



MEDIA PACK 2016-17

A PRINTED AND ONLINE WEEKLY NEWSPAPER DEDICATED TO THE SCHOOLS SECTOR



SCHOOLS WEEK

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

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

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



FEATURES EDITOR AND HEAD OF DIGITAL

CATH MURRAY

T: 0203 468 6365

@CATHMURRAY_NEWS

catherine.murray@schoolsweek.co.uk



CHIEF REPORTER

JOHN DICKENS

T: 0203 051 4286

@JOHNDICKENSSW

john.dickens@schoolsweek.co.uk



POLITICAL REPORTER

FREDDIE WHITTAKER

T: 020 3432 1392

@FCDWHITTAKER

fwhittaker@schoolsweek.co.uk

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.



LAURA MCINERNEY

T: 020 3051 4284 | @MISS_MCINERNEY
laura.mcinerney@schoolsweek.co.uk



SENIOR REPORTER

SOPHIE SCOTT
T: 020 3051 4289
@SOPH_E_SCOTT
sophie.scott@schoolsweek.co.uk



REPORTER

BILLY CAMDEN
T: 020 3051 4287
@BILLYCAMDEN
billy.camden@schoolsweek.co.uk

Who reads Schools Week

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.”



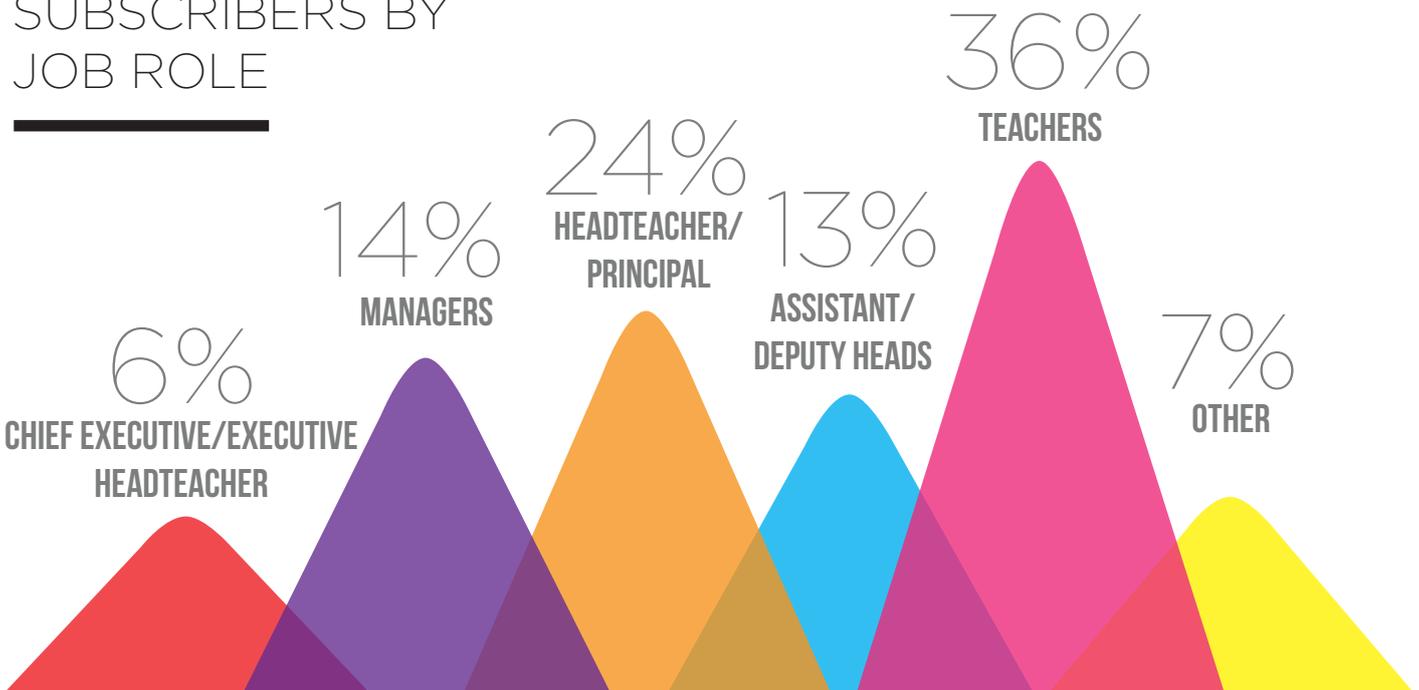
Rebecca Allen – Head of Datalab

“*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

TO ADVERTISE WITH US: 0208 1234 778 | 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

Michael Barber has been appointed chair of the Education Endowment Foundation, a new body for helping schools improve the quality of the education system. Barber, who has worked for the Department for Education, says he wants to give schools "practical advice on how to improve their performance".

John Jackson is the new head of the Education Endowment Foundation. The former chief professional officer of the Department for Education, Jackson will be responsible for the charity's work to improve the quality of education in schools across the country.

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

THE MAN WHO CLONED HIS ACADEMY TRUST
Steve Langrish

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 DOLIOS, 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, JULIE HUNTER, MARTIN MANCY, NIGEL NGEL, GEMMA NGEL, RICHARD KELLY, RACHEL KELLY, NUREEN KHALID, SIMON KNIGHT, HASLAM, LAURA HENRY, RYAN HOPKIN, NIEL HUMPHREY, JOSUUA HUNT, JULIE HUNTER, MARTIN HUNTER, STEPHEN LEFROY, NEIL LITTLE, BARBARA LENON, EMMA KNIGHTS, STEPHEN KRYER, ABBIE MANN, LYNN MCCANN, NICOLE MCNEER, DAVID MITCHELL, BEBEN MOORE, GARETH O'MOREWOOD, IAN LAURA MCNEERY, KEVIN MCNEERY, LOUISE MCNEERY, CATHERINE NATION, HELEN O'NEILL, JANE O'SULLIVAN, MORIS, ANDREW HOBSON, STEVE HUNNY, JOSE PICARDO, KEVIN PINE, ALEX QUIGLEY, MARY BOHE, JO PERRY, RICHARD PERRY, TOM PEELE, JOANNE PERRY, CAROLYN ROBERTSON, NADY BOHE, TOM PEELE, NASHLEEN SARTON, RALPH SCOTT, TOM SHERRINGTON, JONATHAN SHERRINGTON, JULIA SHERRINGTON, TOM SHERRINGTON, PHIL STOKES, STEVE STALLER, TIM TAYLOR, ANDY THORNTON, NICK ROSE, MARC ROWLAND, BISHA SPALL, DR STANISLAW STANISLAWSKI, CHARLOTTE WILSON, JAMES WILLIAMS, JAMES THOMAS, SIMON THORNTON, CHRIS THORNTON, DAVID WESTON, JAMES WILLIAMS, JOSE WILLIAMS, SHARON WATSON, ANDREW WATSON, MARTHA WESTON, DAVID WESTON, JAMES WILLIAMS, JOSE WILLIAMS, BOB WOOD, CLIVE WOODWARD, PETER WORLEY, TIM WOODWARD.

BOOK NOW!

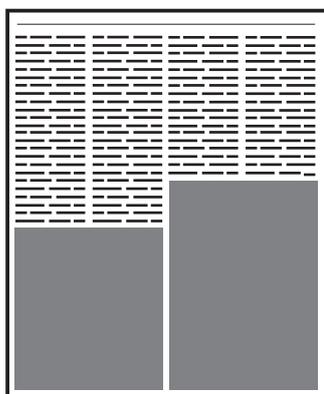
EDUCATION FESTIVAL OF EDUCATION
SCHOOLSWEEK

RATES

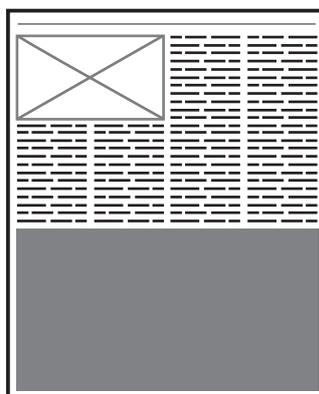
BESPOKE AD SIZES ARE AVAILABLE BASED ON SCC RATE: SCC = £25



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



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

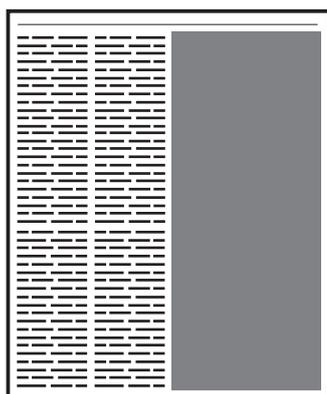


HALF PAGE
262mm (w) x 164mm (h)
£3,200

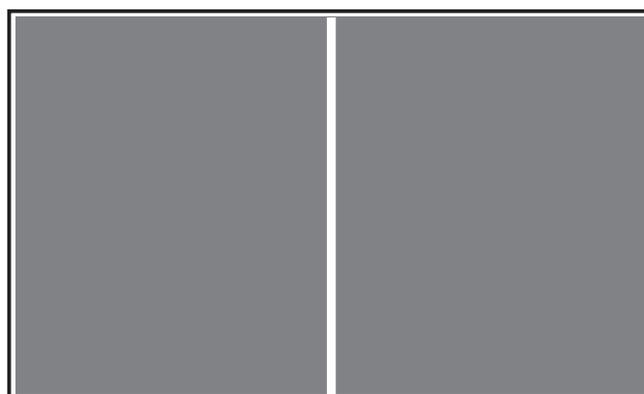


FULL PAGE
262mm (w) x 345mm (h)
£5,600

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

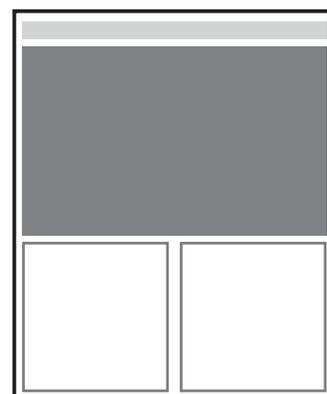


HALF PAGE VERTICAL
130mm (w) x 338mm (h)
£3,200



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

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

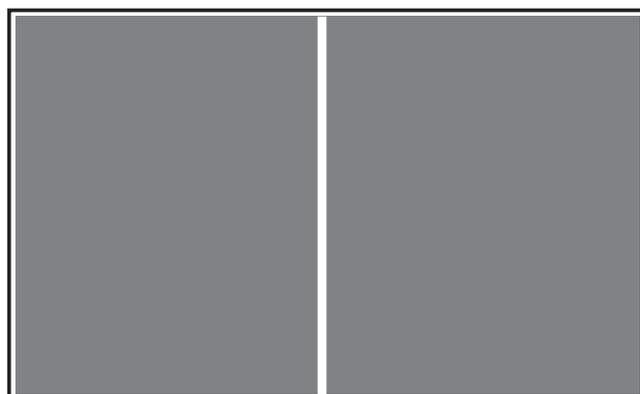


OUTSIDE BACK
262mm (w) x 185mm (9h)
£3,750

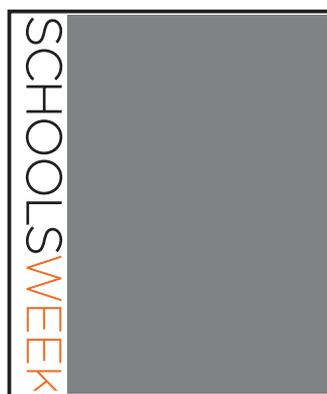
COVER WRAP



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

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


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 in both can be traced back to similar...

'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...

3

Want to develop your middle leadership team?
 The vocational specialist for school...
 FOR COMPUTERS SCIENCE
 5SAT ACHIEVEMENT SHOW 2016

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

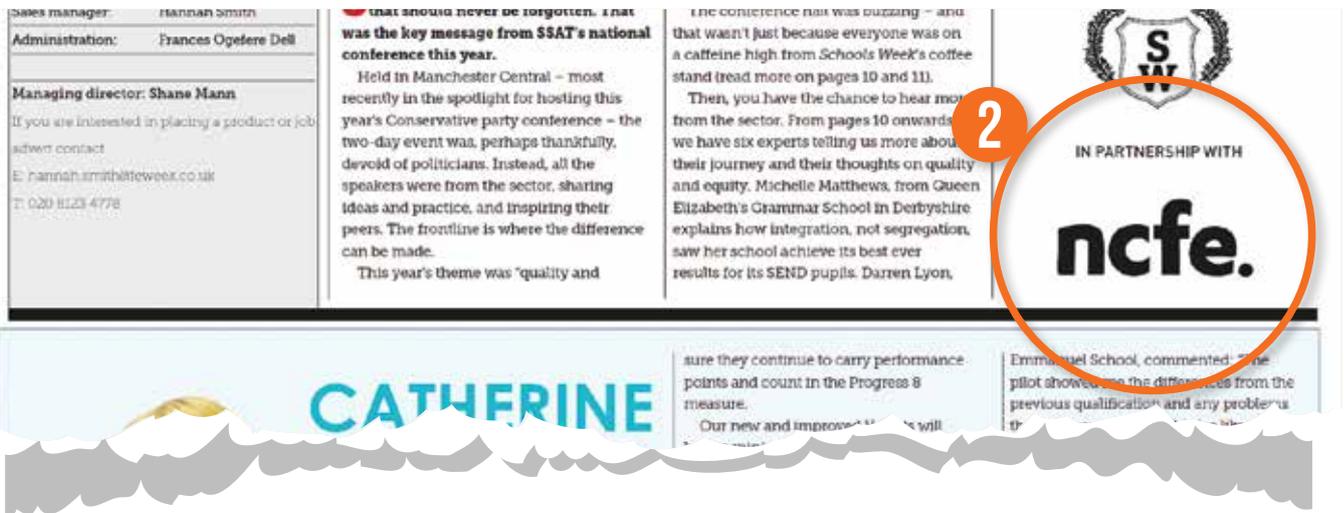
Your brand will receive maximum exposure

(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
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.