



SCHOOLS WEEK

Display advertising Media Pack 2017-18

ONLINE | PRINT



What is Schools Week?

A NEWSPAPER DEDICATED TO PUTTING SCHOOLS FIRST

Schools Week has quickly become a primary source of news for thousands of professionals working across the schools and education sector. Its rapidly growing presence in the community is rare for a newspaper in its infancy, but is a clear indication of bigger things to come over the coming years.

Schools Week is a weekly printed newspaper that readers know will not hold back in providing them with investigative and in-depth news articles.

The editorial team is packed with talented and experienced journalists and under the guidance of editor Laura McInerney, readers know that the paper will ask the tough questions, find the debatable point, tell the difficult truth and always put schools first.

The newspaper is read by a highly influential and aspirational demographic from across the schools sector in England. From school head teachers to multi-academy trust executives, from school governors to school business managers and from public relation professionals to teachers; we are proud of the diverse readership that we have engaged in a short period.

Schools Week prides itself in being the first to report on the news that matters and in the space of just over 18 months it has become part of the sector's daily routine — whether that be checking schoolsweek.co.uk for the latest breaking news stories, reading through the weekly newspaper on a Friday 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 hundreds of thousands a week. The recruitment advertising section has grown. And our creative opportunities for our display clients have engaged well known sector brands such as OCR, City and Guilds, Pearson, BBC Learning and SSAT enabling them to engage with an influential audience.

As Schools Week is aimed at influencers, aspiring leaders and decision makers, the title communicates on a weekly basis with a highly influential and targeted audience.

The title is distributed to individual subscribers and on a multiple subscription basis (whereby whole organisations subscribe), as well as key decision makers within the sector.

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 schools community.

Shane Mann

Shane Mann
Managing director

Lsect Ltd
(Publisher of Schools Week)



Example Schools Week front pages



FRIDAY, JANUARY 16, 2015

FRIDAY, MARCH 13, 2015

FRIDAY, SEPTEMBER 23, 2016

FRIDAY, DECEMBER 4, 2015



FRIDAY, APRIL 7, 2017
(EDITION 100)



THE EDITOR

Laura McInerney taught in East London for six years, starting out as a TeachFirst participant and finally as an Advanced Skills Teacher. After writing a book in 2011, *The 6 Predictable Failures of Free Schools...and How To Avoid Them*, she spent the next two years in the US studying education policy on a Fulbright Scholarship.

During this time Laura regularly wrote features for LKMCo, and the *New Statesman* and she stills writes a monthly Guardian column.

Laura's superpowers include encyclopedic knowledge of past education secretaries and the ability to stop a year 9 boy in his tracks with just a stare.



Who reads Schools Week?

A HIGHLY INFLUENTIAL AND TARGETED AUDIENCE

Our weekly printed newspaper is read by a highly engaged, aspirational and influential audience. From school head teachers to multi-academy trust executives, from school governors to school business managers and from public relation professionals to teachers; we are proud of the diverse readership that we engage. As Schools Week is wholly aimed at the schools sector, the title communicates on a weekly basis with an active and loyal readership.

“Schools Week takes you to the edges and the heart of educational information and debates: to the places where political, philosophical and economic discussions are inescapable and to the real-life experiences where tears of dread and joy are shared. Schools Week gives more access than other similar publications to the backroom influences on education – the think-tanks and policy creators – enabling teachers and leaders to lift the veil of naivety from school management.”

Lisa Pettifer – Head of Teacher Development, NAHT

“I probably shouldn’t admit this, but *Schools Week* is the only newspaper I routinely read cover to cover. It does two things I love: proper old-style investigative journalism and beautiful data analytics. Both these things hold the Government to account in a way that no other education journalism currently does.”



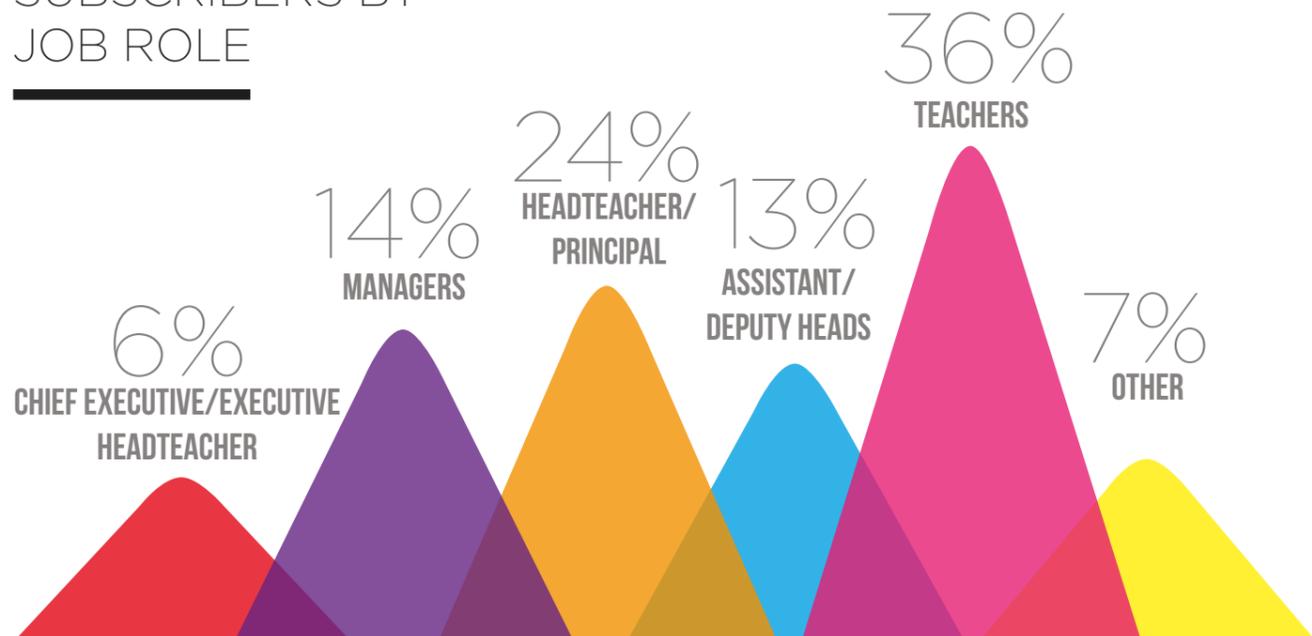
Rebecca Allen – Head of Datalab

“Schools Week has fast become essential reading for anybody involved in education. It is hard-hitting, investigative and inquiring and really gets to the core of the issue. Schools Week has become the first place I turn to for the low down on the latest education issue.”

Henry Stewart – co-founder, Local Schools Network

SCHOOLS WEEK

SUBSCRIBERS BY JOB ROLE



More than:
410,000+
Monthly page views
Up from 250,000 in Q1 2016

250,000+
Visits per month
Up from 120,000 in Q1 2016



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.

12,640+
Facebook likes

33,000+
Twitter followers



3,800
Print run

15,000+
Digital edition readership

37
Printed editions

28-40
full colour pages per edition focused on education

Print

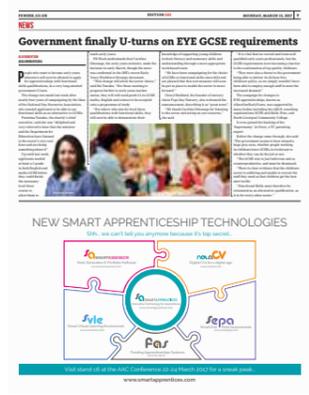
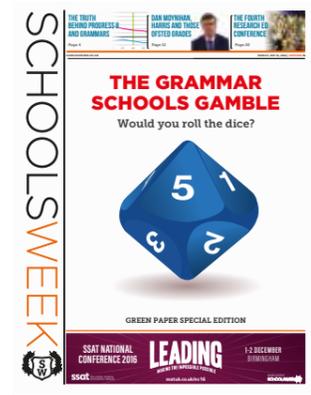
Schools Week is a superb platform from which to engage with potential applicants for your vacancies. Your recruitment adverts will effectively reach and engage with our niche and engaged audience.

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 job role. Your account manager will understand your needs and will work with you to ensure that your advert looks great and gives off the right message to potential candidates.

Print recruitment advertising starts from £300, for a three by five advert. Our pricing is simple to understand. You choose the space that you require and decide how you want to fill it. There are no additional charges for composite adverts.

All adverts that are inserted in the paper also receive a free featured job advert, worth £250. This will ensure that your advert has the widest possible reach.

Our experienced graphic designers can also design the advert for you.



Testimonial

“ Along came Schools Week. What a difference! This is the paper for me. Just the right size, excellent content by great journalists, real people from across the world of education sharing their views and lots of suggestions on where to go if you want or need more information or different viewpoints. I do not always agree with everything, particularly some of the book reviews, and I probably would not read it if I did! We teachers are contrary like that. But I love the fact that it embraces all perspectives, is fair in its reporting and analysis and brings me the very latest in “breaking” education news. It is fearless, fresh and honest. It makes me feel part of a community of professional thinkers that I want to get to know better. I also won a mug! And some sweets that I binged.

Carmel O'Hagan - PGCE course tutor

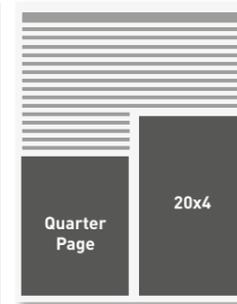


Rates

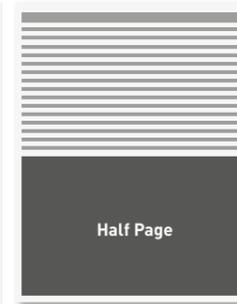
SCC = £25



FRONT PAGE STRIP
222mm (w) x 47mm (h)
£1,250



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



HALF PAGE
260mm (w) x 165mm (h)
£3,200



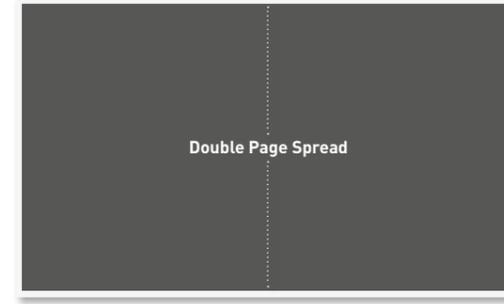
HALF PAGE VERTICAL
129mm (w) x 338mm (h)
£3,200



FULL PAGE
262mm (w) x 345mm (h)
£5,600

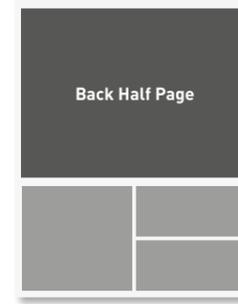


20x4 (RIGHT)
129mm (w) x 200mm (h)
£2,400



Double Page Spread
£10,000

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

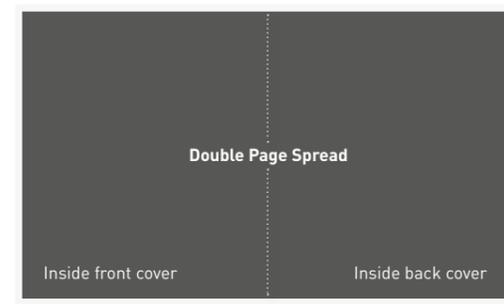


BACK HALF PAGE
262mm (w) x 175mm (h)
£3,750

Cover wrap package



Front Page



Double Page Spread
Inside front cover Inside back cover



Full Page

FRONT
220mm (w) x 340mm (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 **Vikrant.Bassi@lsect.com** should you wish to discuss advertising options with Schools Week.



Online



Premium products



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



HOMEPAGE BANNER:

630px(w) x 255px(h)
£1,500



PREMIUM BUTTON:

260px(w) x 200px(h)
£2,000

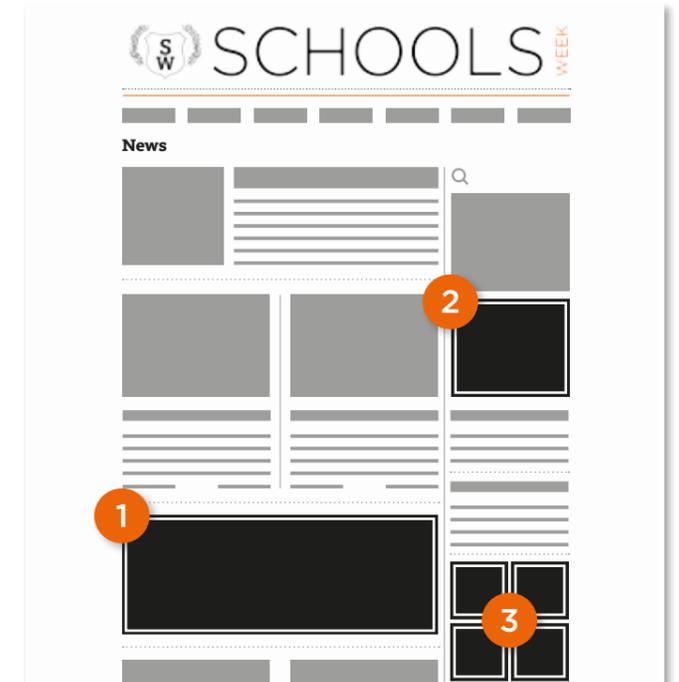
Buttons can be animated to include more information. Our designers can help with this process.



BUTTON:

125px(w) x 125px(h)
£800

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



Online creative solutions include:

- Banners
- Buttons
- Advertorials
- Animated Activity
- Video Content
- Client Takeover

Our display advertisers have included:



Schools Week is a superb platform from which to communicate your organisation's message to the Education sector.

Highly regarded and seen as the primary source for news, we are intouch with what works in the sector and what our readers want to see.

Therefore, placing your organisations message in Schools 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:	ONLINE:
262mm(w) x 165mm(h)	262mm(w) x 165mm(h)
650 words max	2,000 words max
1 week Edition	1 month allocation

£3,250 plus vat	£2,500 plus vat
*Includes Online	



Leaflets

LEAFLETS IN PRINTED EDITIONS :

Included in designated edition of Schools Week.

3,800 inserts required per edition.
Maximum page amount: 8 pages or fewer
Size requirement: A4 or smaller

£1500 plus vat per edition



Email Campaign

EMAIL INCLUSION IN WEEKLY NEWSLETTER :

Sent to a combined 30,000+ Schools Week and FE 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



Video advertising



VIDEO CONTENT:

Schools Week's exciting video advertising options are a great way to interact with our readers online.

Over 4 billion videos are viewed on YouTube daily. Why? Because Videos are a fun and interactive way to inform your target audience. They provide a great opportunity to offer a huge amount of information in a short amount of time. Thus allowing you to tell story and encourage our readers to share with their colleagues. Grab the attention of our high online readership today.

Placed in three top news articles or within advertorial: £2,000 per week or £1,000 in addition to cost of advertorial

1

Sidebar video placed on the right column of all £3,000 per week or £8,500 per monthIn Article/Advertorial

2

Supplements

Schools Week supplements are highly regarded in the Education 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 Schools Week and offer advertisers sole sponsorship opportunity.

Sole sponsorship of a Schools Week supplement is an innovative method for directly communicating to the sector while giving readers something useful they will retain for future reference.

Every Schools 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.

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

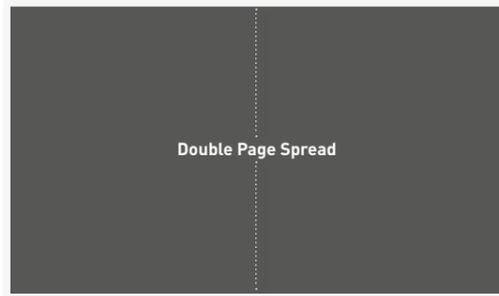
Supplement distribution

- Print-run of 4,000 and a copy sent to every Schools Week subscriber
- 100 copies sent to the sponsor (more if requested)
- Free digital copy advertised on Schools Week website
- A 'sponsored by' email to over 14,500 members directing them to the digital copy
- Several '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



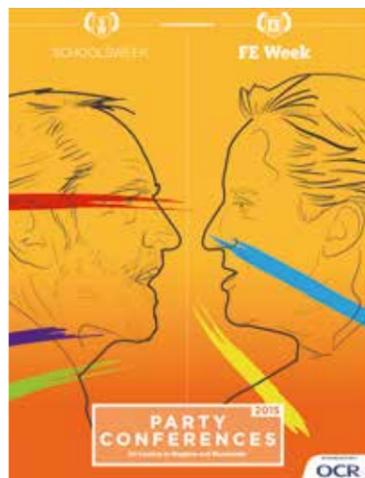
HALF PAGE:
255mm (w) x 165mm (h)
No bleed



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



BACK COVER:
254mm (w) x 340mm (h)
+ 5mm bleed

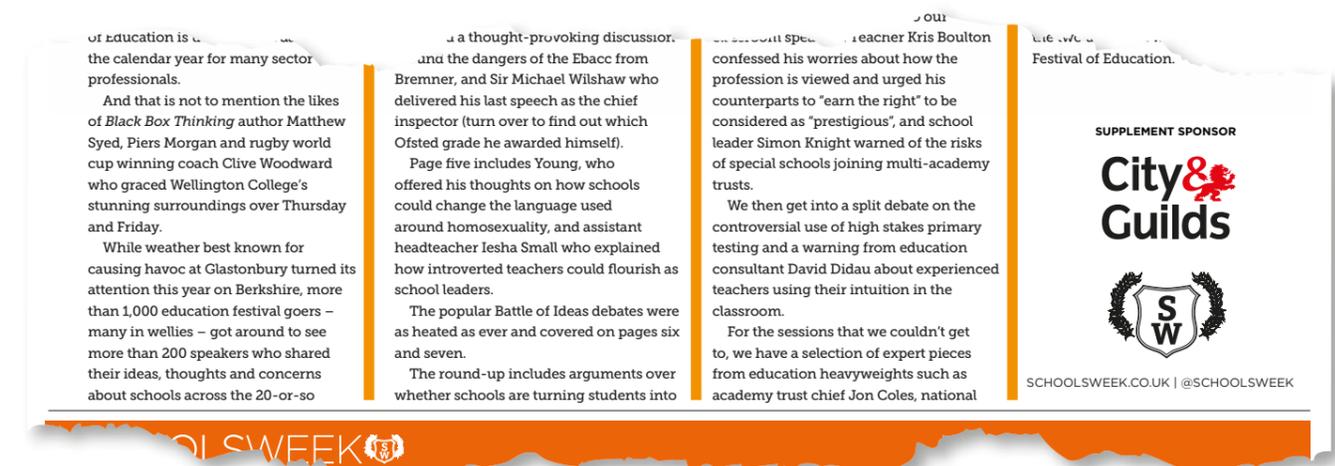


Your brand will receive maximum exposure

COMPANY LOGO ON FRONT PAGE (IN PARTNERSHIP WITH SCHOOLS WEEK)



COMPANY LOGO INCLUDED IN INTRODUCTION (INSIDE FRONT PAGE)



COMPANY LOGO TOP OF EVERY PAGE (INCLUSIVE OF TWITTER AND WEB ADDRESS)



Publication schedule

Edition Number	Press day	Issue Date
101	26/04/2017	28/04/2017
102	03/05/2017	05/05/2017
103	10/05/2017	12/05/2017
104	17/05/2017	19/05/2017
105	24/05/2017	26/05/2017
May half term		
106	07/06/2017	09/06/2017
107	14/06/2017	16/06/2017
108	21/06/2017	23/06/2017
109	28/06/2017	30/06/2017
110	05/07/2017	07/07/2017
111	12/07/2017	14/07/2017
Summer holidays		



While we are out of production during the summer holidays why not make the most of our highly effective online options. See pages 9-12 for more information.

Edition Number	Press day	Issue Date
112	13/09/2017	15/09/2017
113	20/09/2017	22/09/2017
114	27/09/2017	29/09/2017
115	04/10/2017	06/10/2017
116	11/10/2017	13/10/2017
117	18/10/2017	20/10/2017
October half term		
118	01/11/2017	03/11/2017
119	08/11/2017	10/11/2017
120	15/11/2017	17/11/2017
121	22/11/2017	24/11/2017
122	29/11/2017	01/12/2017
123	06/12/2017	08/12/2017
124	13/12/2017	15/12/2017
Christmas holidays		
125	10/01/2018	12/01/2018
126	17/01/2018	19/01/2018
127	24/01/2018	26/01/2018
128	31/01/2018	02/02/2018
129	07/02/2018	09/02/2018
February half term		
130	21/02/2018	23/02/2018
131	28/02/2018	02/03/2018
132	07/03/2018	09/03/2018
133	14/03/2018	16/03/2018
134	21/03/2018	23/03/2018
Easter holidays		
135	11/04/2018	13/04/2018
136	18/04/2018	20/04/2018
137	25/04/2018	27/04/2018
138	02/05/2018	04/05/2018
139	09/05/2018	11/05/2018
140	16/05/2018	18/05/2018
141	23/05/2018	25/05/2018
May half term		
142	06/06/2018	08/06/2018
143	13/06/2018	15/06/2018
144	20/06/2018	22/06/2018
145	27/06/2018	29/06/2018
146	04/07/2018	06/07/2018
147	11/07/2018	13/07/2018
148	18/07/2018	20/07/2018



A newspaper dedicated to putting schools first

www.schoolsweek.co.uk