



**ED**<sup>JOBS</sup>  
**Week**

BROUGHT TO YOU BY  
**SCHOOLS WEEK**  
**AND FE WEEK**

# Media Pack 2019/20

An affordable recruitment solution for the education sector

Brought to you by

**SCHOOLS**  
**WEEK**

“

**A cost-effective recruitment service designed for jobs in schools, colleges and education; leadership, management, teaching and administration.**

”

EduWeek Jobs is a recruitment service using both print and online solutions to fill vacancies in schools, colleges and education. EduWeek Jobs is brought to you by *Schools Week* and *FE Week*, two leading and influential newspapers serving the schools, further education and skills sectors.

Education leaders across the country read *Schools Week*. Our editorial content is strong on policy news and attracts switched-on, highly engaged readers. This makes EduWeek Jobs the ideal place to advertise roles in any school or education organisation.

Our influential readership means that your job adverts will be seen by decision-makers and leaders from across the world of education. Our audience includes headteachers, managers, governors, teachers, policy experts and multi academy trust executives across the UK.

Education Week Jobs is a platform that advertises job vacancies in an effective and user-friendly approach. By linking the *Schools Week* editorial website to the jobs board, our audience is directly presented with the opportunity to look out for and plan their next step.

With prices starting at £95 per vacancy and a dedicated account manager on hand to assist with your campaign, EduWeek Jobs is here to make your recruitment process that bit easier.



**Shane Mann**  
Managing director, Lsect Ltd,  
Publisher of *Schools Week* & *FE Week*

# Why advertise with EduWeek Jobs?

## **SIX** reasons to use EduWeek Jobs:

### **A highly engaged and inquisitive readership**

*Schools Week* is targeted at professionals who have a strong knowledge of and interest in the Schools sector. By advertising with EduWeek Jobs, your vacancy will be taken directly to your target audience.

### **Honesty is the best policy**

We know our audience and what will appeal to them. Simultaneously, we want our clients to receive good value for money. We will not accept a role that we do not believe will be of interest to our readers. We want to see a successful recruitment campaign as much as our clients do.

### **Dedicated account manager**

You will have a dedicated account manager who will be responsible for your campaign, from the initial enquiry to the closing date. They will gain an understanding of your school and vacancy, and recommend what will work best for the role you are recruiting

### **Simple and clear pricing**

Our pricing is straightforward. There are no additional charges for leadership roles, attachments or logos. If you do not successfully appoint first time around, we will re-advertise your role free of charge.

### **Quick turnaround**

Our team will upload your jobs quickly, with most vacancies going live within the hour after booking. Adverts in our digital edition can be designed by the Schools Week design team, who can provide bespoke advert artwork for your school within a few hours.

### **Job adverts in the digital edition**

Advertising opportunities available the classified section of Schools Week, where your vacancies will be seen by passive job seekers and the highest quality candidates from the education sector.

## TESTIMONIALS

“

I have always found Schools Week very helpful. They reach a large audience and support with many of our vacancies. I am very satisfied with their service and would recommend them highly

**Katherine Anderson** - Recruitment Officer, The Shared Learning Trust

“

As a recruiter for an MAT of 34 Academies, I have been very impressed with the professional support we have received from Schools Week and the quick turnaround time they provide for our advertised vacancies.

**Rosemary Sullivan** - HR Administrator, David Ross Education Trust

“

Schools Week have always been very responsive and helpful in supporting our recruitment process.

**Robert Craig** - Head of Strategy & Operations, Enabling Enterprise

“

When our multi-academy Trust needed to use Schools Week and Education Week Jobs at very short notice for a difficult to fill role, their straightforward and flexible approach to helping with our advertising need and dealing with our requests and adjustments so positively was greatly appreciated.

**Jan Steel** - Director of HR, Active Learning Trust

## *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



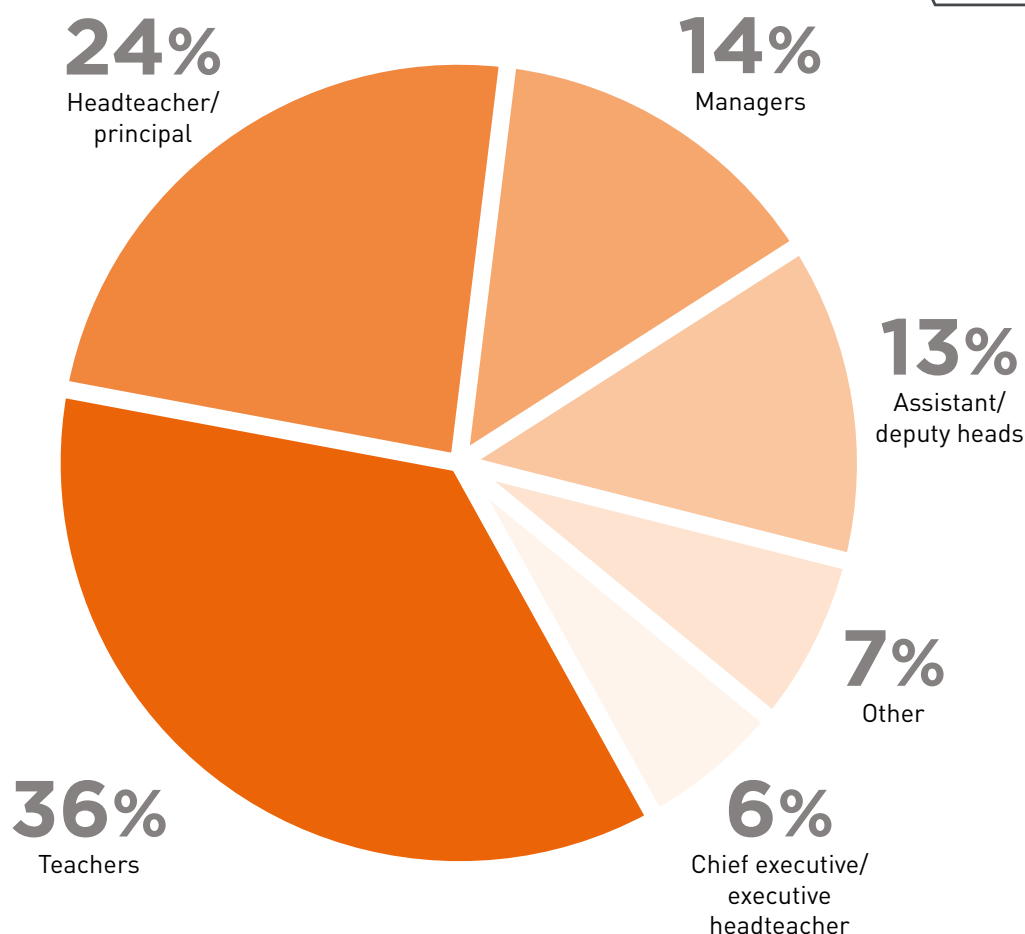
# 61,000+ Twitter followers



# 17,500+

digital edition readership

## SUBSCRIBERS BY JOB ROLE



*Our recruitment advertisers have included:*





# Advertising solutions

*Schools Week* is a weekly digital newspaper read by 15,000+ education professionals and is a highly effective platform from which to attract potential candidates. If you are seeking to reach professionals who have a strong knowledge of and experience in the schools sector, *Schools Week* will be able to take your opportunities directly to your target audience.

The advertising process is simple: you choose the space that you need and you decide how you want to fill it. There are no additional charges for composite adverts and artwork design is included in the rate. All adverts placed in our digital edition also receive a free featured online listing, worth £295. This will ensure that your advert has the widest possible reach – both online and in the digital edition. Contact our team today to discuss how we can assist with your campaign.



## Benefits of advertising in the digital edition

### CREDIBILITY

Adverts in our digital edition provide a greater sense of legitimacy

### BRANDING

Prominent exposure and recognition in the the classified section of the digital edition

### TARGETED MARKETING

Effectively reach key decision makers from the education sector

### MORE ENGAGING

Adverts in our digital edition are linked to the EduWeek Jobs board, allowing readers to immediately access more information and apply

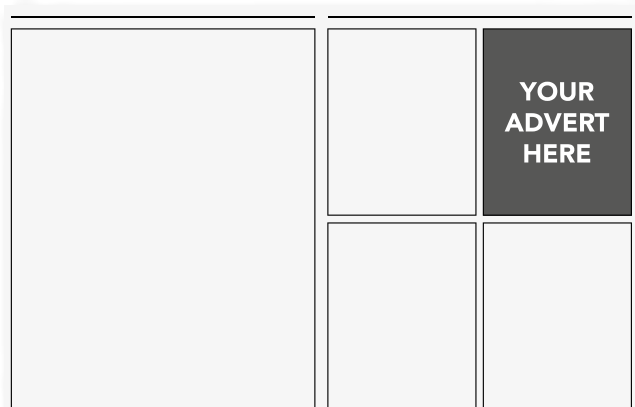


# Digital Edition Advertising Options



*Schools Week* offers interactive advertising – place a hyperlink behind your advert to take readers directly to your online listing, where they can apply immediately

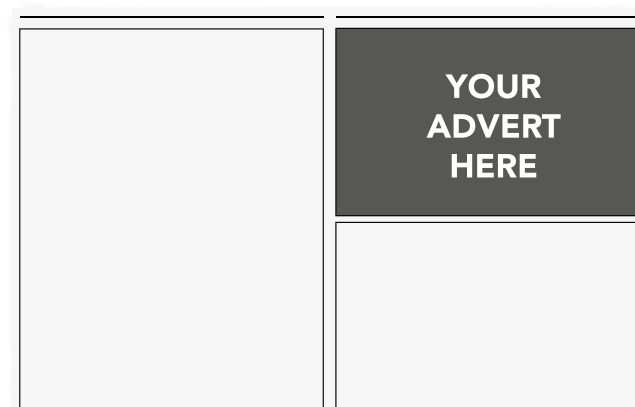
## QUARTER PAGE



96mm (w) x 132mm (h)

**£395**

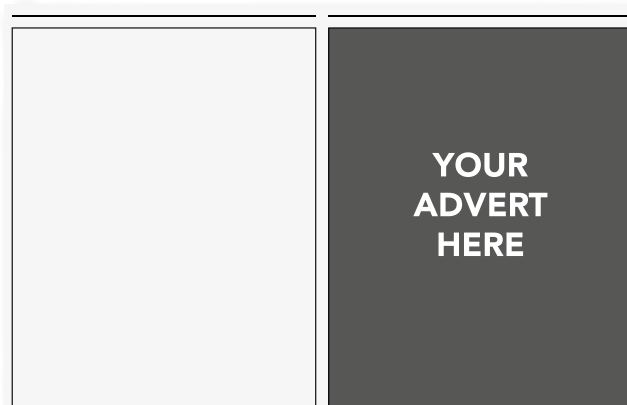
## HALF PAGE



196mm (w) x 132mm (h)

**£595**

## FULL PAGE



196mm (w) x 265mm (h)

**£745**

**All adverts in the digital edition receive an online  
Featured Listing included in the rate**

**SCHOOLS WEEK**  
**Artwork deadline:**  
**Wednesday at 17:00**

# Online advertising

Online advertising can be booked independently of the digital edition and is available in four forms: Basic Listing, Featured Listing, Featured Boost, or our premium position, Featured Job of the Week.

Our experienced advertising team will give you the best advice to achieve your recruitment objectives. We understand that a successful and efficient recruitment campaign is essential to any organisation. We provide a quick turnaround when it comes to uploading jobs online, with jobs typically going live within an hour of booking.



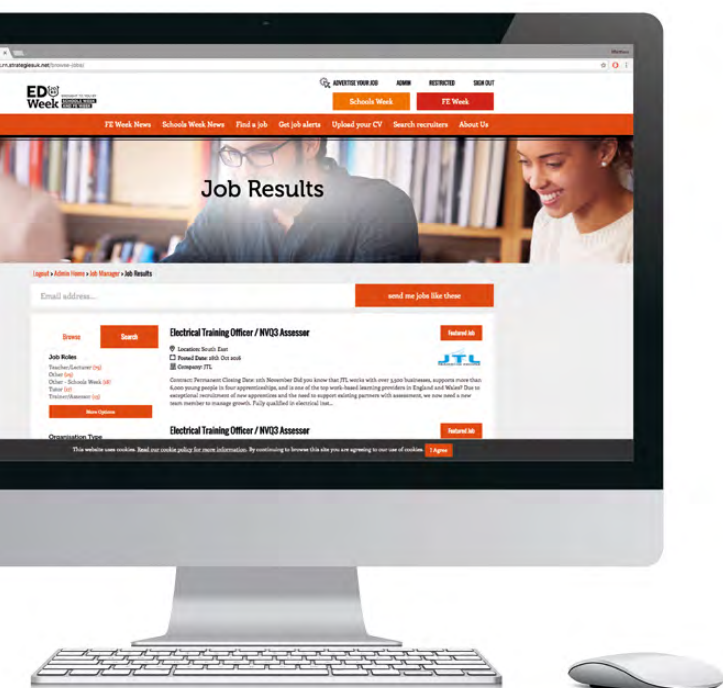


# Online advertising options

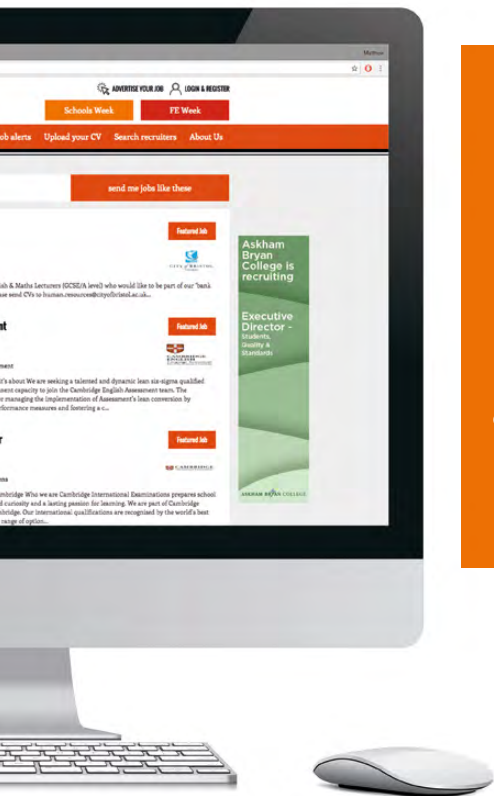
	Basic £95PM	Featured £295PM	Featured Boost £150 Upgrade	Featured job of the week £650PM
ONLINE LISTING	●	●	●	●
COMPANY LOGO	●	●	●	●
COMPANY BIO	●	●	●	●
UNLIMITED TEXT	●	●	●	●
ATTACHMENTS	●	●	●	●
PREMIUM ONLINE POSITIONING		●	●	●
INCLUSION IN WEEKLY JOBS EMAIL		●	●	●
POSTED ON SOCIAL MEDIA ACCOUNTS		●	●	●
BUTTON ON SCHOOLSWEEK.CO.UK			●	
TOP POSITION IN WEEKLY JOBS EMAIL PLUS BANNER ADVERT AT THE TOP				●
LARGE FEATURED BUTTON ON SCHOOLSWEEK.CO.UK				●
SKYSCRAPER ADVERT ON THE EDUWEEK JOBS BOARD				●

## FEATURED JOB OF THE WEEK INCLUDES THREE PREMIUM ONLINE ADVERTS:

- A **premium button** advert on every page of the Schools Week website
- A **skyscraper advert** on every page of the EduWeek Jobs website
- A **banner advert** at the top of our weekly jobs email



620 X 120 PX



To advertise with *Schools Week* please contact us on **0208 1234 778** or email **[advertising@schoolsweek.co.uk](mailto:advertising@schoolsweek.co.uk)** to talk to a member of our team.

# 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



# ED <sup>JOBS</sup> Week

BROUGHT TO YOU BY  
**SCHOOLS WEEK**  
**AND FE WEEK**



We're proud to be  
a member of:

**besa** |   
BRITISH EDUCATIONAL  
SUPPLIERS ASSOCIATION

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