



SCHOOLS WEEK

**DISPLAY ADVERTISING
MEDIA PACK
2019-20**



Get in touch!

Call 020 8123 4778 or email advertising@schoolsweek.co.uk
should you wish to discuss advertising options with Schools Week.



What is Schools Week?

A newspaper dedicated to putting schools first

Schools Week is a weekly digital newspaper and a primary source of news for thousands of professionals working across the schools and education sector. The newspaper prides itself on being the first to report on the news that matters and provide investigative and in-depth news articles. Readers know that Schools Week 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 to teachers; we are proud of our

diverse readership.

Schools Week is distributed to individual subscribers and on a multiple subscription basis (whereby whole organisations subscribe), as well as to 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 education sector.

By advertising with Schools Week, you know that your brand will be taken directly to a targeted and influential audience. Please contact our team today to discuss how we can assist with promoting your organisation's message to the education sector.



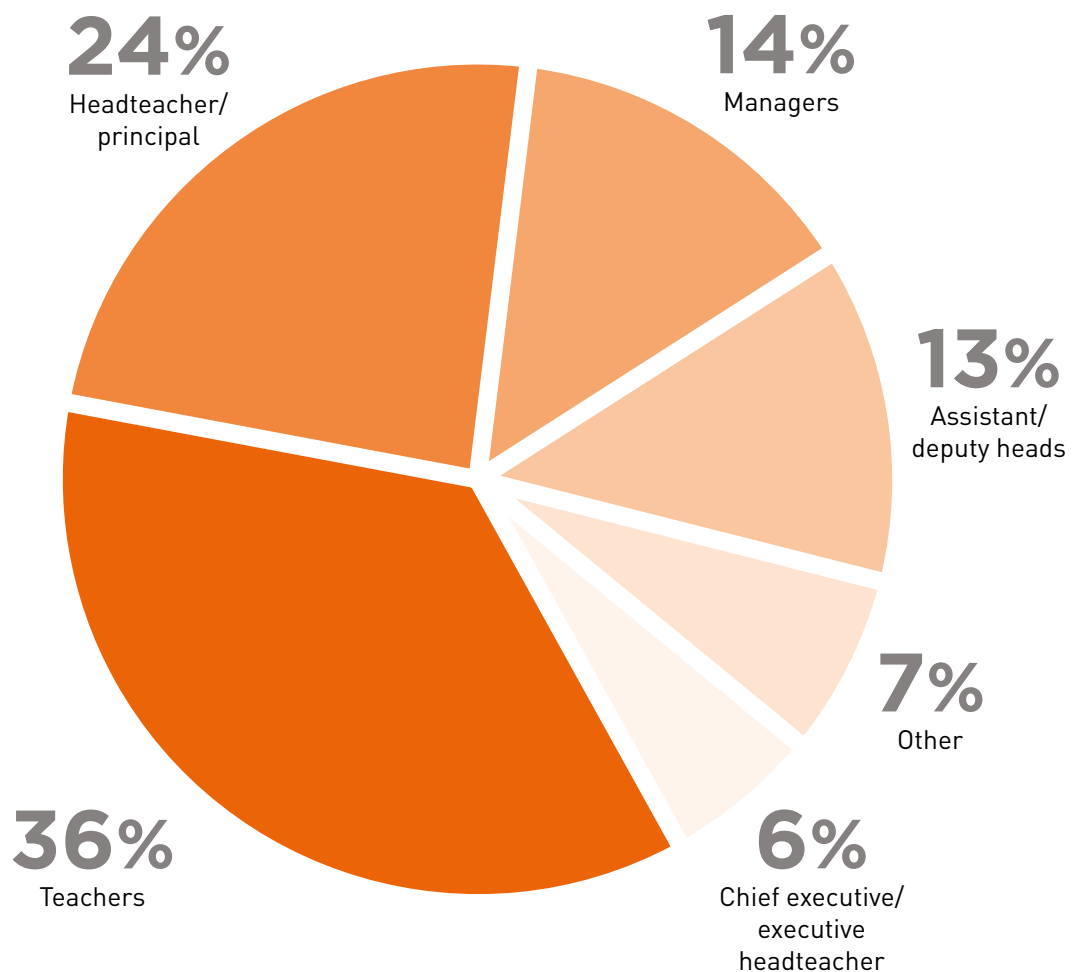
Who reads Schools Week?

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.

SUBSCRIBERS BY JOB ROLE



Schools Week in numbers

550,000+

monthly page views (up from 375,000 2017/18)



361,000+

visits per month (up from 305,000 2017/18)



40+

pages per edition



61,000+ Twitter followers



17,500+

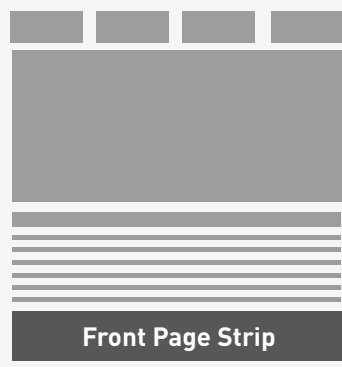
digital edition readership

DIGITAL EDITION ADVERTISING



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

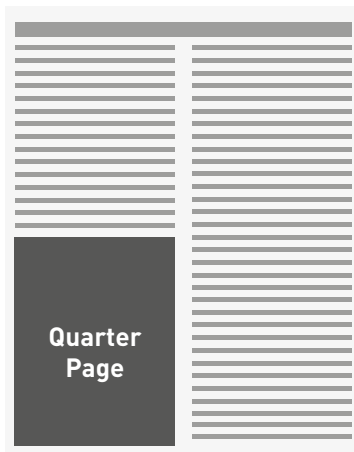
**SCHOOLS
WEEK**



FRONT PAGE STRIP

196mm (w) x 32mm (h)

£1,250



Quarter
Page

QUARTER PAGE

96mm (w) x 132mm (h)

£800



Half Page

HALF PAGE

196mm (w) x 132mm (h)

£1,500



Full Page

FULL PAGE

210mm (w) x
297mm (h)

£2,250



Full Page

FULL BACK PAGE

210mm (w) x
297mm (h)

£1,500



Get in touch!

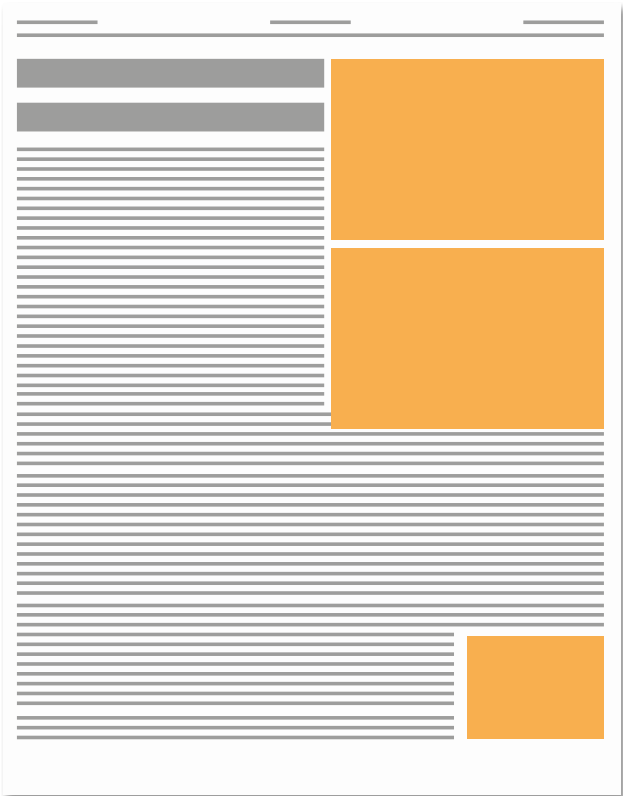
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Advertorial

Artwork will be designed by our Design team and sent to the client for approval. Artwork will be reviewed by our Editor.

DIGITAL EDITION:	ONLINE:
196mm (w) x 265mm (h)	2,000 words max
650 words max	3 images
1 week Edition	1 month allocation
£2,500	£2,000
*Includes Online	



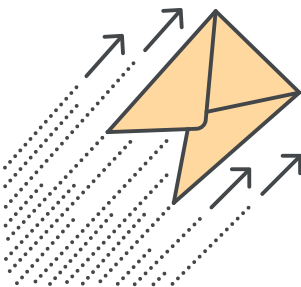
Email campaign

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 per email



ONLINE ADVERTISING

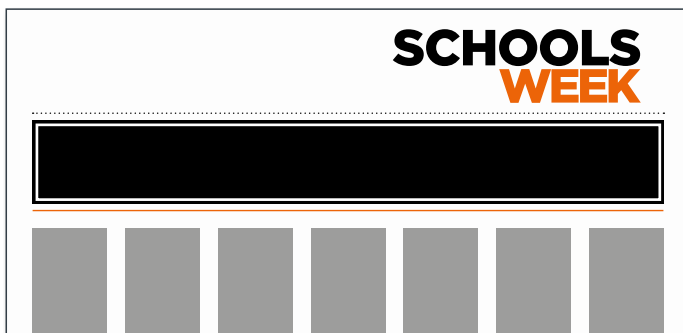


PREMIUM BUTTON:

310px(w) x160px(h)

£1200 per month

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
186	12/09/2019	13/09/2019
187	19/09/2019	20/09/2019
188	26/09/2019	27/09/2019
189	03/10/2019	04/10/2019
190	10/10/2019	11/10/2019
191	17/10/2019	18/10/2019

Edition Number	Press day	Issue Date
October half-term		
192	31/10/2019	01/11/2019
193	07/11/2019	08/11/2019
194	14/11/2019	15/11/2019
195	21/11/2019	22/11/2019
196	28/11/2019	29/11/2019
197	05/12/2019	06/12/2019
198	12/12/2019	13/12/2019
Christmas holidays		
199	09/01/2020	10/01/2020
200	16/01/2020	17/01/2020
201	23/01/2020	24/01/2020
202	30/01/2020	31/01/2020
203	06/02/2020	07/02/2020
204	13/02/2020	14/02/2020
February half term		
205	27/02/2020	28/02/2020
206	05/03/2020	06/03/2020
207	12/03/2020	13/03/2020
208	19/03/2020	20/03/2020

Edition Number	Press day	Issue Date
209	26/03/2020	27/03/2020
210	02/04/2020	03/04/2020
Easter holidays		
211	23/04/2020	24/04/2020
212	30/04/2020	01/05/2020
213	07/05/2020	08/05/2020
214	14/05/2020	15/05/2020
215	21/05/2020	22/05/2020
May half term		
216	04/06/2020	05/06/2020
217	11/06/2020	12/06/2020
218	18/06/2020	19/06/2020
219	25/06/2020	26/06/2020
220	02/07/2020	03/07/2020
221	09/07/2020	10/07/2020
Summer holidays		
222	10/09/2020	11/09/2020



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Notes

SCHOOLS **WEEK**

A NEWSPAPER DEDICATED TO PUTTING SCHOOLS FIRST

WWW.SCHOOLSWEEK.CO.UK