



# MEDIA PACK 2016-17

A PRINTED AND ONLINE WEEKLY NEWSPAPER DEDICATED TO THE SCHOOLS SECTOR



# SCHOOLSWEEK

[SCHOOLSWEEK.CO.UK](http://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](http://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

@SCHOOLS WEEK | NEWS@SCHOOLS WEEK.CO.UK | WWW.SCHOOLS WEEK.CO.UK



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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 **So**

## 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.”



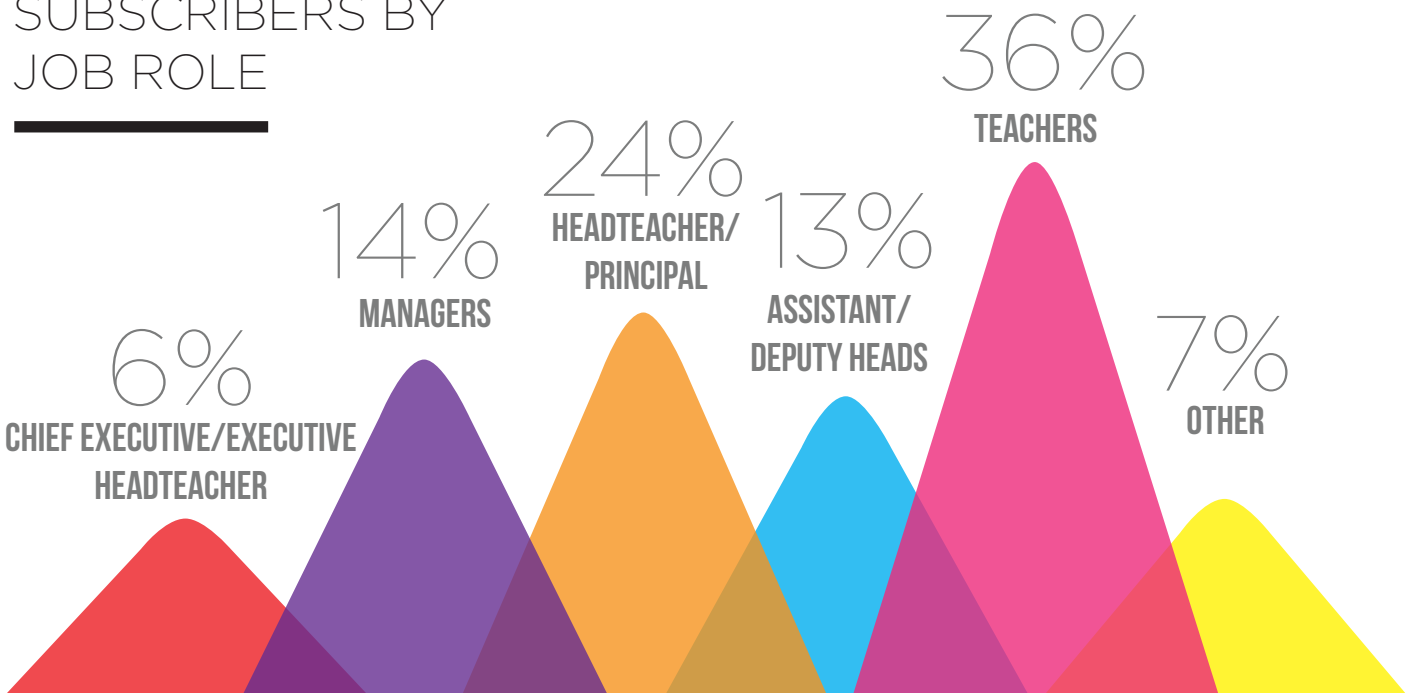
**Rebecca Allen** – Head of Datalab

“*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](http://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**





# RECRUITMENT ADVERTISING

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“ I don't just read *Schools Week* because it has an unrivalled nose for the sort of education news story that I need to know about. Its features, reviews and expert pieces keep me up to date and make me think more deeply about the education issues of the moment. *Schools Week* is sharp, smart and sassy and I wouldn't be without it. ”

**Rachel Gooch** – @Schoolduggery, prolific edu-tweeter



## RECRUITMENT ADVERTISING

Recruiting the right staff is never an easy process.

At *Schools Week* we aim to ensure that we kick start your recruitment campaign by advertising your role with a simple, affordable and effective campaign.

Our recruitment section is located at the back of the newspaper and is simple to navigate. Our online jobs board has been developed with the job seeker and recruiter in mind.

Recruitment advertising needn't cost a small fortune and money is tight in our sector. That's why at *Schools Week* we offer schools that subscribe to our newspaper unlimited free online recruitment advertising.

We don't have an over-complicated pricing structure

and you don't pay a penny more for composite adverts. If you are placing a half page advert or larger we can even design the advert for you free of charge.

Expedience and attention to detail are integral when recruiting. You won't have to wait hours for any requested edits to be made to any online postings. We will make them whilst you are on the phone.

Online advertising starts from just £95, with a featured listing costing just £250 that includes having your vacancy tweeted directly from the @schoolsweek Twitter account.

To discuss recruitment advertising further, email or give us a call – we will be happy to discuss your needs.

## Schools Week recruitment advertising is: SIMPLE | AFFORDABLE | EFFECTIVE

### UNLIMITED FREE ONLINE ADVERTISING

As a title fully engaged with the schools sector we understand that money is tight. That is why at *Schools Week* we offer all of our subscribers unlimited free online recruitment advertising and discounts on print recruitment advertising.

#### How do I advertise my organisation's roles for free?

- Offer available to new and existing *Schools Week* subscribers only
- At least one member of staff within the organisation must subscribe to *Schools Week*. Organisations cannot benefit from the subscriptions of other organisations within their group or trust.
- Simply email your online listing in a word document along with your organisations logo to [advertising@schoolsweek.co.uk](mailto:advertising@schoolsweek.co.uk)
- All free listings part of this offer is published as basic listings. The listing can be upgraded to a featured listing at the reduced cost of £155.
- Fair usage policy applies and the offer maybe limited to 30 roles per month per organisation

*Schools Week reserves the right to withdraw this offer at any time without notice and at our discretion may refuse to honour this offer. This offer expires at the end of the academic year 2016/17, unless otherwise stated.*







	BASIC FREE FOR SUBSCRIBERS £95PM	FEATURED £155 FOR SUBSCRIBERS £250PM	FEATURED JOB OF THE WEEK £500PW	PRINT FROM £300
FULL COLOUR ADVERT IN PRINT				●
FREE ADVERT DESIGN			●	
ONLINE LISTING	●	●	●	●
COMPANY LOGO	●	●	●	●
COMPANY BIO	●	●	●	●
APPLY NOW BUTTON	●	●	●	●
UNLIMITED TEXT	●	●	●	●
UNLIMITED ATTACHMENTS	●	●	●	●
FEATURED LISTINGS		●	●	●
TWEETED BY @SCHOOLSWEEK TO 21,600 FOLLOWERS		●	●	●
EMAILED OUT IN WEEKLY JOBS EMAIL		●	●	●
TOP POSITION IN WEEKLY JOBS EMAIL			●	
LARGE FEATURED BUTTON ON EACH SCHOOLSWEEK.CO.UK PAGE FOR ONE WEEK			●	
BANNER ADVERTS ON OUR ONLINE JOBS BOARD			●	



Schools Week has improved my Friday mornings, because I know that all the issues I have been following closely that week will be summarised cogently, without bias and with a lightness of touch. It is the only publication which does that and in my opinion has become “unmissable” within a few short months. I wish it had been around when I was at the beginning of my career as I can see how much it must help those new to the profession develop an understanding of the issues confronting the sector.”

**Ros McMullen** – founding member, headteachers’ roundtable

## PRINT ADVERTISING

*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.

### BENEFITS OF PRINT

- 1 Tangibility**  
readers are more engaged when reading printed material
- 2 Credibility**  
print adverts provide a greater sense of legitimacy
- 3 Branding**  
prominent brand exposure and recognition
- 4 Target Marketing**  
effectively reach the learning and skills audience
- 5 More Engaging**  
readers typically read the detail and don't just skim

## GRAPHIC DESIGN

*Schools Week* employs professional designers and for an additional cost can produce materials where required.

FROM

**£50**

\*Free design of print adverts is only available for adverts greater than 16 by 8 (half page).

### DEADLINES

Published every Monday throughout term-time  
Booking deadline Wednesday before at 5pm  
Artwork deadline Thursday before at 1pm

## 5 REASONS TO USE *Schools Week*

### An engaged and targeted audience

*Schools Week* is targeted at those who work within the Schools community in England. Our readers are typically of middle to senior level within a school or organisation, so you can be confident that you are advertising to a bright and influential audience.

### Quick turnaround

We have a dedicated team that will upload your online jobs quickly and when amendments are required we can do those while you're on the phone. We even take care of the jobs being posted online. You send us the details you want posting and we take care of the rest.

### Dedicated account manager

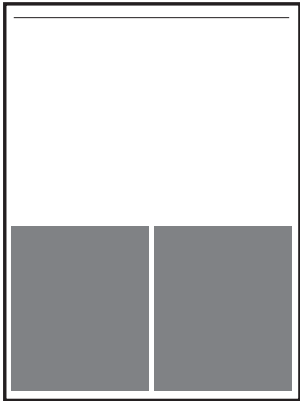
You will have a dedicated account manager who will be responsible for your advertising, from enquiry to your advert closing. They will get to know you and your organisation and know what will work best for the role you are recruiting to.

### Simple and clear pricing

Our pricing is straightforward. There are no additional charges for leadership roles, additional information or links on online jobs or composite adverts in print.

### Job adverts in the paper – not a supplement

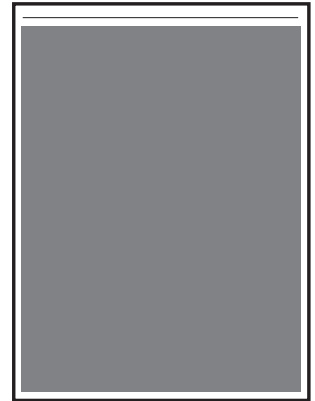
Your job advert will appear within the classifieds section of *Schools Week*. We don't have additional supplements for adverts.



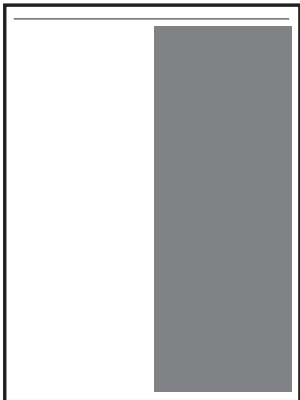
**QUARTER PAGE**  
130mm(w) x 164mm(h)  
**£1,280**



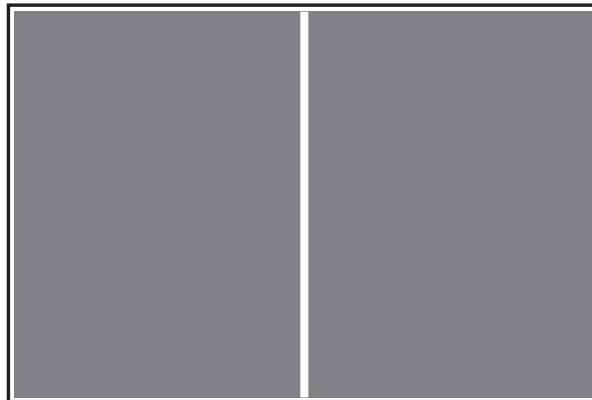
**HALF PAGE**  
262mm(w) x 164mm(h)  
**£2,560**



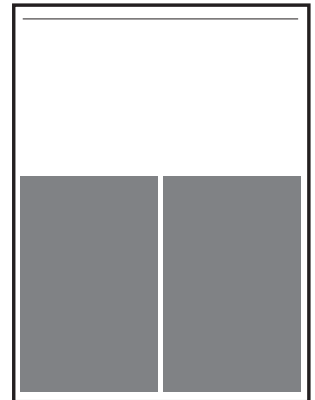
**FULL PAGE**  
262mm(w) x 330mm(h)  
**£5,000**



**HALF PAGE VERTICAL**  
130mm(w) x 330mm(h)  
**£2,560**



**DPS**  
545mm(w) x 345mm(h)  
**£10,000**



**20 X 4**  
130mm(w) x 200mm(h)  
**£1,600**

All prices are subject to VAT

## PRODUCTION GUIDELINES FOR THE SCHOOLS WEEK NEWSPAPER:

Files must be supplied in PDF format.  
All fonts should either be embedded or converted to outlines within the design package. All colours should be converted to CMYK.  
All images should be at least 300dpi to ensure high-quality printing.  
For best results please ensure any text is at least 5mm from the edge of the item. All files must be constructed to the exact dimensions of the booked space. NB\* NO BLEED, CROP MARKS or additional white space for the newspaper. This does not apply to supplements.



I read *Schools Week* for the great investigative journalism, and the paper's close attention to educational policy. *Schools Week* keeps me up to date on breaking developments, and plays an important role in holding policymakers to account"

**Professor Becky Francis** – King's College London

TO ADVERTISE WITH US  
CALL THE SALES TEAM TODAY ON  
**020 81234 778**





## ONLINE

The recruitment section of our website, [schoolsweek.co.uk](http://schoolsweek.co.uk), is easy to navigate and only hosts adverts associated with the school sector.

Our website has more than 165,000 visitors a month and over 21,600 Twitter followers (@schoolsweek).

Undeniably, the *Schools Week* website is an effective platform from which to advertise your roles.

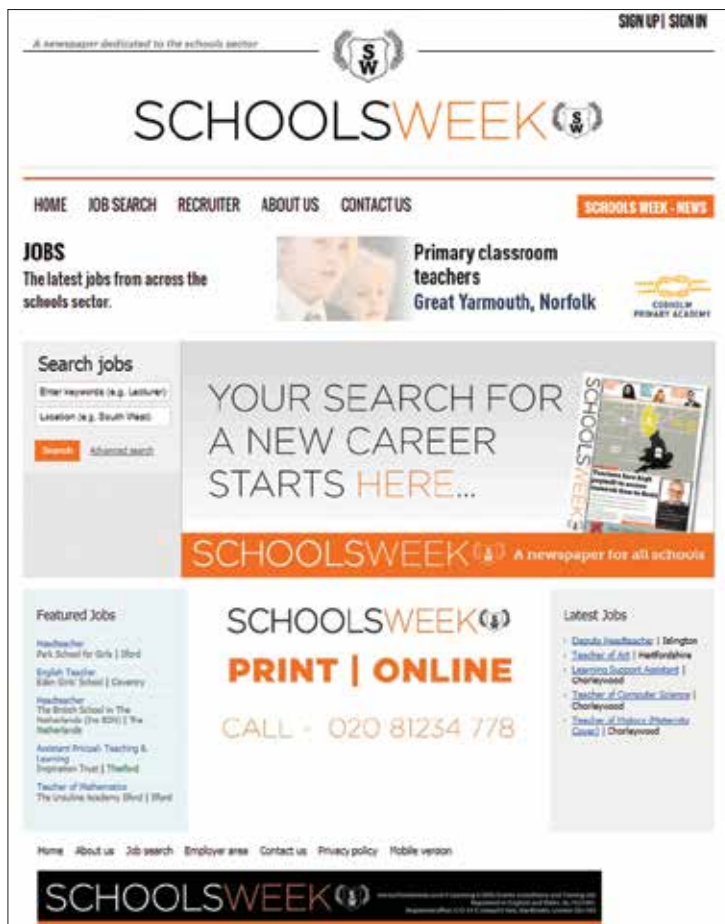
Online advertising can be booked independent of the newspaper and is available in two forms – a basic job listing or a featured job, with the option of an upgrade to featured job of the week (see page 13 for details). Our Featured Jobs package is our most popular online solution. All recruitment ads published

in the paper automatically receive featured job status online at no additional cost. The *Schools Week* team will e-mail our members about the role and tweet the role to more than 21,600 twitter followers.

Our experienced advertising team will give you the best advice to achieve your recruitment objectives.

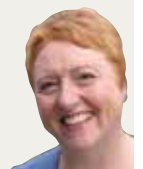
We understand that a successful and expedient recruitment campaign is essential to any organisation. We aim to provide a quick turnaround when it comes

to uploading jobs online. You will never have to wait hours for requested edits to appear on an online role – we take care of the advert being posted online.



“ 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



Our recruitment advertisers have included:



£95

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BASIC LISTING

- Text, logo and attachment

£250

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FEATURED LISTING

- Text, logo and attachment
- Premium online positioning
- Tweets to over 21,600 @schoolsweek followers
- Slot on weekly jobs email

## UPGRADE TO FEATURED JOB OF THE WEEK

- Available as an upgrade for £500 + VAT per week
- We can design free of charge

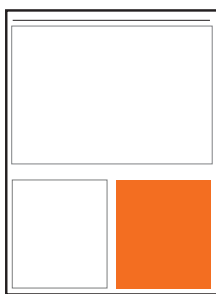
**INCLUDES:**

- Top slot on weekly jobs email
- Online button on schoolsweek.co.uk homepage
- Online banner on all jobs pages
- Skyscraper advert on all jobs pages

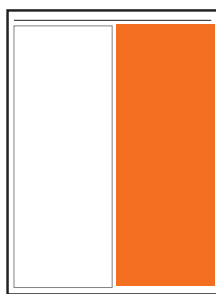
To be included in all jobs emails up until your closing date there will be an additional charge of £50 +VAT per role per week

All rates are subject to VAT

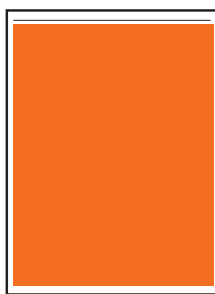
## PRINT:



**QUARTER PAGE**  
130MM(W) X 164MM(H)  
£1,280



**HALF PAGE VERTICAL**  
130MM(W) X 330MM(H)  
£2,560



**FULL PAGE**  
262MM(W) X 330MM(H)  
£5,000



“What *Schools Week* is to me is access is to the best thinkers in education through their insights, book reviews or list of blogs; keeps me up to date with education news; its asks the questions that we want answered by policy makers; but is not afraid to challenge ingrained thinking of educationalists themselves. It is now my first point of call for education news.”

**Liam Collins** – Headteacher, Uplands Community college



Published every Friday throughout term-time.

Deadlines to advertise in the same week:

Booking Deadline: Tuesday at 5pm

Artwork Deadline: Wednesday at 1pm





# The Telegraph

# FESTIVAL OF EDUCATION

WELLINGTON COLLEGE

JUNE 23-24, 2016

EVENT SO VITAL, SO ENJOYABLE,  
AND BURSTING WITH CPD.'

AYS, THE TELEGRAPH FESTIVAL OF EDUCATION IN ASSOCIATION WITH MICROSOFT, BRITAIN  
THE VERY BEST OF EDUCATION'S MOST FORWARD THINKING ADVOCATES, PRACTITIONERS  
NGE, POLICY MAKERS AND EDUCATORS IN ONE OF THE LEADING FORUMS FOR THOUGHT  
LEADERSHIP, CPD AND DEBATE.

E INVOLVED IN, OR PASSIONATE ABOUT EDUCATION, THIS INSPIRATIONAL EVENT IS FOR  
ND JOIN THE THOUSANDS OF OTHER FESTIVAL-GOERS WHO EXPLORE, CELEBRATE, LEAD  
DEBATE AND CONNECT.

RED BY OUR IMPRESSIVE SPEAKERS, GET INVOLVED WITH WORKSHOPS AND ACTIVITIES  
CONNECT WITH OTHER EDUCATIONALISTS, TEACHERS, STUDENTS AND PARENTS.

ONLINE SPEAKERS ANNOUNCED SO FAR INCLUDE



AMAECHE



GERMAINE GREER



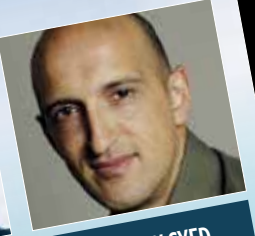
TERRY WAITE



ANTHONY (A.C.) GRAYLING



RT HON NICKY MORGAN



MATTHEW SYED



SIR CLIVE WOODWARD

PLUS OVER 250 FURTHER SPEAKERS  
ACROSS TWO INCREDIBLE DAYS

BOOK NOW





# DISPLAY ADVERTISING

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“ 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

**TO ADVERTISE WITH US: 0208 1234 778 | [ADVERTISING@SCHOOLSWEEK.CO.UK](mailto:ADVERTISING@SCHOOLSWEEK.CO.UK)**

## PRINT DISPLAY

We are in touch with what works when it comes to display advertising. *Schools Week* offers traditional space for adverts in the paper, but we also like to think creatively, both online and in print.

We have learnt a great deal from our sister title *FE Week*. Creative activity such as sponsored supplements, webinars and policy summits have been incredibly popular with readers and sponsors.

*Schools Week* will also offer these innovative ways to

communicate with readers.

Every client is different, we get that. That is why you will also have the same account manager from initial enquiry to campaign review.

By advertising with *Schools Week*, not only will your adverts look stunningly crisp and clean on our 80gsm brilliant white newspaper, you will also know that you are successfully engaging with your target audience.

Email or call and let's have a chat about how we can help.

“ I cannot think of another newspaper I cannot wait to get my hands on! I read *Schools Week* because it brings a fresh perspective to the world of education; humble, yet balanced with a no-nonsense reporting style that makes this newspaper my weekly read. I really enjoy the parliament feature; the cartoons and the Movers and Shakers.”



**Ross McGill** - Deputy Headteacher at Quintin Kynaston

**MOVERS & SHAKERS**  
Your weekly guide to who's new and who's leaving

**EDITORIAL**

**THE Movers** have been reported on the headlines on Leadership in education a new body in support of the...  
**THE Shakers** who have been reported on the headlines on Leadership in education a new body in support of the...  
**THE Movers** who have been reported on the headlines on Leadership in education a new body in support of the...  
**THE Shakers** who have been reported on the headlines on Leadership in education a new body in support of the...

**empra**  
A new PR service for schools and colleges from...  
EMPRADIRECT is a new service offering a press release and distribution service for UK schools and colleges: a simple, cost effective, fast service -  
1. You send us the information  
2. we write the release  
3. you sign it off  
4. we distribute it - simple.  
exclusively education  
empradirect.com

**SCHOOLS WEEK**

**WHAT IS THE DFE HIDING NOW?** PAGE 5

**Watchdog wrath over misleading peer 'mocksteds'**  
West London school forced to remove review from website  
Ofsted inspection lowers 'good' to 'requires improvement'  
It was always a good school, says parent. Why ones and twos?  
Steve Langrish: THE MAN WHO CLONED HIS ACADEMY TRUST

**TIME TO TAKE ACTION**

**OCR**  
Oxford Cambridge and RSA

**The Telegraph FESTIVAL OF EDUCATION**  
**WELLINGTON COLLEGE**  
JUNE 23-24, 2016  
'AN EVENT SO VITAL, SO ENJOYABLE, AND BURSTING WITH CPD.'  
FIRST HEADLINE SPEAKERS ANNOUNCED

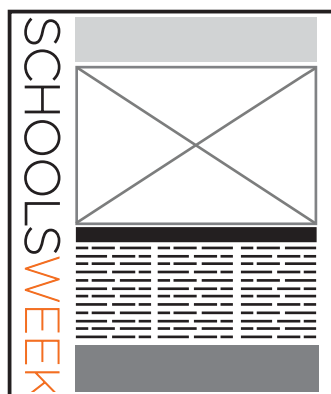
**SPEAKERS INCLUDE:**  
SHAUN ALLISON, MARK ANDERSON, GREG ASHMAN, JILL BERRY, KALWANT BHOPAL, PAULA BOSANQUET, JON BRIGGS, ANDREW CARTER, KATE CHEAL, STEVE CHINN, CHRISTOPHOS DOLOULI, KATE CHRISTOPHER, GUY CLAYTON, SUE COWLEY, CAROLINE CREARY, LEON CYCH, CAROL DAVENPORT, PEDRO DEBRUYKERE, RACHEL DENT, ADELE FREEDMAN, TOBY FRENCH, DIDAU, TOM DONOHUE, JENNY FOGARTY, SAN FREEDMAN, JOHANNA HUNT, JOANTHAN MANCY, NIGEL NGEL, GEMMA NGEL, RICHIE NGEL, HUMPHREY, JOSUA HUNT, JULIE HUNTER, MARTIN HASLAK, LAURA HENRY, RYAN HOPKIN, NIEL HUMPHREY, KERRY NUISEN, SIMON KNIGHT, ILLINGWORTH, GERARD KELLY, BACHELOR, KELLY NUISEN, SIMON KNIGHT, EMMA KNIGHTS, STEPHEN KRYER, ABBIE MANN, LYNN MCCANN, NICOLE MCNEER, DAVID MITCHELL, BEBEN MOORE, GARETH O'MOREWOOD, IAN MORRIS, ANDREW HOBSON, STEVE HUNNY, VERA HUNNY, CHRISTOPHOS D'HALLIAN, JANE O'SULLIVAN, JO PERRY, RICHARD PERRY, ALEX PINE, ALEX QUIGLEY, NARY BOHE, TOM PEELE, NASHLEEN SAITON, RALPH SCOTT, TOM SHERRINGTON, JONATHAN SIMONS, NICK ROSE, MARC ROWLA, BESSA SPALL, DR STANIS STANIS, PHIL STOKES, STEVE STALLER, TIM TAYLOR, ANDY THORNTON, JULIA THORNTON, JAMES THOMAS, SUMNER THORNTON, CAROL THORNTON, CHARLOTTE THORNTON, JANE WILLIAMS, SHARON WATSON, ANDREW WATSON, MARTHA WESTON, DAVID WESTON, JAMES WILLIAMS, JOSE WILLIAMS, BOB WOOD, CLIVE WOODWARD, PETER WORLEY, TIM WOODALL.

**BOOK NOW!**

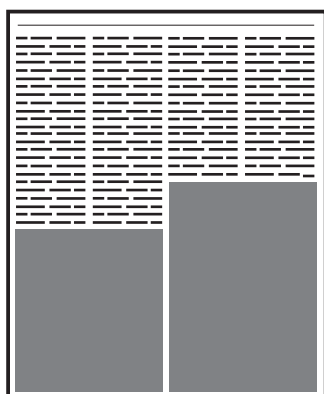
SPONSORED BY: SUNDAY MORNING EVENTS  
@EDUCATIONFEST FESTIVALOFEDUCATION.COM

RATES

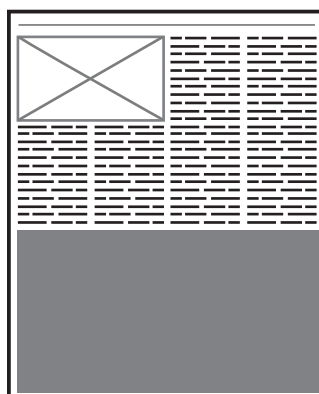
SCC = £25



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



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

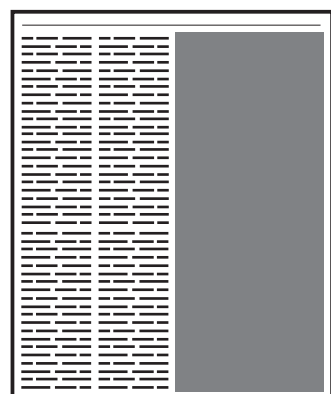


**HALF PAGE**  
262mm (w) x 164mm (h)  
£3,200

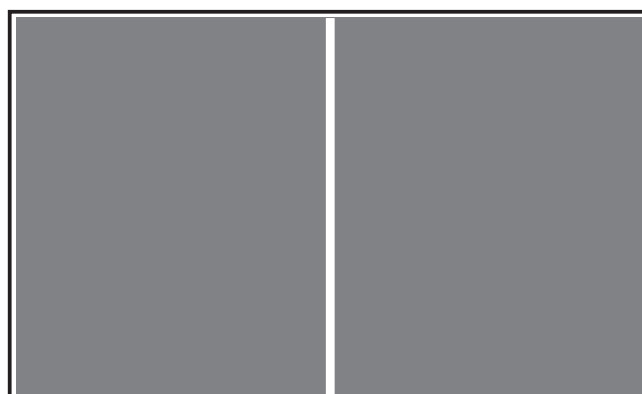


**FULL PAGE**  
262mm (w) x 345mm (h)  
£5,600

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

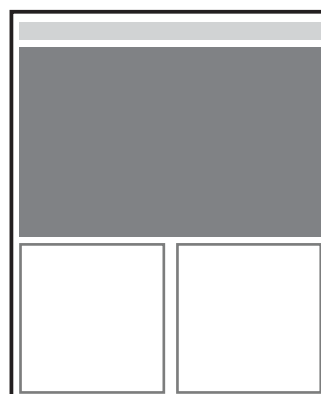


**HALF PAGE VERTICAL**  
130mm (w) x 338mm (h)  
£3,200



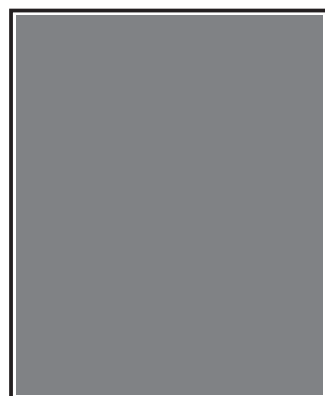
**DPS**  
545mm (w) x 345mm (9h)  
(no bleed)  
£10,000

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

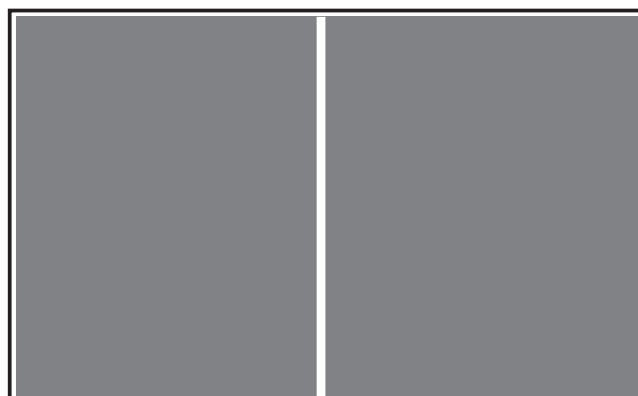


**OUTSIDE BACK**  
262mm (w) x 185mm (9h)  
£3,750

COVER WRAP



**BACK PAGE**  
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**

**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

**1 THE FUTURE OF HEALTH AND SOCIAL CARE TEACHING STARTS HERE**  
 OCR  
 Cambridge NATIONALS  
 Cambridge TECHNICALS

**2 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...

**3**

**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

Want to develop your middle leadership team? **teachingleaders**

The vocational specialist for school... **teachingleaders**

FOR COMPUTERS SCIENCE **OCR**

5SAT ACHIEVEMENT SHOW 2016 **OCR**

# online spec:

**1**

Cambridge NATIONALS

Everyone's talking about...

630 X 255

OCR  
Oxford Cambridge and RSA

- Online creative solutions include:
- Banners
  - Buttons
  - Advertorials
  - Animated Activity
  - Video Content
  - Client Takeover

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

**2**

Claim YOUR College

260 X 200

THE COLLEGE OF TEACHING

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

**3**

260 X 200

Cambridge NATIONALS

**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
<b>OCTOBER HALF TERM</b>		
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
<b>CHRISTMAS HOLIDAYS</b>		
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
<b>FEBRUARY HALF TERM</b>		
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?

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section means you never miss out on important  
appointments in the schools world.



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

Our stories are often followed-up by the national press, but by  
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*SCHOOLS WEEK* JOBS BOARD AND AN EMAILED PDF DIGITAL EDITION.