



MEDIA PACK 2016-17

A PRINTED AND ONLINE WEEKLY NEWSPAPER DEDICATED TO THE SCHOOLS SECTOR



SCHOOLSWEEK

SCHOOLSWEEK.CO.UK | [@SCHOOLSWEEK](https://twitter.com/SCHOOLSWEEK)

ALL RATES APPLICABLE FROM APRIL 1, 2016

What is School

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
managing director

Lsect Ltd
(publisher of *Schools Week*)



MEET THE TEAM

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o/s Week?

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.



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Who reads **Sc**

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.”



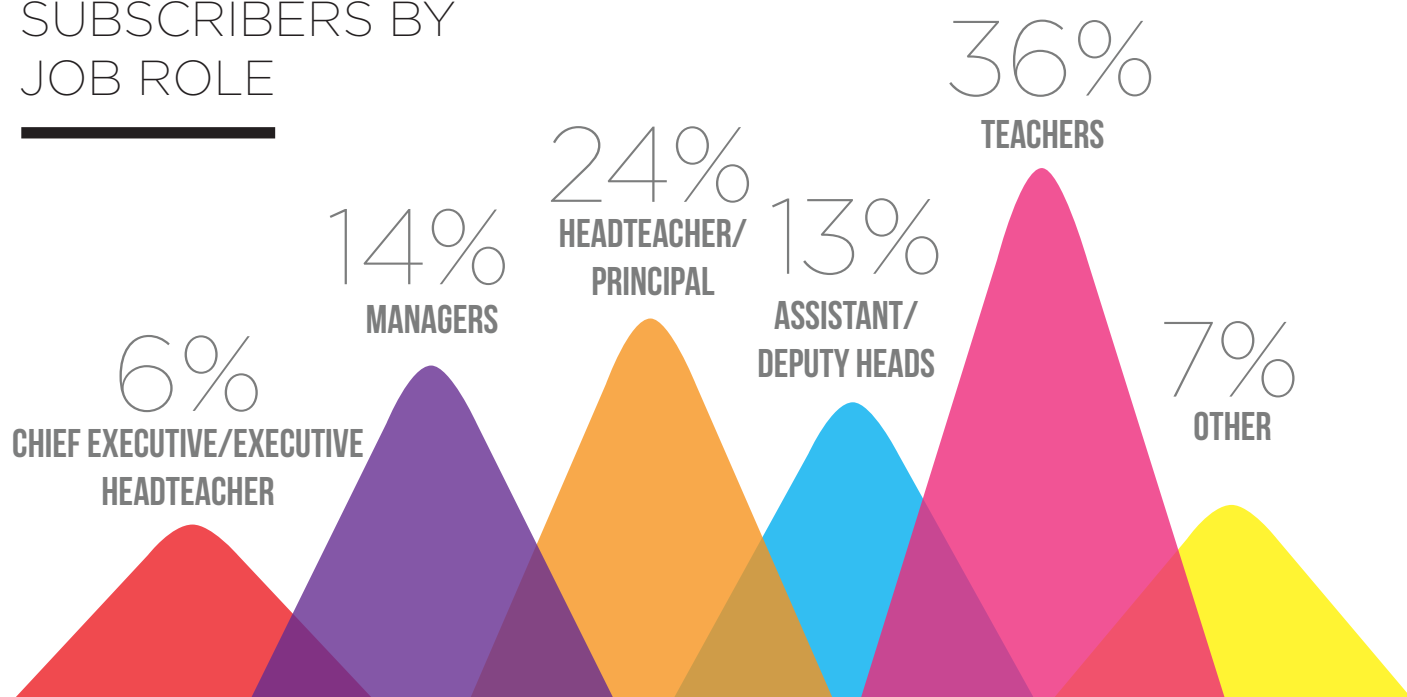
Rebecca Allen – Head of Datalab

“*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



Schools Week?

More than:

300,000+

Monthly page views

Up from 165,000 in summer 2015



190,000+

Visits per month

Up from 90,000 in summer 2015

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 2016.

105,000+

Monthly unique visitors

Up from 52,000 in 2015

10,000+

 **Facebook likes**

21,000+

 **Twitter followers**



3,000

print run



9,000+

Digital edition readership



37

printed editions



24-36

**full colour pages per edition
focused on education**

ARE YOU LOOKING FOR YOUR NEXT ROLE?

**YOUR SEARCH FOR A
NEW CAREER STARTS HERE...**

schoolsweek.co.uk/jobs

The Schools Week newspaper and online content is aimed at teachers with a broad interest in education policy and finance, as well as aspiring, middle & senior managers, leaders and governors across the whole school sector in England. If you are one of these, then our online jobs board will assist in securing you that next education career step.

How can the Schools Week Jobs Board help with your search?

- Includes the latest jobs from the schools sector so you don't miss new opportunities
- Specialises in mid-senior roles making sure advertisements are relevant to your search
- Easy to navigate, making the search simple and stress-free
- No need to register in order to view roles, meaning the application process is quick and confidential

JOBS





DISPLAY ADVERTISING

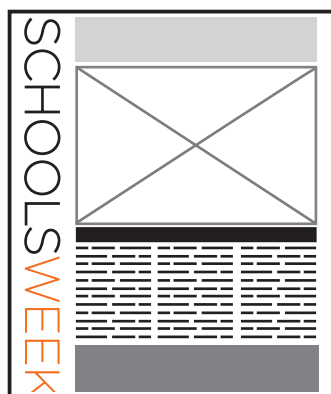


I was a pretty useless policy adviser when I was at the DfE. Why? Because I just didn't have the knowledge I needed about how our education system works. Great teachers understand how their classroom connects to their school and great leaders know how their school connects to the system. From inserts that break down how progress 8 works to research reviews and profiles of the best and brightest minds in our field, *Schools Week* has it all. I read it, I know more, I'm better at my job and my pupils benefit. ”

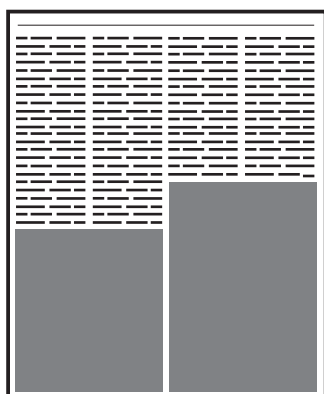
Matt Hood – Head of Projects at School 21

RATES

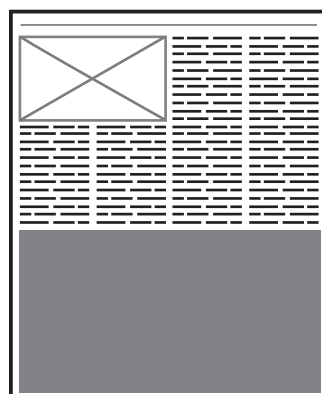
BESPOKE AD SIZES ARE AVAILABLE BASED ON SCC RATE: SCC = £25



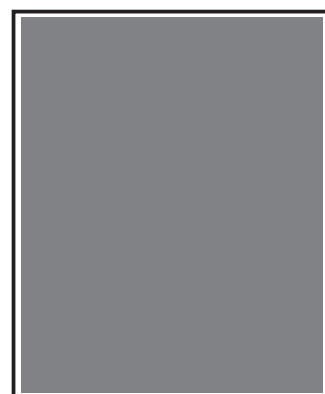
FRONT PAGE BANNER
223mm (w) x 47mm (h)
£1,250



QUARTER PAGE (LEFT)
130mm (w) x 164mm (h)
£1,600

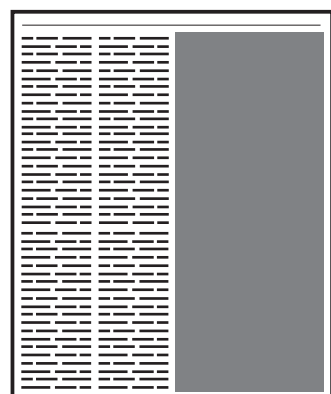


HALF PAGE
262mm (w) x 164mm (h)
£3,200

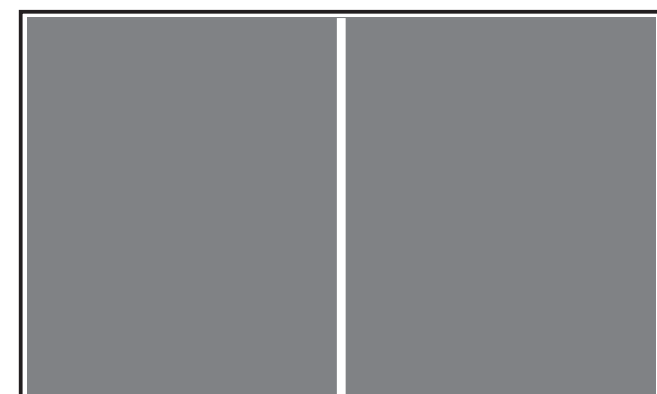


FULL PAGE
262mm (w) x 345mm (h)
£5,600

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

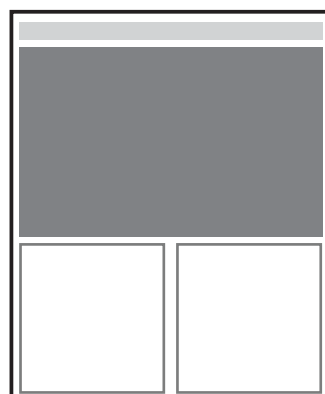


HALF PAGE VERTICAL
130mm (w) x 338mm (h)
£3,200



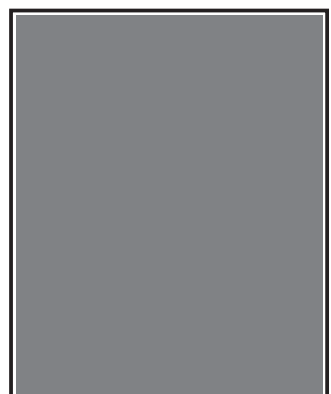
DPS
545mm (w) x 345mm 9h
(no bleed)
£10,000

SUPPLEMENT DPS:
Type: 520mm (w) x
340mm, Trim: 530mm (w)
x 350mm, + bleed 5mm

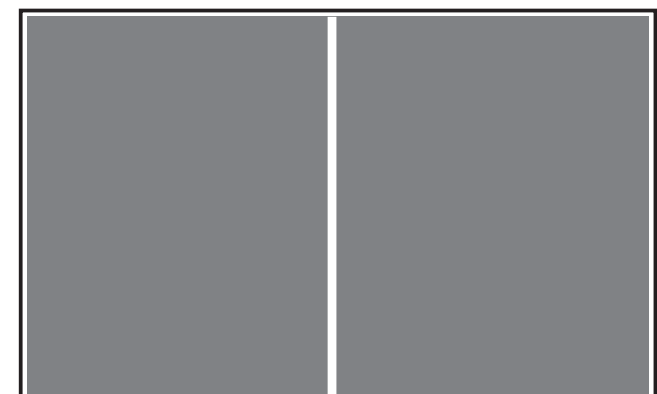


OUTSIDE BACK
262mm (w) x 185mm (9h)
£3,750

COVER WRAP



BACK PAG
273 (w) x 345mm (h)
no bleed



SPREAD - inside and back cover
544 (w) x 345mm (h)
no bleed



FRONT PAGE
223mm (w) x 345mm (h)

Cover wrap package price | £15,000

Display advertising



SCHOOLS WEEK

THURSDAY, MARCH 24, 2016

SUBSCRIBE | ADVERTISING | ABOUT | CONTACT US | WEBINAR | LOG IN | SCHOOLS^{WEEK}

NEWS | OPINION | PROFILES | REVIEWS | BULLETIN | SUPPLEMENTS | ARCHIVE | JOBS

News

Search Schools Week

NEW School absence rates rise in line with pupil illness

Pupil illness has continued to be the driving cause for increased school absence, according to official government statistics. Figures from the Department for Education (DfE) show overall absence...

Billy Camden | 15:06, Mar 24, 2016

NEW Perry Beeches academy trust paid £1.3m to private company run by 'superhead' Liam Nolan

An academy trust funnelled more than £1m as a "second salary" to a private company whose "superhead" was a sole director, a government investigation has revealed today. Perry Beeches The...

John Dickens | 13:27, Mar 24, 2016

NEW Morgan to be grilled by MPs over white paper academies plan

Education secretary Nicky Morgan will be grilled by MPs over her plans for education next month. Ms Morgan will appear in front of the House of Commons education...

Freddie Whittaker | 11:48, Mar 24, 2016

THE FUTURE OF HEALTH AND SOCIAL CARE TEACHING STARTS HERE

OCR
Oxford Cambridge and RSA

Cambridge Nationals
Cambridge Technicals

NEW The 6 secrets of school turnarounds as revealed by study of 160 academies

What does the British Olympic boxing team and a successful academy have in common? Researchers have found that high performance in both can be traced back to similar...

Sophie Scott | 5:00, Mar 24, 2016

NEW 'Achieving Excellence Areas' to receive targeted support

Areas of England with low standards for learners and poor capacity to improve are to be targeted for extra support, with a focus on improving the supply of...

Freddie Whittaker | 5:00, Mar 24, 2016

NEW Parenting skills least important for school governors, survey finds

Fewer than one in ten governors say parenting skills are important for membership of a governing body, a new survey shows. The white paper announcement that reserved spots...

John Dickens | 5:00, Mar 24, 2016

NEW Excluded pupils will still count in school's results

The practice of academies that exclude pupils to skew their results and claim "rapid improvements" is set to be stamped out under reforms that will keep schools accountable...

John Dickens | 5:00, Mar 24, 2016

JOBS

Qualified Early Years, Key Stage 1, Key Stage 2 teachers

September 2016

COBDOLM PRIMARY ACADEMY

Discover TL Schools
a new programme from teachingleaders

MOST READ

Teacher's band releases anti-academies punk single 'Nicky Morgan's eyes'
"Nicky don't need her eyes to see. Nicky has parted from reality." That's the last line of a punk protest song...

Headteacher promises 'non-corporate' academy chain if forced to convert
A York headteacher is promising parents his school will not become a "corporate" operation if forced to become an academy...

The 6 secrets of school turnarounds as revealed by study of 160 academies
What does the British Olympic boxing team and a successful academy have in common? Researchers have found that high performance...

Want to develop your middle leadership team?
The vocational specialist for school...

FOR COMPUTER SCIENCE

5SAT ACHIEVEMENT SHOW 2016

online spec:

1



Everyone's talking about...

630 X 255



LARGE BANNER:
630px(w) x 255px(h)
£2,000 per month

Online creative solutions include:

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

2



260 X 200

THE COLLEGE OF TEACHING

PREMIUM BUTTON:
260 px(w) x 200px(h)
£2,000 per month

3



260 X 200

BUTTON:
125px(w) x 125px(h)
£800 per month

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

Our display advertisers have included:



SUPPLEMENTS

Schools Week supplements have already become well regarded in the schools 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 an *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.

During 2014/15 supplement topics ranged from a guide to league tables to an exploration of the English baccalaureate.

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 (528mm wide x 350mm high plus a 5mm bleed)
- Full page advert on outside back cover (264mm wide x 350mm high plus a 5mm bleed)
- 650-word comment/expert piece

Supplement distribution

- Print-run of 3,000 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 subscribers directing them to the digital copy
- Several 'sponsored by' tweets with a link to the digital copy

£15K PER SUPPLEMENT OR TWO FOR £30K WITH £10K ADDED VALUE ADVERTISING



SPONSORSHIP

Your brand will receive maximum exposure

(Full details of what is included is available on the previous page)

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)



SEPTEMBER - JULY 2017

| EDITION | PRESS DAY | ISSUE DATE |
|---------------------------|-------------|-------------|
| 75 | 14-SEP-2016 | 16-SEP-2016 |
| 76 | 21-SEP-2016 | 23-SEP-2016 |
| 77 | 28-SEP-2016 | 30-SEP-2016 |
| 78 | 05-OCT-2016 | 07-OCT-2016 |
| 79 | 12-OCT-2016 | 14-OCT-2016 |
| 80 | 19-OCT-2016 | 21-OCT-2016 |
| OCTOBER HALF TERM | | |
| 81 | 02-NOV-2016 | 04-NOV-2016 |
| 82 | 09-NOV-2016 | 11-NOV-2016 |
| 83 | 16-NOV-2016 | 18-NOV-2016 |
| 84 | 23-NOV-2016 | 25-NOV-2016 |
| 85 | 30-NOV-2016 | 02-DEC-2016 |
| 86 | 07-DEC-2016 | 09-DEC-2016 |
| 87 | 14-DEC-2016 | 16-DEC-2016 |
| CHRISTMAS HOLIDAYS | | |
| 88 | 04-JAN-2017 | 06-JAN-2017 |
| 89 | 11-JAN-2017 | 13-JAN-2017 |
| 90 | 18-JAN-2017 | 20-JAN-2017 |
| 91 | 25-JAN-2017 | 27-JAN-2017 |
| 92 | 01-FEB-2017 | 03-FEB-2017 |
| 93 | 08-FEB-2017 | 10-FEB-2017 |
| FEBRUARY HALF TERM | | |
| 94 | 22-FEB-2017 | 24-FEB-2017 |
| 95 | 01-MAR-2017 | 03-MAR-2017 |
| 96 | 08-MAR-2017 | 10-MAR-2017 |
| 97 | 15-MAR-2017 | 17-MAR-2017 |
| 98 | 22-MAR-2017 | 24-MAR-2017 |
| 99 | 29-MAR-2017 | 31-MAR-2017 |

JANUARY - JULY 2017

| EDITION | EASTER HOLIDAYS | ISSUE DATE |
|------------------------|-----------------|-------------|
| 100 | 19-APR-2017 | 21-APR-2017 |
| 101 | 26-APR-2017 | 28-APR-2017 |
| 102 | 03-MAY-2017 | 05-MAY-2017 |
| 103 | 10-MAY-2017 | 12-MAY-2017 |
| 104 | 17-MAY-2017 | 19-MAY-2017 |
| 105 | 24-MAY-2017 | 26-MAY-2017 |
| MAY HALF TERM | | |
| 106 | 07-JUN-2017 | 09-JUN-2017 |
| 107 | 14-JUN-2017 | 16-JUN-2017 |
| 108 | 21-JUN-2017 | 23-JUN-2017 |
| 109 | 28-JUN-2017 | 30-JUN-2017 |
| 110 | 05-JUL-2017 | 07-JUL-2017 |
| 111 | 12-JUL-2017 | 14-JUL-2017 |
| SUMMER HOLIDAYS | | |



“Reading *Schools Week* keeps me up to speed with all the most important news in education. The SW team are brilliant at spotting all the key stories early and taking a critical and analytical approach to getting to the bottom of them.”

Loic Menzies – CEO of think-and-action tank LKMCo

SCHOOLS WEEK

AN EDUCATIONAL PAPER DELIVERED TO YOUR DOOR

HAVE YOU SUBSCRIBED YET? HOW TO SUBSCRIBE TO SCHOOLS WEEK

Want to stay ahead of the crowd on schools news?
Like to know what the education secretary is planning?
Or who just started a new free school?

Or maybe you just really like in-depth, investigative
education journalism, determined to get past the
bluster and explain the facts?

If so, then *Schools Week* is for you.
(And anyone else like you!)

For £50 a year, subscribers to *Schools Week* receive a
printed newspaper every Friday during term-time (37
edition per annum), and an emailed PDF digital edition
on Friday morning.

News, investigations, expert columns, pick of the
weeks' blogs, book reviews, explainers of research
and policy documents – plus our Movers & Shakers
section means you never miss out on important
appointments in the schools world.



AS A NEWSPAPER WE ARE COMMITTED TO:

Telling the difficult truth | Finding the debateable point | Always putting schools first

Our stories are often followed-up by the national press, but by
subscribing to *Schools Week* you'll be one of the school leaders,
business managers and teachers who knew the news first.

SCHOOLS WEEK
SUBSCRIBERS
RECEIVE:

FOR £50 A YEAR, SUBSCRIBERS TO *SCHOOLS WEEK* RECEIVE A PRINTED
NEWSPAPER EVERY FRIDAY DURING TERM-TIME (37 EDITIONS A YEAR),
UNLIMITED FREE ONLINE RECRUITMENT ADVERTISING ON THE
SCHOOLS WEEK JOBS BOARD AND AN EMAILED PDF DIGITAL EDITION.