

ED Week

**An affordable recruitment solution for the
education sector**

SCHOOLS WEEK

What is EduWeek Jobs?

“

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.

“

We share your recruitment opportunities with our audience of influencers

”

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?

EduWeek Jobs recruitment advertising

**Simple,
Affordable,
Effective.**

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

We do not have additional supplements for adverts. Our classified job adverts are placed in the very centre of the digital edition.

Statistics:

500,000+

Monthly page views

up from 250,000 monthly average in 2017

15,000+

Digital edition readership

305,000+

Visits per month

up from 250,000 in Q1 2017

37+

Digital editions per annum

178,500+

Monthly unique visitors

up from 125,500 in Q1 2017

40+

Full colour pages per edition
focused on schools

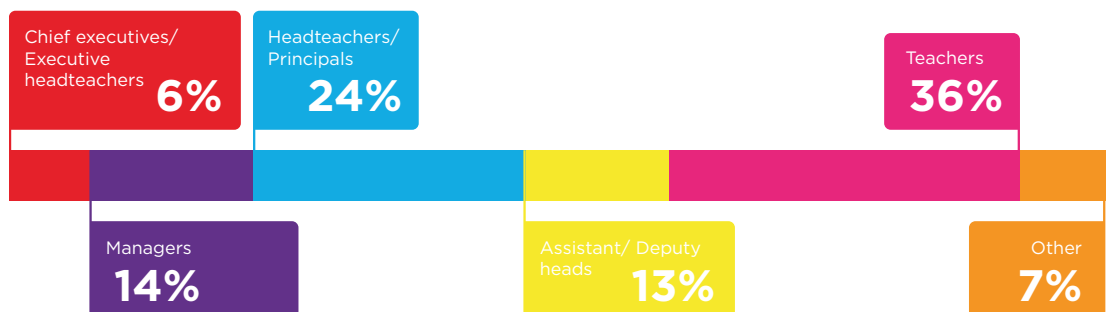
14,500+

Facebook likes

47,100+

Twitter followers

**Subscribers by
job role:**



**Our recruitment
advertisers
have included:**



Advertising solutions

Schools Week is a highly effective platform from which to engage potential applicants, especially now that our classified advertising section is found in the middle of the digital edition.

Your vacancy will be seen by our switched-on, highly engaged and inquisitive readers; the people you want to apply for your vacancies read *Schools Week*.

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

Our pricing is simple to understand: you choose the space that you need and you decide how you want to fill it. There are no additional charges for composite adverts.

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.

BENEFITS

Credibility

Adverts in our digital edition provide a greater sense of legitimacy

Branding

Prominent exposure and recognition in the centre of the digital edition

Targeted marketing

Effectively reach key decision makers from the education sector

More engaging

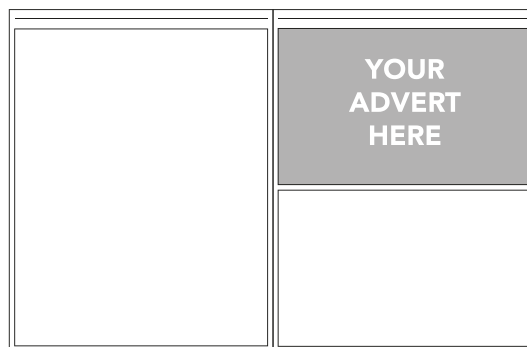
Adverts in our digital edition are linked to the EduWeek Jobs board, allowing readers to immediately access more information and apply



Quarter page

£395

130mm x 164mm (WxH)



Half page (horizontal)

£595

262mm x 165mm (WxH)



Full page

£745

262mm x 330mm (WxH)

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

**SCHOOLS WEEK
ARTWORK DEADLINE
WEDNESDAY AT 17:00**

Why Online?

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.

FEATURED JOB OF THE WEEK

Our top slot, Featured Job of the Week, provides 3 animated GIF adverts in several premium positions across our online platforms, and on average receives 10x more views than a featured job listing. It includes:

- A premium button at the top of the Schools Week editorial website.
- A skyscraper advert on every page of the EduWeek Jobs website
- A banner advert at the very top of our weekly jobs email
- A Featured Listing for one month

There is only one slot available per week, so we advise booking in advance

Available for £650

NEW! FEATURED BOOST

Your vacancy advertised on a Button advert on the Schools Week editorial homepage

- 310px x 160px

Available as an upgrade on Featured Listings and Print adverts for an additional £150

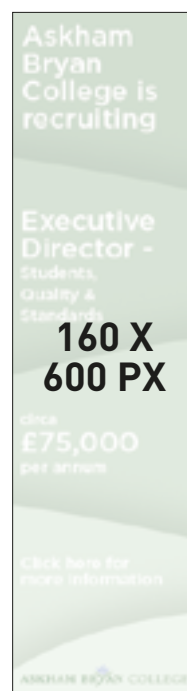


Online advertising options

	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

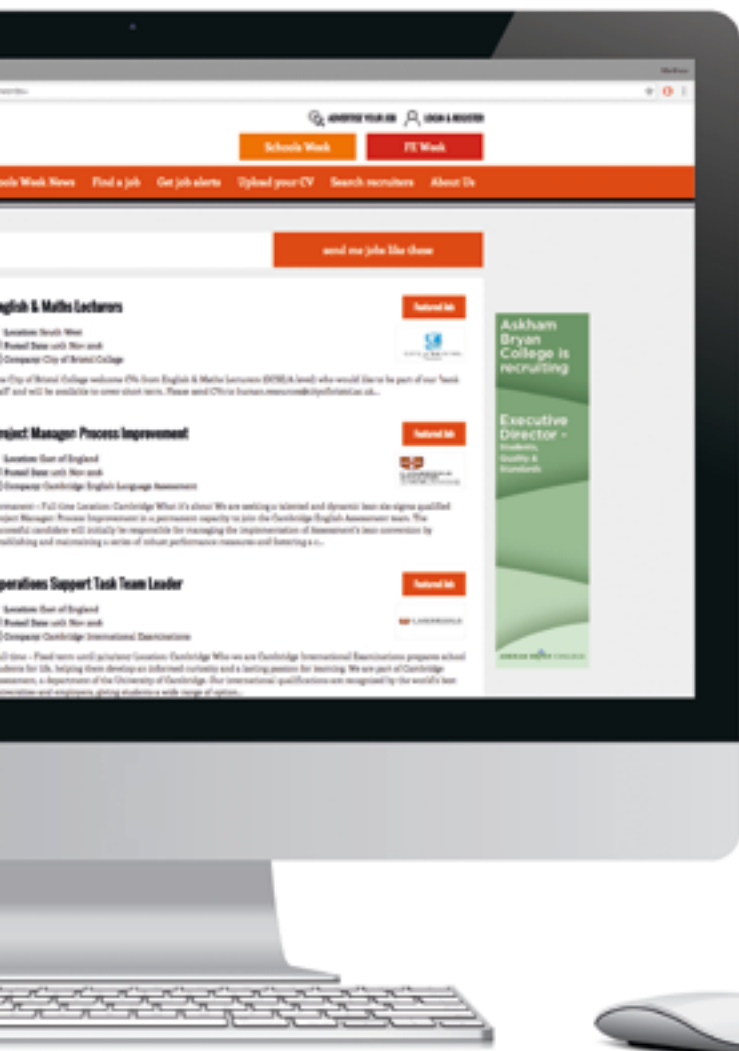


Get in touch today

To advertise with *Schools Week* please contact us on **0208 1234 778** or email **advertising@schoolswweek.co.uk** to talk to a member of our team.

June - July 2018

Edition no.	5PM deadline	Edition date
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
Summer holidays		



SCHOOLS WEEK

Edition no.	5PM deadline	Edition date
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
October half term		
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
Christmas holidays		
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
February half term		
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
Easter holidays		
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
May half term		
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
Summer holidays		

ED Week JOBS

UNLIMITED
OFFERS



UNLIMITED PACKAGE OFFERS

UNLIMITED ONLINE JOB ADVERTISING PACKAGES

Purchase your package to make big savings. Rates displayed are per school or organisations. Group and MAT rates are available on request.

12 MONTHS' UNLIMITED BASIC LISTINGS: £3,000

Unlimited online listings for your organisation. Basic listing includes your company logo, unlimited text, attachments and mailshots to relevant job seekers.

12 MONTHS UNLIMITED FEATURED LISTINGS: £5,000 +35% off recruitment adverts in FE Week

Ensure your advert stands out! Unlimited featured online listings for your organisation. Featured listings include: enhanced visibility on our website, posts on our social media accounts, inclusion in our weekly jobs email sent to over 30,000 education professionals, and all the benefits of a basic listing – your company logo, unlimited text, attachments and emails to relevant job seekers.



BROUGHT TO YOU BY
SCHOOLS WEEK
AND FE WEEK

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a member of:



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