

# ED Week

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

**SCHOOLS WEEK**

## What is EduWeek Jobs?

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**A cost-effective recruitment service designed for jobs in schools, colleges and education; leadership, management, teaching and administration.**



EduWeek Jobs is a recruitment service using both print and online solutions to fill vacancies in schools, colleges and education. EduWeek Jobs is brought to you by *Schools Week* and *FE Week*, two leading and influential newspapers serving the schools, further education and skills sectors.

Education leaders across the country read *Schools Week*. Our editorial content is strong on policy news and attracts switched-on, highly engaged readers. This makes EduWeek Jobs the ideal place to advertise roles in any school or education organisation.

Our influential readership means that your job adverts will be seen by decision-makers and leaders from across the world of education. Our audience includes headteachers, managers, governors, teachers, policy experts and multi academy trust executives across the UK.



**We share your recruitment opportunities with our audience of influencers**



EduWeek Jobs is a platform that advertises job vacancies in an effective and user-friendly approach. By linking the *Schools Week* editorial website to the jobs board, our audience is directly presented with the opportunity to look out for and plan their next step.

With prices starting at £95 per vacancy and a dedicated account manager on hand to assist with your campaign, EduWeek Jobs is here to make your recruitment process that bit easier.



**Shane Mann**  
Managing director, Lsect Ltd,  
Publisher of *Schools Week* & *FE Week*

## Why advertise with EduWeek Jobs?

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EduWeek Jobs recruitment advertising

# Simple, Affordable, Effective.

### Six reasons to use EduWeek Jobs:

#### **A highly engaged and inquisitive readership**

*Schools Week* is targeted at professionals who have a strong knowledge of and interest in the Schools sector. By advertising with EduWeek Jobs, your vacancy will be taken directly to your target audience.

#### **Honesty is the best policy**

We know our audience and what will appeal to them. Simultaneously, we want our clients to receive good value for money. We will not accept a role that we do not believe will be of interest to our readers. We want to see a successful recruitment campaign as much as our clients do.

#### **Dedicated account manager**

You will have a dedicated account manager who will be responsible for your campaign, from the initial enquiry to the closing date. They will gain an understanding of your school and vacancy, and recommend what will work best for the role you are recruiting

#### **Simple and clear pricing**

Our pricing is straightforward. There are no additional charges for leadership roles, attachments or logos. If you do not successfully appoint first time around, we will re-advertise your role free of charge.

#### **Quick turnaround**

Our team will upload your jobs quickly, with most vacancies going live within the hour after booking. Adverts in our digital edition can be designed by the Schools Week design team, who can provide bespoke advert artwork for your school within a few hours.

#### **Job adverts in the digital edition**

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

**Statistics:**

**500,000+**

**Monthly page views**  
up from 250,000 monthly average in 2017

**15,000+**

Digital edition readership

**305,000+**

**Visits per month**  
up from 250,000 in Q1 2017

**37+**

Digital editions per annum

**178,500+**

**Monthly unique visitors**  
up from 125,500 in Q1 2017

**40+**

Pages per edition focused  
on schools

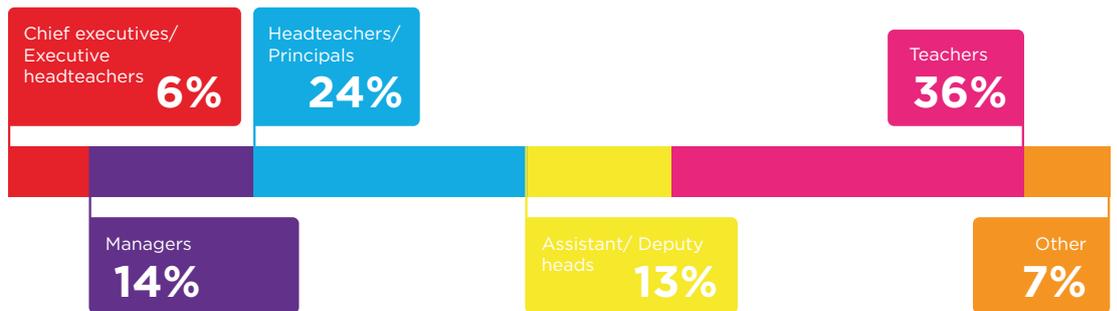
**14,500+**

Facebook likes

**47,100+**

Twitter followers

**Subscribers by  
job role:**



**Our recruitment  
advertisers  
have included:**



## Advertising solutions

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

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

We pride ourselves on being honest and flexible with all our customers. Our in-house team are here to offer you a wide range of creative solutions to help advertise your role. Your account manager will understand your needs and will work with you to ensure that your advert looks great and sends the right message to potential candidates.

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

All adverts placed in our digital edition also receive a free featured online listing, worth £295. This will ensure that your advert has the widest possible reach – both online and in the digital edition.

## BENEFITS

### Credibility

Adverts in our digital edition provide a greater sense of legitimacy

### Branding

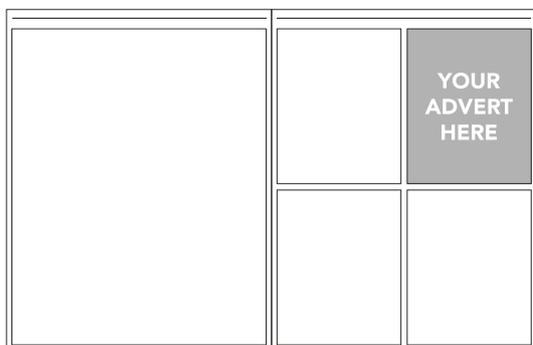
Prominent exposure and recognition in the centre of the digital edition

### Targeted marketing

Effectively reach key decision makers from the education sector

### More engaging

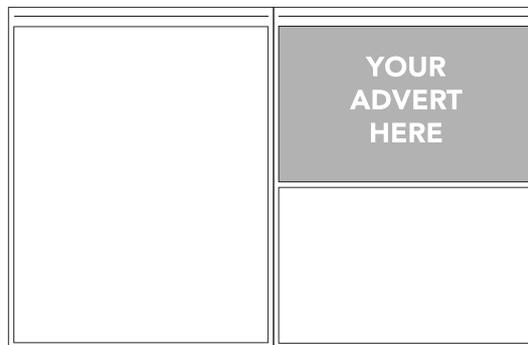
Adverts in our digital edition are linked to the EduWeek Jobs board, allowing readers to immediately access more information and apply



### Quarter page

£395

96mm (w) x 132mm (h)



### Half page

£595

196mm (w) x 132mm (h)



### Full page

£745

196mm (w) x 265mm (h)

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

SCHOOLS WEEK

ARTWORK DEADLINE

WEDNESDAY AT 17:00

## Why Online?

Online advertising can be booked independently of the digital edition and is available in four forms: Basic Listing, Featured Listing, Featured Boost, or our premium position, Featured Job of the Week.

Our experienced advertising team will give you the best advice to achieve your recruitment objectives. We understand that a successful and efficient recruitment campaign is essential to any organisation. We provide a quick turnaround when it comes to uploading jobs online, with jobs typically going live within an hour of booking.

## FEATURED JOB OF THE WEEK

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

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

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

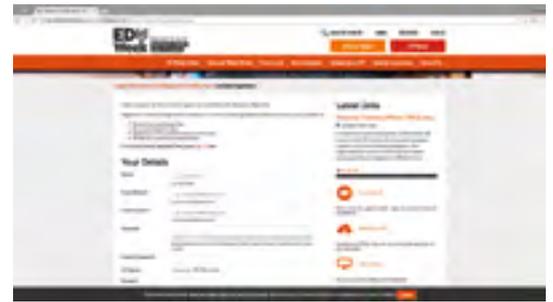
**Available for £650**

## NEW! FEATURED BOOST

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

- 310px x 160px

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

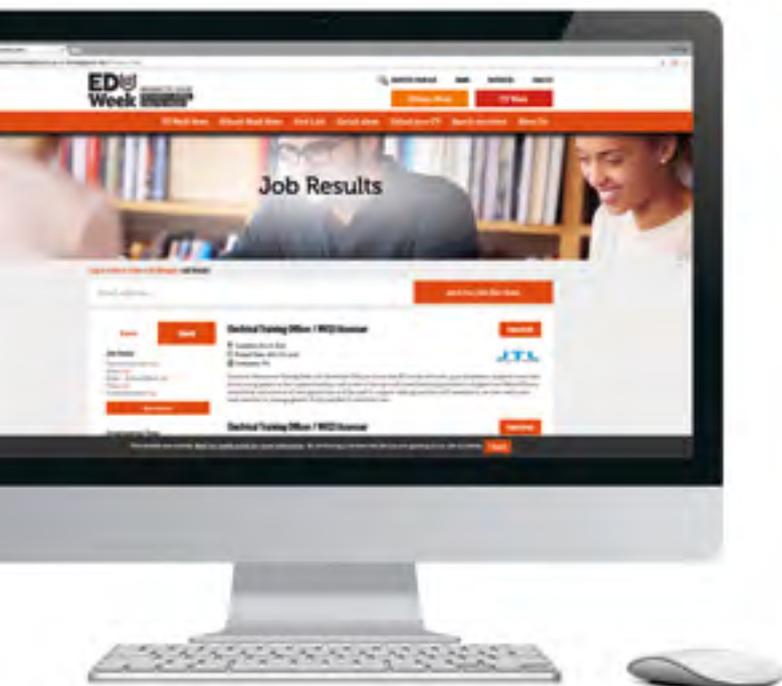


# Online advertising options

	Basic £95PM	Featured £295PM	Featured Boost £150 Upgrade	Featured job of the week £650PM
ONLINE LISTING	●	●	●	●
COMPANY LOGO	●	●	●	●
COMPANY BIO	●	●	●	●
UNLIMITED TEXT	●	●	●	●
ATTACHMENTS	●	●	●	●
PREMIUM ONLINE POSITIONING		●	●	●
INCLUSION IN WEEKLY JOBS EMAIL		●	●	●
POSTED ON SOCIAL MEDIA ACCOUNTS		●	●	●
BUTTON ON SCHOOLSWEEK.CO.UK			●	
TOP POSITION IN WEEKLY JOBS EMAIL PLUS BANNER ADVERT AT THE TOP				●
LARGE FEATURED BUTTON ON SCHOOLSWEEK.CO.UK				●
SKYSCRAPER ADVERT ON THE EDUWEEK JOBS BOARD				●

## FEATURED JOB OF THE WEEK INCLUDES THREE PREMIUM ONLINE ADVERTS:

- A premium button advert on every page of the Schools Week website
- A skyscraper advert on every page of the EduWeek Jobs website
- A banner advert at the top of our weekly jobs email



Askham Bryan College is recruiting

Executive Director - Students, Quality & Standards

**160 X 600 PX**

Salary £75,000 per annum

Click here for more information

ASKHAM BRYAN COLLEGE



# Get in touch today

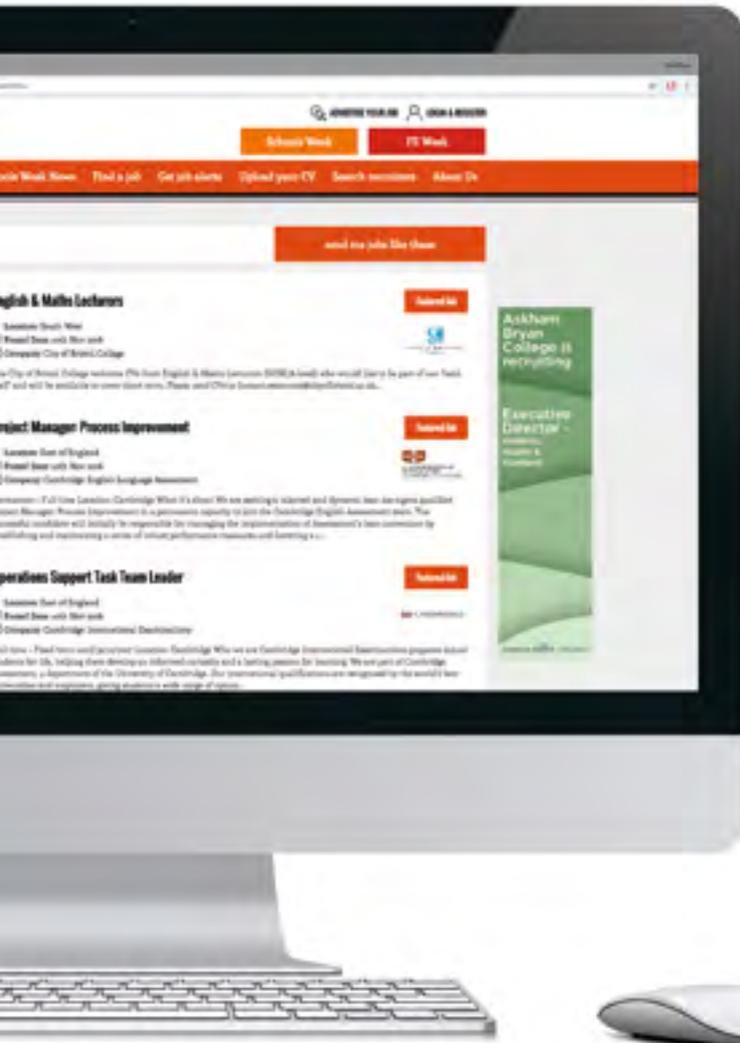
To advertise with *Schools Week* please contact us on **0208 1234 778** or email **advertising@schoolsweek.co.uk** to talk to a member of our team.

## June - July 2018

Edition no.	5PM deadline	Edition date
144	20/06/2018	22/06/2018
145	27/06/2018	29/06/2018
146	04/07/2018	06/07/2018
147	11/07/2018	13/07/2018
148	18/07/2018	20/07/2018
Summer holidays		

## SCHOOLS WEEK

Edition no.	5PM deadline	Edition date
149	13/09/2018	14/09/2018
150	20/09/2018	21/09/2018
151	27/09/2018	28/09/2018
152	04/10/2018	05/10/2018
153	11/10/2018	12/10/2018
154	18/10/2018	19/10/2018
155	25/10/2018	26/10/2018
October half term		
156	01/11/2018	02/11/2018
157	08/11/2018	09/11/2018
158	15/11/2018	16/11/2018
159	22/11/2018	23/11/2018
160	29/11/2018	30/11/2018
161	06/12/2018	07/12/2018
162	13/12/2018	14/12/2018
Christmas holidays		
163	10/01/2019	11/01/2019
164	17/01/2019	18/01/2019
165	24/01/2019	25/01/2019
166	31/01/2019	01/02/2019
167	07/02/2019	08/02/2019
168	14/02/2019	15/02/2019
February half term		
169	28/02/2018	01/03/2018
170	07/03/2018	08/03/2018
171	14/03/2018	15/03/2018
172	21/03/2018	22/03/2018
173	28/03/2018	29/03/2018
174	04/04/2018	05/04/2018
Easter holidays		
175	25/04/2019	26/04/2019
176	02/05/2019	03/05/2019
177	09/05/2019	10/05/2019
178	16/05/2019	17/05/2019
179	23/05/2019	24/05/2019
May half term		
180	06/06/2019	07/06/2019
181	13/06/2019	14/06/2019
182	20/06/2019	21/06/2019
183	27/06/2019	28/06/2019
184	04/07/2019	05/07/2019
185	11/07/2019	12/07/2019
Summer Holidays		



# ED JOBS Week

UNLIMITED  
OFFERS



## UNLIMITED PACKAGE OFFERS

### UNLIMITED ONLINE JOB ADVERTISING PACKAGES

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

### 12 MONTHS' UNLIMITED BASIC LISTINGS: £3,000

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

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

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

# ED Week

BROUGHT TO YOU BY

SCHOOLS WEEK

AND FE WEEK

We're proud to be  
a member of:



*EduWeek Jobs, Schools Week and FE Week* are owned and published by Learning & Skills Events Consultancy and Training Limited.