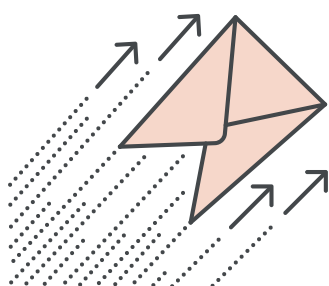
DAILY NEWS EMAIL (17:00)

Banner 600px x 200px

2000+ recipients

£500 per day or

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



ONLINE ADVERTISING

Background Takeover

£3,000 per week | £10,000 per month

Vertical banner adverts on the left- and right-hand side of the FE Week website (desktop). On mobile devices, this changes to a fixed banner advert at the bottom of the screen.

2 x 150px (w) x 988px (h) (1 left panel, 1 right panel)
898px (w) x 111px (h) banner for mobile devices

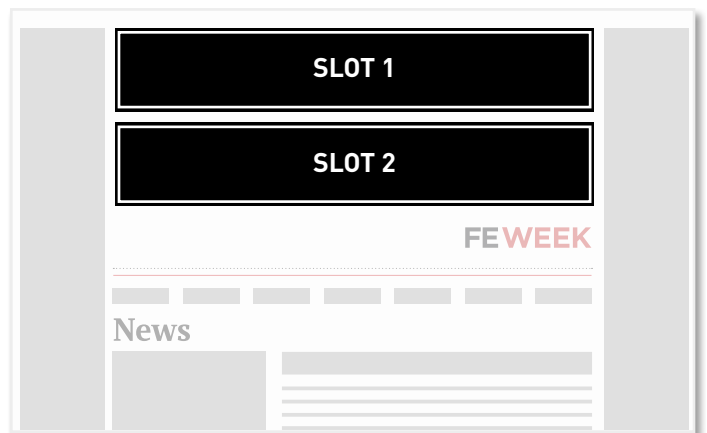


Leaderboard

£2,000 per week | £5,000 per month

Banner advert at the top of the FE Week website.
 2 x slots available.

898px (w) x 111px (h)



In-post Banner

£3,000 per week | £10,000 per month

Banner advert underneath the featured image of an article and before the copy. Featured on every news article on the site.

898px (w) x 111px (h)



ONLINE ADVERTISING

Complete Client Takeover

£7,500 per week

Background Takeover

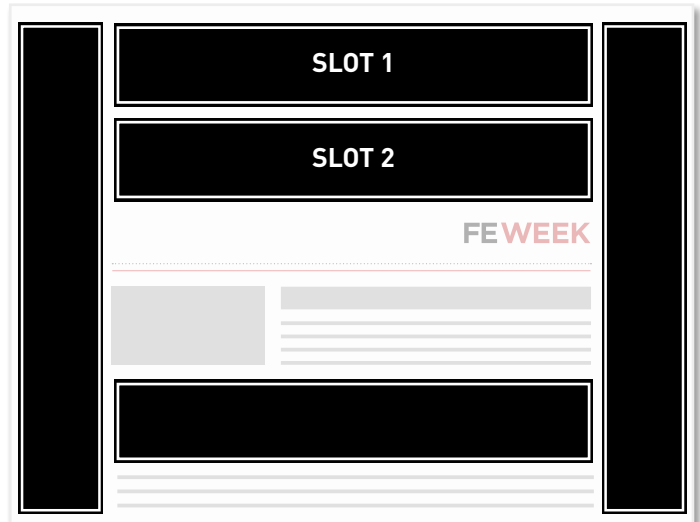
2 x 150px (w) x 988px (h) (1 left panel, 1 right panel)

In-post Banner

898px (w) x 111px (h)

Both Leaderboards

2 x 898px (w) x 111px (h)



Featured Buttons (Homepage + Side of Articles)

£1,500 per week | £4,000 per month

Button advert on the FE Week homepage and at the side of every news article.

310px (w) x 160px (h)

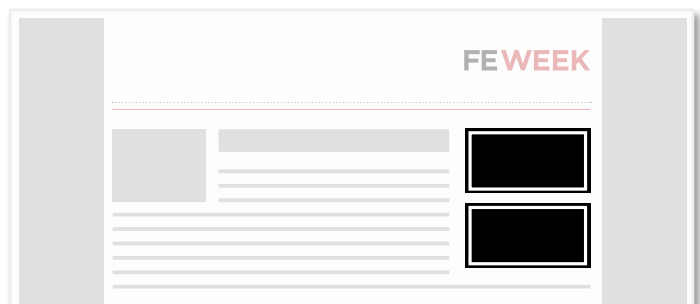


Featured Buttons (Side of Article Only)

£1,000 per week | £3,000 per month

Button advert featured at the side of every news article.

310px (w) x 160px (h)



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

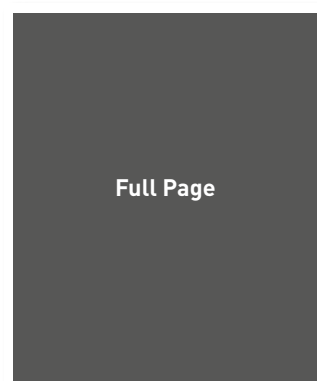
£12,000 per supplement or two for £20,000 with £5,000 display advertising credit.



HALF PAGE:

196mm (w) x 132mm (h)

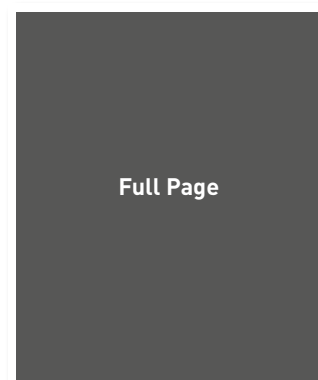
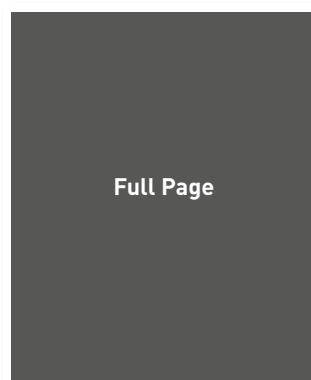
No bleed



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 highly recommend using *FE Week* for your advertising requirements. *FE Week's* large amount of advertising options are perfect for our business, and we always see a great return on investment on our spend, whether that's through increased website traffic or filling vacancy roles, the results speak for themselves.

Jack Moriarty
FEA

“

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



Get in touch!

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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



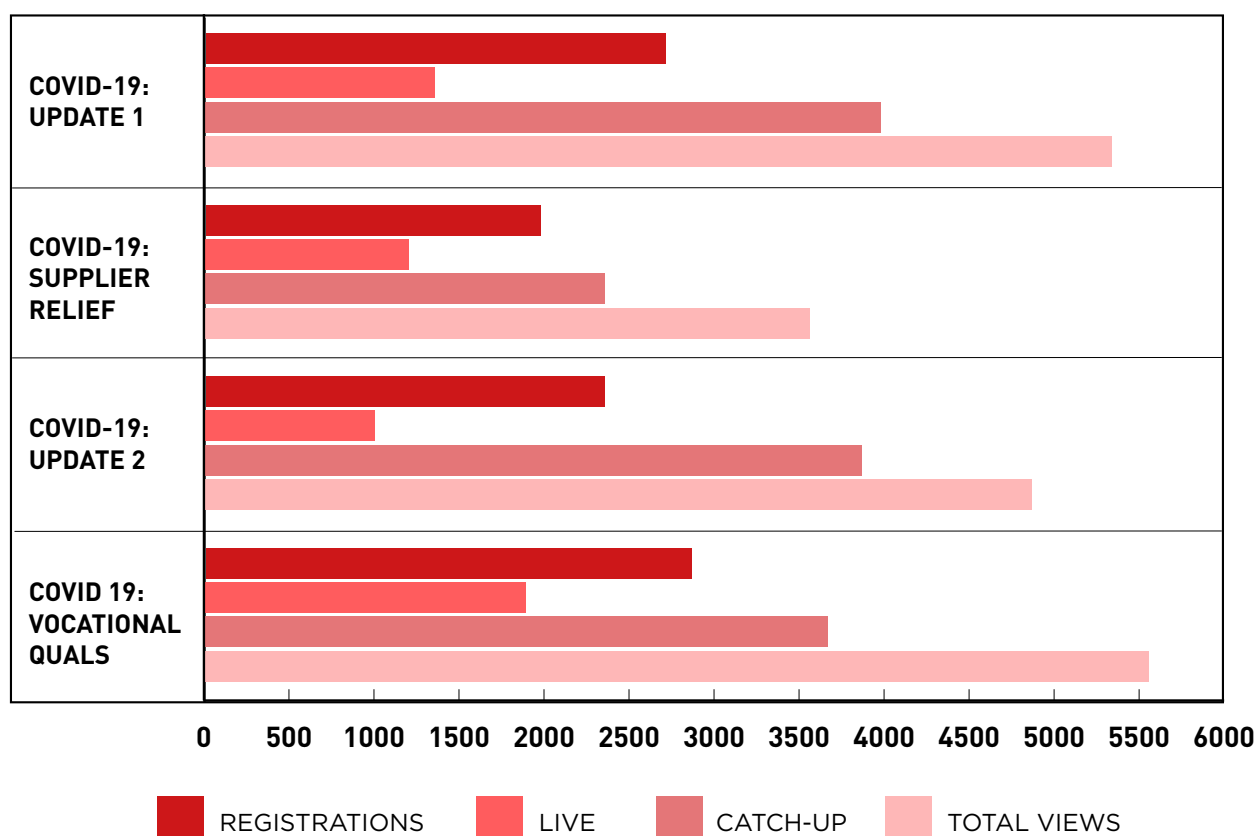
Sponsors receive the following:

"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.

£7,500 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
Summer holidays 2021		
361	09/09/2021	10/09/2021
362	16/09/2021	17/09/2021
363	23/09/2021	24/09/2021
364	30/09/2021	01/10/2021
365	07/10/2021	08/10/2021
366	14/10/2021	15/10/2021
367	21/10/2021	22/10/2021
October half-term 2021		
368	04/11/2021	05/11/2021
369	11/11/2021	12/11/2021
370	18/11/2021	19/11/2021
371	25/11/2021	26/11/2021
372	02/12/2021	03/12/2021
373	09/12/2021	10/12/2021
Christmas holidays 2021		
374	06/01/2022	07/01/2022
375	13/01/2022	14/01/2022
376	20/01/2022	21/01/2022
377	27/01/2022	28/01/2022
378	03/02/2022	04/02/2022
379	10/02/2022	11/02/2022
February half-term 2022		
380	24/02/2022	25/02/2022
380	03/03/2022	04/03/2022
382	10/03/2022	11/03/2022
383	17/03/2022	18/03/2022
384	24/03/2022	25/03/2022
385	31/03/2022	01/04/2022
Easter holidays 2022		
386	21/04/2022	22/04/2022
387	28/04/2022	29/04/2022
388	05/05/2022	06/05/2022
389	12/05/2022	13/05/2022
390	19/05/2022	20/05/2022
391	26/05/2022	27/05/2022
May half-term 2022		
392	09/06/2022	10/06/2022
393	16/06/2022	17/06/2022
394	23/06/2022	24/06/2022
395	30/06/2022	01/07/2022
396	07/07/2022	08/07/2022
Summer holidays 2022		

FEWEEK

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www.feweek.co.uk