



# SCHOOLS WEEK

DISPLAY ADVERTISING  
MEDIA PACK  
2020-21



## Get in touch!

Call 020 8123 4778 or email [advertising@schoolsweek.co.uk](mailto:advertising@schoolsweek.co.uk) should you wish to discuss advertising options with Schools Week.



# What is Schools Week?

A newspaper dedicated to putting schools first

Schools Week is a weekly digital newspaper and a primary source of news for thousands of professionals working across the schools and education sector. The newspaper prides itself on being the first to report on the news that matters and provide investigative and in-depth news articles. Readers know that Schools Week 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 to teachers; we are proud of our

diverse readership.

Schools Week is distributed to individual subscribers and on a multiple subscription basis (whereby whole organisations subscribe), as well as to 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 education sector.

By advertising with Schools Week, you know that your brand will be taken directly to a targeted and influential audience. Please contact our team today to discuss how we can assist with promoting your organisation's message to the education sector.



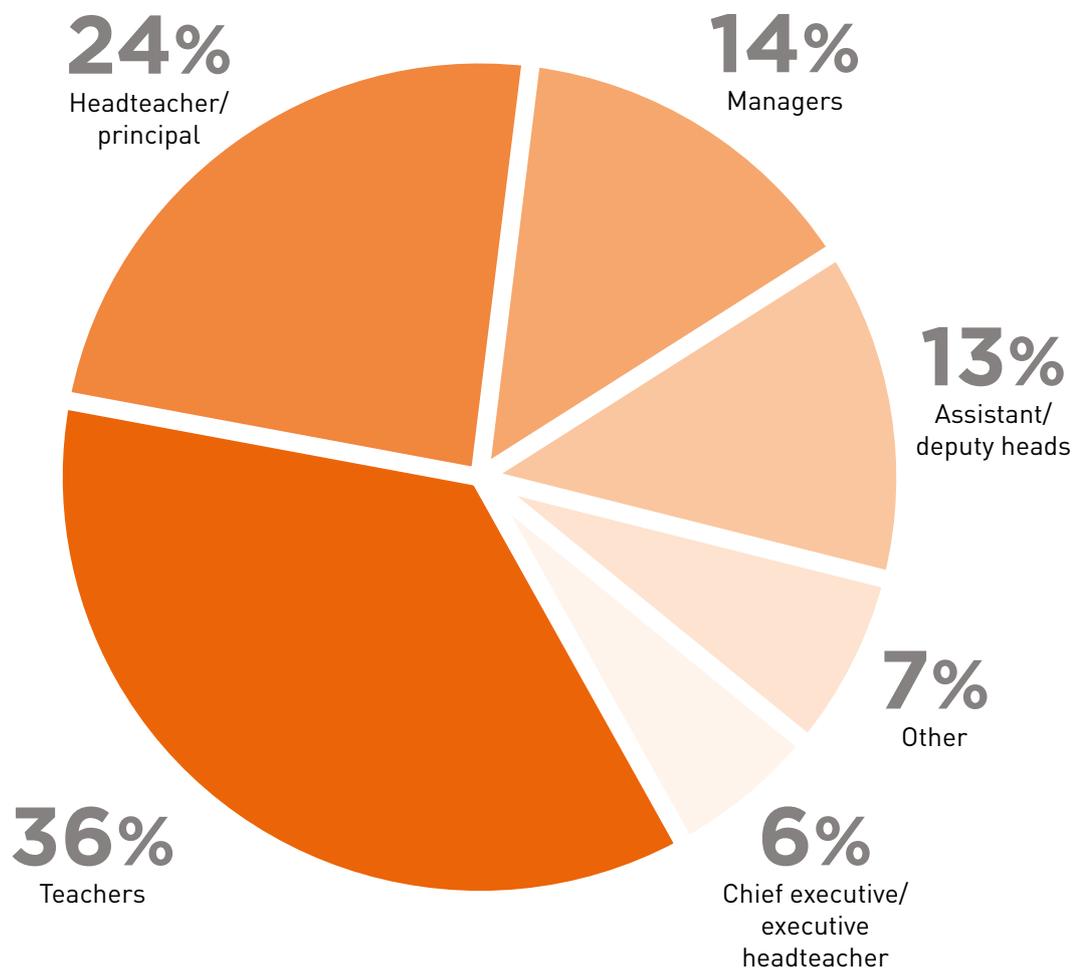
# Who reads Schools Week?

Schools Week is a primary source of news for thousands of professionals working across the schools and education sector, and is read by a highly influential and aspirational demographic. Every week, the newspaper is read by school head teachers, multi-academy trust executives, governors, teachers, schools business managers and other key figures from the sector.

As Schools Week is aimed at senior leaders and decision

makers, it communicates with a highly influential and targeted audience. The title is distributed to individual subscribers and on a multiple subscription basis to entire organisations. Our readership, coupled with the newspaper's expert sector knowledge, makes Schools Week a highly effective platform from which to communicate your organisations message to the education sector.

## SUBSCRIBERS BY JOB ROLE



*Schools Week in numbers*

**1.26 million**



Monthly page views average in 2020 (up from 550,000 in 2019)



**650,000**  
**visits per month**

Monthly average Jan-April 2020 (up from 360,000 in 2019)



**1m20**  
**secs**

Average time  
on page



**87,800+** Twitter followers



**17,500+**  
digital edition readership

# DIGITAL EDITION ADVERTISING



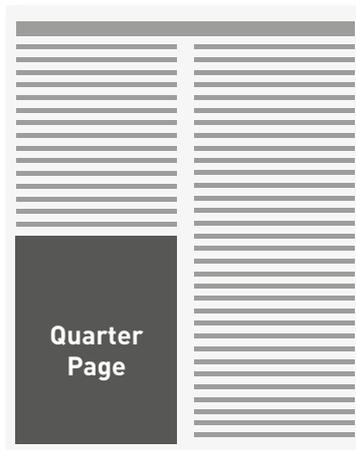
Schools Week offers interactive advertising – **place a hyperlink behind your advert to take readers directly to your website**



## FRONT PAGE STRIP

196mm (w) x 32mm (h)

**£2,000**



## QUARTER PAGE

96mm (w) x 132mm (h)

**£1,000**



## HALF PAGE

196mm (w) x 132mm (h)

**£2,000**



## FULL PAGE

210mm (w) x  
297mm (h)

**£3,000**



## FULL BACK PAGE

210mm (w) x  
297mm (h)

**£2,000**



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# SCHOOLS WEEK

## Advertorial

Artwork will be designed by our Design team and sent to the client for approval. Artwork will be reviewed by our Editor.

### DIGITAL EDITION + ONLINE:

196mm (w) x 265mm (h)

650 words max

1 week Edition

**£3,000**

\*Includes Online

### ONLINE ONLY:

2,000 words max

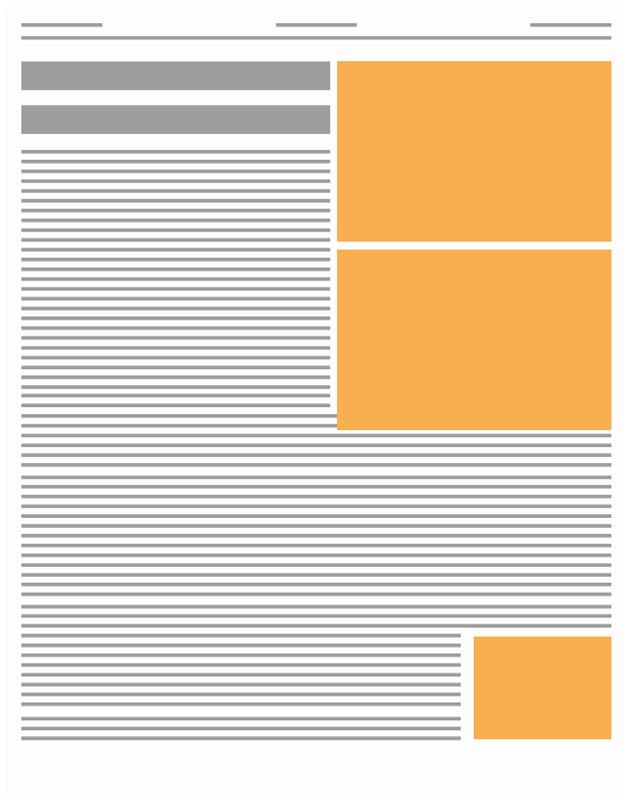
3 images

1 month allocation

Inclusion on 'Weekly Roundup Email'

5x Tweets via @SchoolsWeek (87.8k followers)

**£2,000**



## Email Campaign

### WEEKLY EMAIL (MONDAYS)

Banner 600px x 200px (+ optional 100 words)

14,500+ recipients

**£2,000**

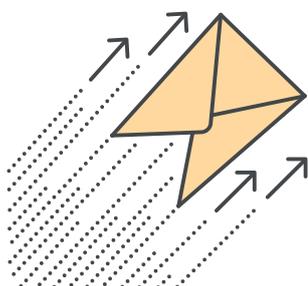
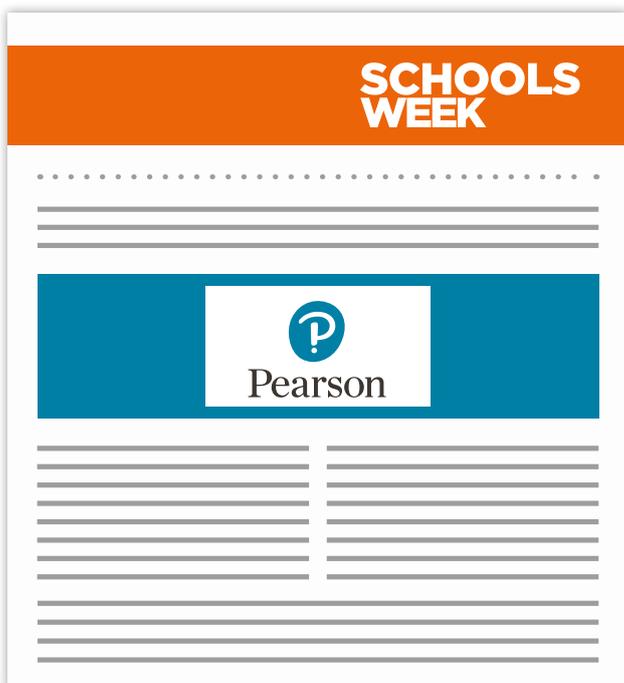
### DAILY NEWS EMAIL (17:00)

Banner 600px x 200px

3800+ recipients

**£500 per day** or

**£1500 for the week** (min 4 emails per week)



# ONLINE ADVERTISING



## PREMIUM BUTTON:

310px(w) x 160px(h)

Side of Articles: **£2,000**  
per month

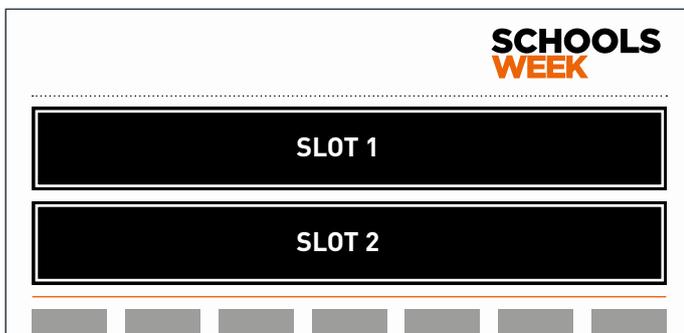
Homepage: **£1,000**  
per month

DESKTOP  
AND  
MOBILE  
COMPATIBLE

## IN-POST BUTTON:

310px(w) x 160px(h)

**£2,200 per week/£5,500 per month**



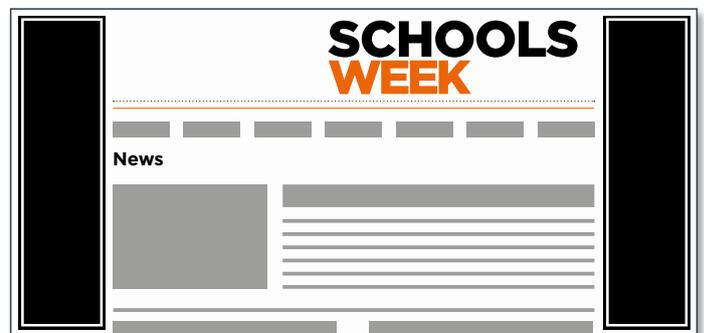
## LEADERBOARD (2 SLOTS AVAILABLE):

930px(w) x 115px(h)

1 week - **£2,000**

1 month - **£5,000**

DESKTOP  
AND  
MOBILE  
COMPATIBLE



## BACKGROUND TAKEOVER:

Left OR Right  
278px(w) x 947px(h)

1 week - **£1,750**

1 month - **£5,000**

DESKTOP  
ONLY

Both Left AND Right  
2x 278px(w) x 947px(h)

1 week - **£2,500**

1 month - **£8,000**

**Complete Client Takeover**  
(Leaderboard and Background Takeover - Both Sides for one month):  
**Price on Application**

# Our display advertisers have included:



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# Publication schedule

EDITION NUMBER	PRESS DAY	ISSUE DATE
<b>CHRISTMAS HOLIDAYS 2020</b>		
235	07/01/2021	08/01/2021
236	14/01/2021	15/01/2021
237	21/01/2021	22/01/2021
238	28/01/2021	29/01/2021
239	04/02/2021	05/02/2021
240	11/02/2021	12/02/2021
<b>FEBRUARY HALF-TERM 2021</b>		
241	25/02/2021	26/02/2021
242	04/03/2021	05/03/2021
243	11/03/2021	12/03/2021
244	18/03/2021	19/03/2021
245	25/03/2021	26/03/2021
246	01/04/2021	02/04/2021
<b>EASTER HOLIDAYS 2021</b>		
247	22/04/2021	23/04/2021
248	29/04/2021	30/04/2021
249	06/05/2021	07/05/2021
250	13/05/2021	14/05/2021
251	20/05/2021	21/05/2021
252	27/05/2021	28/05/2021
<b>MAY HALF-TERM 2021</b>		
253	10/06/2021	11/06/2021
254	17/06/2021	18/06/2021
255	24/06/2021	25/06/2021
256	01/07/2021	02/07/2021
257	08/07/2021	09/07/2021
<b>SUMMER HOLIDAYS 2021</b>		

# **SCHOOLS** **WEEK**

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**A NEWSPAPER DEDICATED TO PUTTING SCHOOLS FIRST**

**[WWW.SCHOOLSWEEK.CO.UK](http://WWW.SCHOOLSWEEK.CO.UK)**