



# SCHOOLS WEEK

## Display advertising Media Pack 2017-18

ONLINE | PRINT



# What is Schools Week?

## 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*

**Shane Mann**  
Managing director

Lsect Ltd  
(Publisher of Schools Week)



## Example Schools Week front pages



FRIDAY, JANUARY 16, 2015

FRIDAY, MARCH 13, 2015

FRIDAY, SEPTEMBER 23, 2016

FRIDAY, DECEMBER 4, 2015



FRIDAY, APRIL 7, 2017  
(EDITION 100)



## 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.



# 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.”



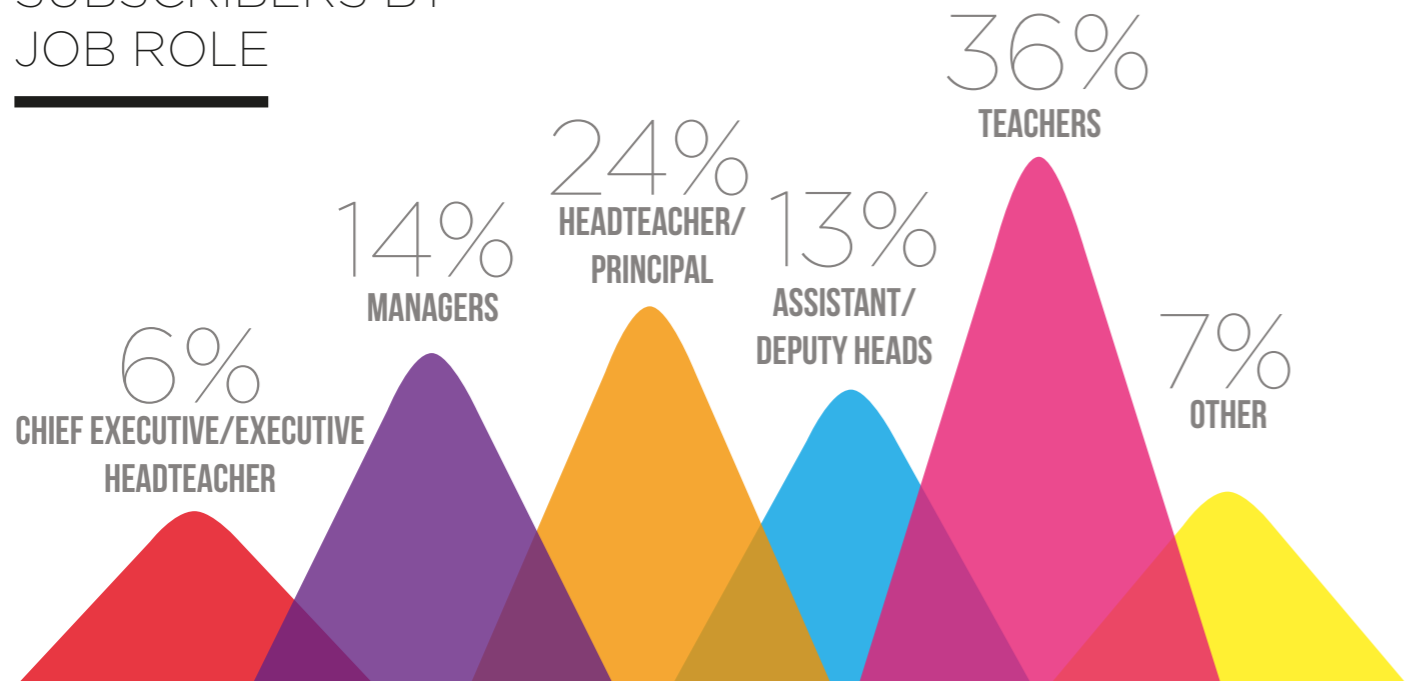
**Rebecca Allen** – Head of Datalab

“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



More than:  
**410,000+**  
Monthly page views  
Up from 250,000 in Q1 2016

**250,000+**  
Visits per month  
Up from 120,000 in Q1 2016



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 2017.

**12,640+** Facebook likes  
**33,000+** Twitter followers



**3,800** Print run  
**15,000+** Digital edition readership  
**37** Printed editions  
**28-40** full colour pages per edition focused on education

Print

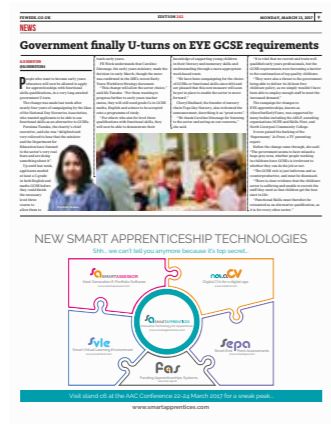
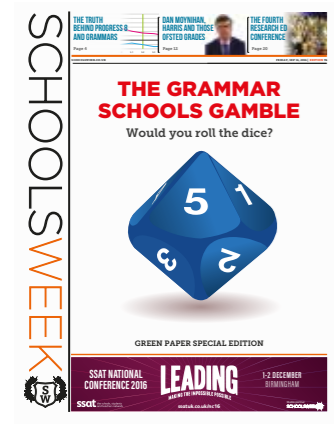
Schools Week is a superb platform from which to engage with potential applicants for your vacancies. Your recruitment adverts will effectively reach and engage with our niche and engaged audience.

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.

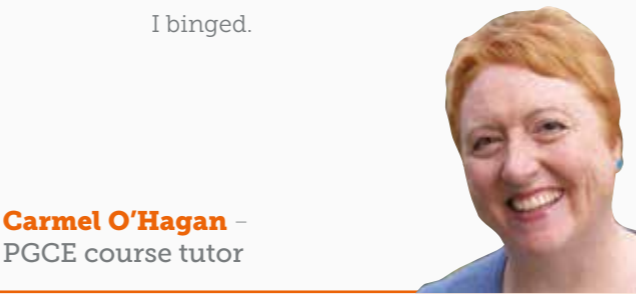
All adverts that are inserted in the paper also receive a free featured job advert, worth £250. This will ensure that your advert has the widest possible reach.

Our experienced graphic designers can also design the advert for you.



Testimonial

“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.



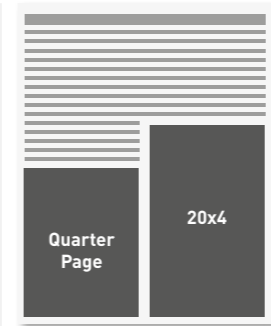
Carmel O'Hagan - PGCE course tutor

Rates

SCC = £25



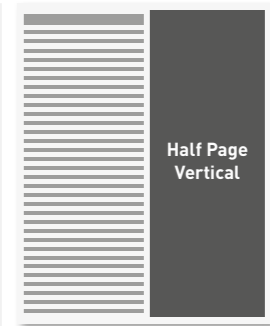
**FRONT PAGE STRIP**  
222mm (w) x 47mm (h)  
**£1,250**



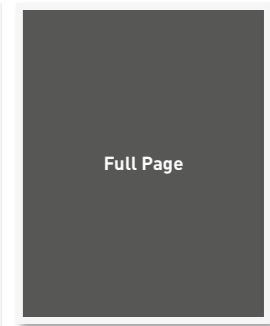
**QUARTER PAGE (LEFT)**  
129mm (w) x 165mm (h)  
**£1,600**



**HALF PAGE**  
260mm (w) x 165mm (h)  
**£3,200**



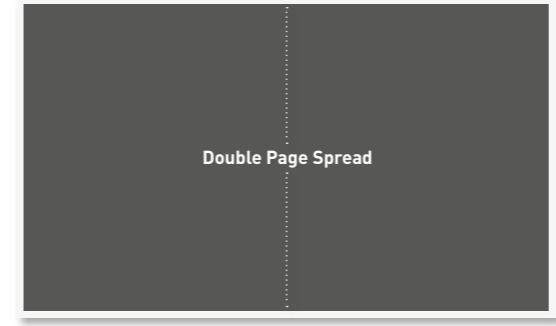
**HALF PAGE VERTICAL**  
129mm (w) x 338mm (h)  
**£3,200**



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

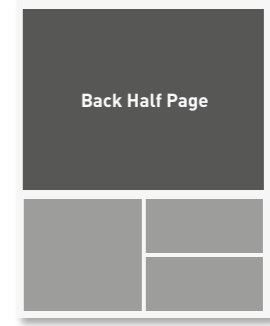


**20x4 (RIGHT)**  
129mm (w) x 200mm (h)  
**£2,400**



**Double Page Spread**  
**£10,000**

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

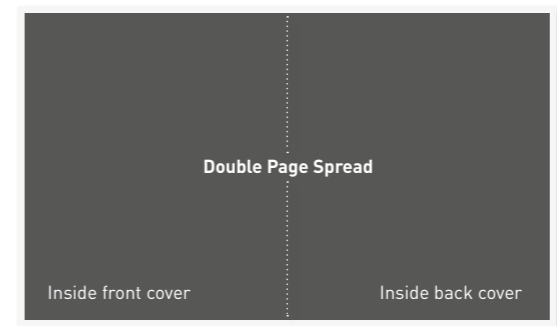


**BACK HALF PAGE**  
262mm (w) x 175mm (h)  
**£3,750**

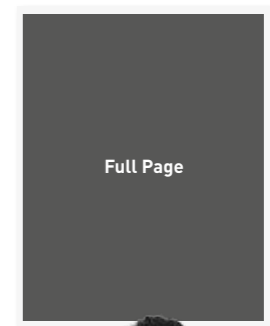
Cover wrap package



**Front Page**



**Double Page Spread**  
Inside front cover Inside back cover



**Full Page**

**FRONT**  
220mm (w) x 340mm (h)  
No bleed  
**SINGLE PAGE**  
273mm (w) x 345mm (h)  
No bleed  
**SPREAD**  
544mm (w) x 345mm (h)  
No bleed  
**Cover wrap package: £15,000**

Get in touch!

Call 020 3432 1394 or email [Vikrant.Bassi@lsect.com](mailto:Vikrant.Bassi@lsect.com) should you wish to discuss advertising options with Schools Week.



Online



Premium products



**LEADERBOARD:**  
928px(w) x 115px(h)

£2,000 for 1 week  
£3,300 for 2 weeks  
£4,500 for 3 weeks  
£5,000 for 1 Month



**BACKGROUND TAKEOVER:**  
365px(w) x 1250px(h)

Left or Right Side:  
£3,000 for 1 week  
£5,200 for 2 weeks  
£6,600 for 3 weeks  
£8,000 for 1 Month

Both Sides:  
£5,000 for 1 week  
£8,500 for 2 weeks  
£10,500 for 3 weeks  
£11,000 for 1 Month

**COMPLETE CLIENT TAKEOVER**

(LEADERBOARD AND BACKGROUND TAKEOVER - BOTH SIDES FOR ONE MONTH):

**£15,000**



**HOMEPAGE BANNER:**

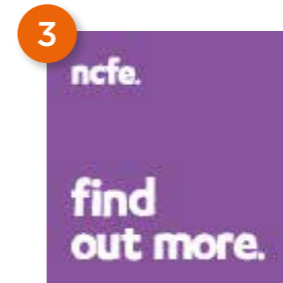
630px(w) x 255px(h)  
**£1,500**



**PREMIUM BUTTON:**

260px(w) x 200px(h)  
**£2,000**

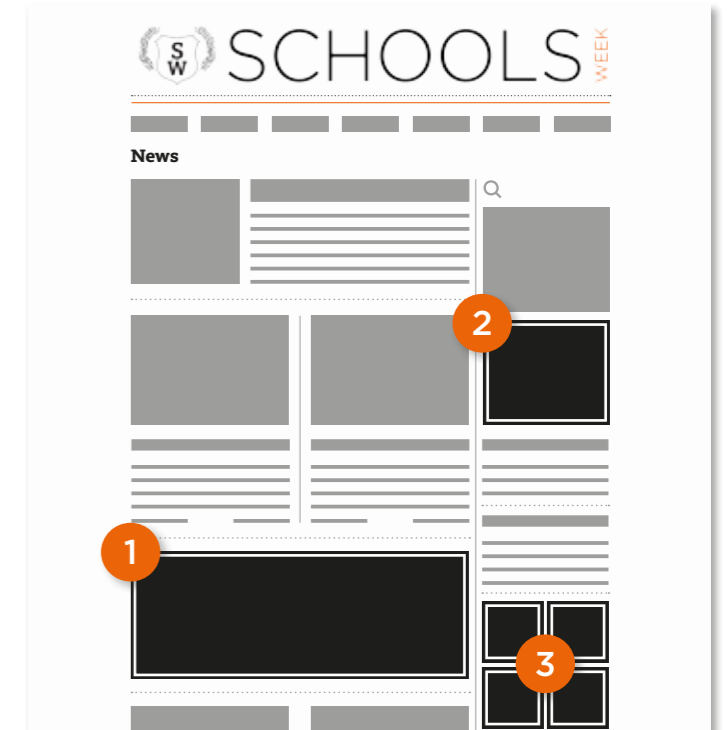
Buttons can be animated to include more information. Our designers can help with this process.



**BUTTON:**

125px(w) x 125px(h)  
**£800**

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



**Online creative solutions include:**

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

Our display advertisers have included:



Schools Week is a superb platform from which to communicate your organisation's message to the Education sector.

Highly regarded and seen as the primary source for news, we are intouch with what works in the sector and what our readers want to see.

Therefore, placing your organisations message in Schools Week using the formats below provide a great opportunity to reach out to our engaged and decision making audience.

## Advertorial

Artwork can be designed by our Marketing Team for an additional £50. Artwork will be reviewed by our Editor.

|                     |                     |
|---------------------|---------------------|
| <b>PRINT:</b>       | <b>ONLINE:</b>      |
| 262mm(w) x 165mm(h) | 262mm(w) x 165mm(h) |
| 650 words max       | 2,000 words max     |
| 1 week Edition      | 1 month allocation  |

|                        |                        |
|------------------------|------------------------|
| <b>£3,250 plus vat</b> | <b>£2,500 plus vat</b> |
| *Includes Online       |                        |

## Leaflets

### LEAFLETS IN PRINTED EDITIONS :

Included in designated edition of Schools Week.

3,800 inserts required per edition.  
Maximum page amount: 8 pages or fewer  
Size requirement: A4 or smaller

**£1500 plus vat per edition**

## Email Campaign

### EMAIL INCLUSION IN WEEKLY NEWSLETTER :

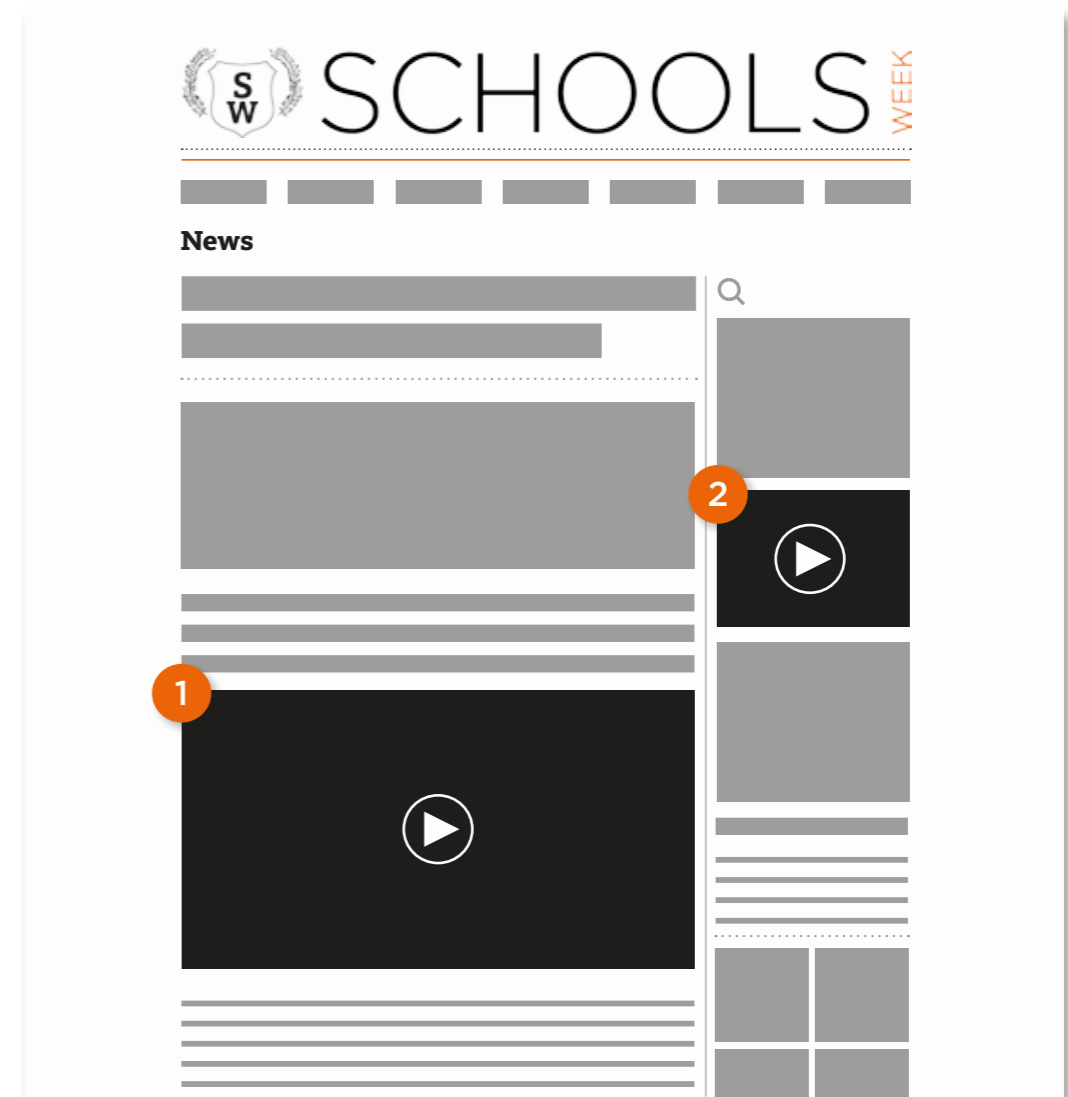
Sent to a combined 30,000+ Schools Week and FE Week members with an average open rate of 56%

100 word message at the top of the email accompanied with Organisation logo or image

**£2,000 plus vat per email**



## Video advertising



### VIDEO CONTENT:

Schools Week's exciting video advertising options are a great way to interact with our readers online.

Over 4 billion videos are viewed on YouTube daily. Why? Because Videos are a fun and interactive way to inform your target audience. They provide a great opportunity to offer a huge amount of information in a short amount of time. Thus allowing you to tell story and encourage our readers to share with their colleagues. Grab the attention of our high online readership today.

**Placed in three top news articles or within advertorial: £2,000 per week or £1,000 in addition to cost of advertorial**

1

**Sidebar video placed on the right column of all £3,000 per week or £8,500 per monthIn Article/Advertorial**

2

## Supplements

Schools Week supplements are highly regarded in the Education 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 a 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.

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

### Supplement distribution

- Print-run of 4,000 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 over 14,500 members directing them to the digital copy
- Several 'sponsored by' tweets with a link to the digital copy

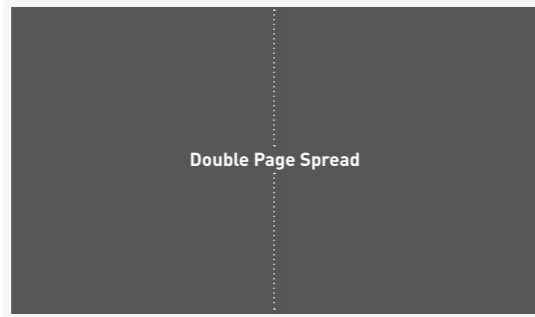
**£15,000 per supplement or two for £30,000 with £10,000 added value advertising**



Half Page

#### HALF PAGE:

255mm (w) x 165mm (h)  
No bleed



Double Page Spread

#### DPS:

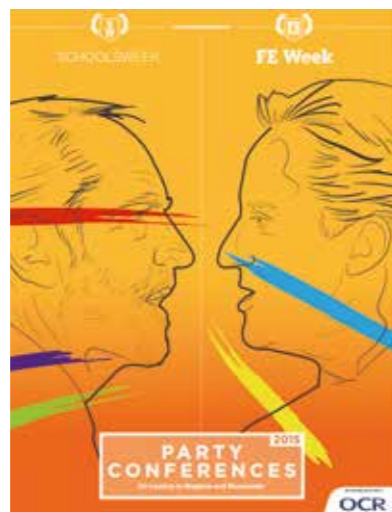
Type: 520mm (w) x 340mm (h)  
+ 5mm bleed



Full Page

#### BACK COVER:

254mm (w) x 340mm (h)  
+ 5mm bleed

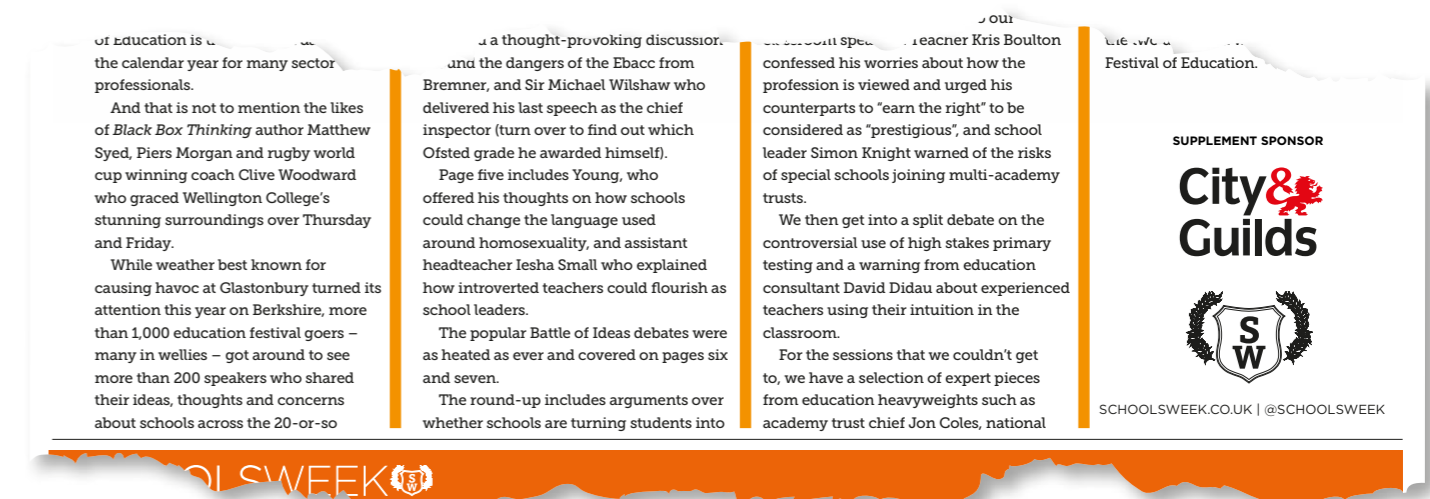


## Your brand will receive maximum exposure

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)



## Publication schedule

| Edition Number         | Press day  | Issue Date |
|------------------------|------------|------------|
| 101                    | 26/04/2017 | 28/04/2017 |
| 102                    | 03/05/2017 | 05/05/2017 |
| 103                    | 10/05/2017 | 12/05/2017 |
| 104                    | 17/05/2017 | 19/05/2017 |
| 105                    | 24/05/2017 | 26/05/2017 |
| <b>May half term</b>   |            |            |
| 106                    | 07/06/2017 | 09/06/2017 |
| 107                    | 14/06/2017 | 16/06/2017 |
| 108                    | 21/06/2017 | 23/06/2017 |
| 109                    | 28/06/2017 | 30/06/2017 |
| 110                    | 05/07/2017 | 07/07/2017 |
| 111                    | 12/07/2017 | 14/07/2017 |
| <b>Summer holidays</b> |            |            |



**While we are out of production during the summer holidays why not make the most of our highly effective online options. See pages 9-12 for more information.**

| Edition Number            | Press day  | Issue Date |
|---------------------------|------------|------------|
| 112                       | 13/09/2017 | 15/09/2017 |
| 113                       | 20/09/2017 | 22/09/2017 |
| 114                       | 27/09/2017 | 29/09/2017 |
| 115                       | 04/10/2017 | 06/10/2017 |
| 116                       | 11/10/2017 | 13/10/2017 |
| 117                       | 18/10/2017 | 20/10/2017 |
| <b>October half term</b>  |            |            |
| 118                       | 01/11/2017 | 03/11/2017 |
| 119                       | 08/11/2017 | 10/11/2017 |
| 120                       | 15/11/2017 | 17/11/2017 |
| 121                       | 22/11/2017 | 24/11/2017 |
| 122                       | 29/11/2017 | 01/12/2017 |
| 123                       | 06/12/2017 | 08/12/2017 |
| 124                       | 13/12/2017 | 15/12/2017 |
| <b>Christmas holidays</b> |            |            |
| 125                       | 10/01/2018 | 12/01/2018 |
| 126                       | 17/01/2018 | 19/01/2018 |
| 127                       | 24/01/2018 | 26/01/2018 |
| 128                       | 31/01/2018 | 02/02/2018 |
| 129                       | 07/02/2018 | 09/02/2018 |
| <b>February half term</b> |            |            |
| 130                       | 21/02/2018 | 23/02/2018 |
| 131                       | 28/02/2018 | 02/03/2018 |
| 132                       | 07/03/2018 | 09/03/2018 |
| 133                       | 14/03/2018 | 16/03/2018 |
| 134                       | 21/03/2018 | 23/03/2018 |
| <b>Easter holidays</b>    |            |            |
| 135                       | 11/04/2018 | 13/04/2018 |
| 136                       | 18/04/2018 | 20/04/2018 |
| 137                       | 25/04/2018 | 27/04/2018 |
| 138                       | 02/05/2018 | 04/05/2018 |
| 139                       | 09/05/2018 | 11/05/2018 |
| 140                       | 16/05/2018 | 18/05/2018 |
| 141                       | 23/05/2018 | 25/05/2018 |
| <b>May half term</b>      |            |            |
| 142                       | 06/06/2018 | 08/06/2018 |
| 143                       | 13/06/2018 | 15/06/2018 |
| 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 |



Notes

Lined writing area for the left page of the notebook.

Lined writing area for the right page of the notebook.

**Notes**

Lined area for notes on the left page.

Lined area for notes on the right page.



A newspaper dedicated to putting schools first

[www.schoolsweek.co.uk](http://www.schoolsweek.co.uk)