

SCHOOLS WEEK

DISPLAY ADVERTISING
MEDIA PACK | 2021-22



Get in touch!

Call 020 8123 4778 or email 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

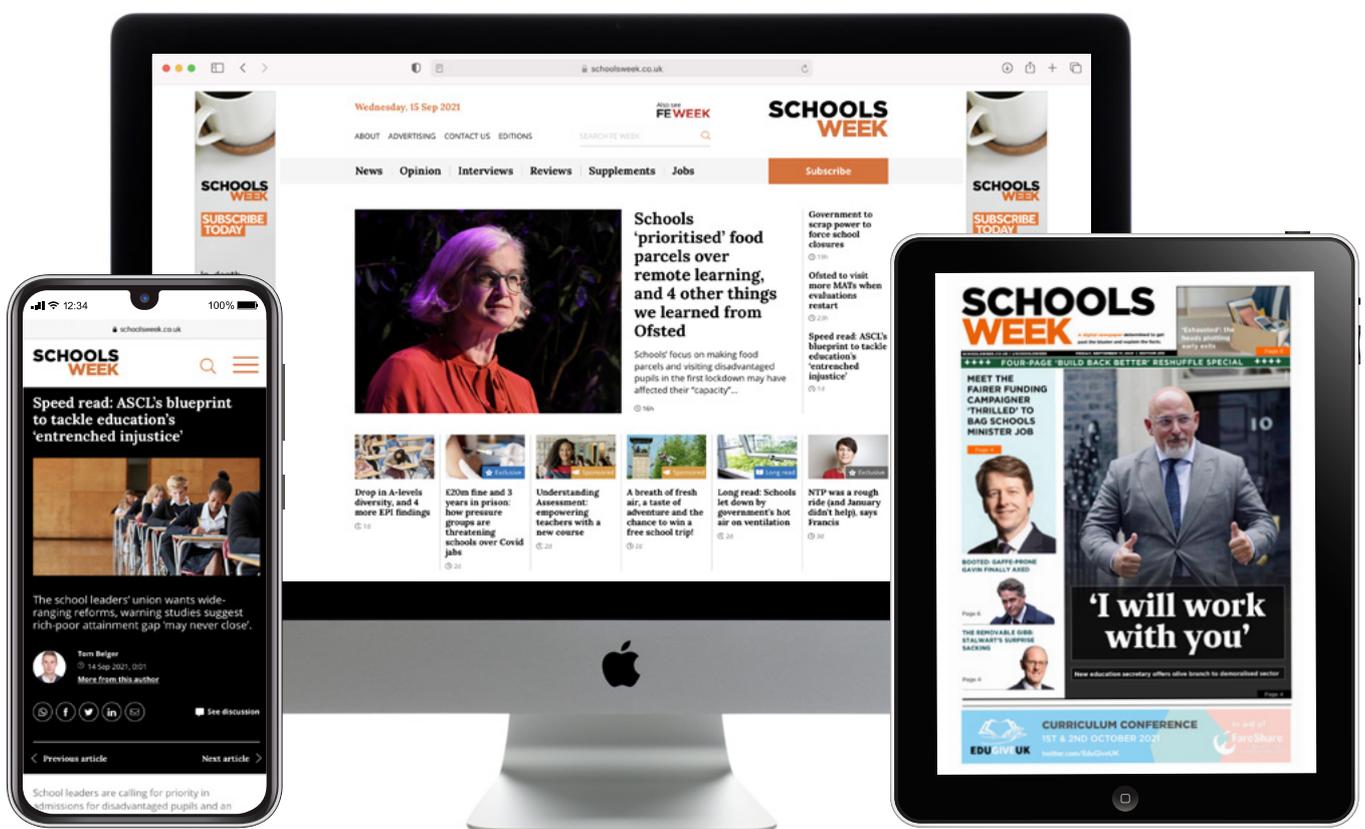
Schools Week is a weekly digital newspaper and a primary source of news for thousands of professionals working across the schools and education sector. The newspaper prides itself on being the first to report on the news that matters and provide investigative and in-depth news articles. Readers know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



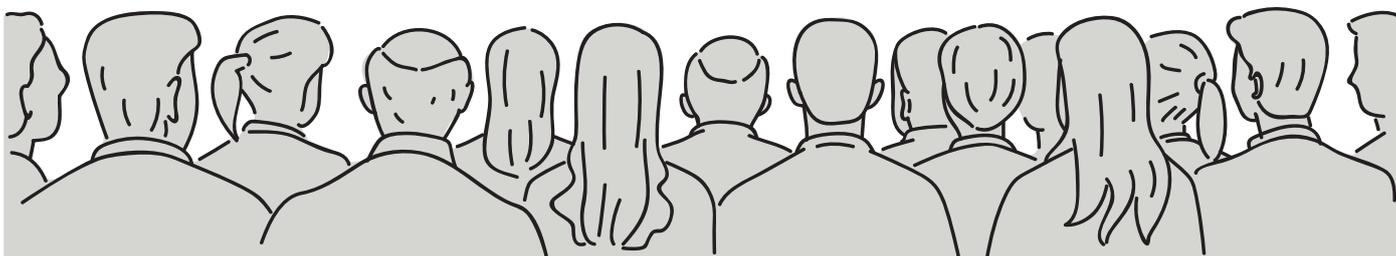
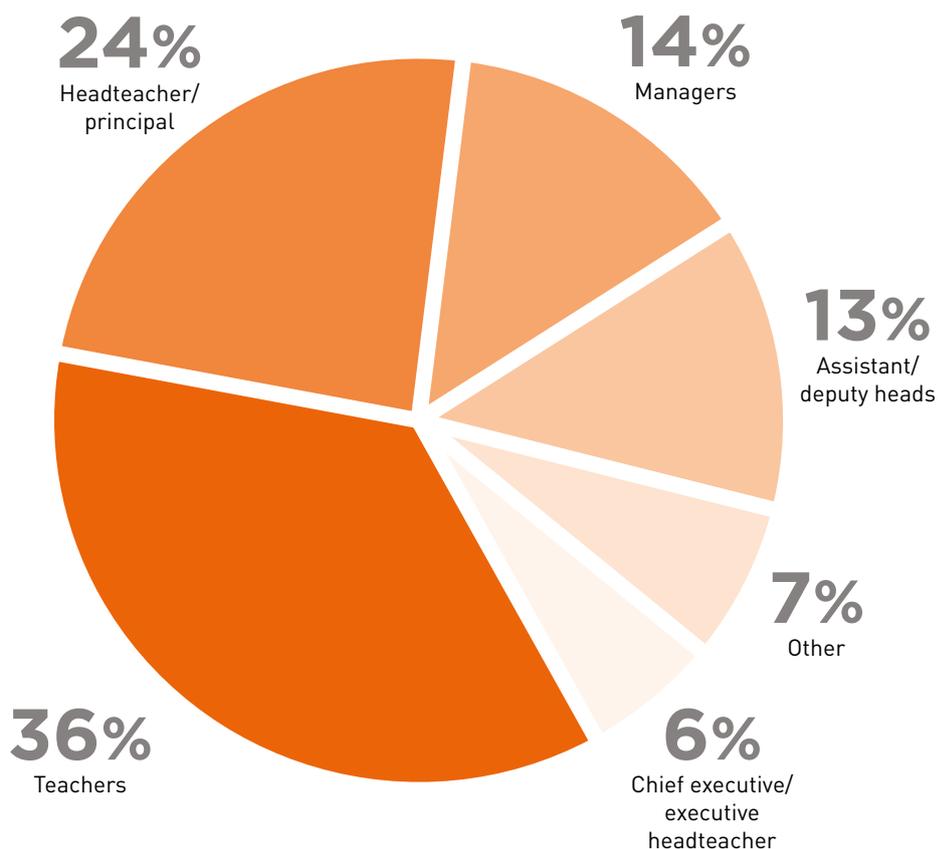
Who reads Schools Week?

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

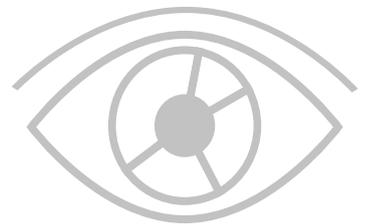
makers, it communicates with a highly influential and targeted audience. The title is distributed to individual subscribers and on a multiple subscription basis to entire organisations. Our readership, coupled with the newspaper's expert sector knowledge, makes Schools Week a highly effective platform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



99,200+ Twitter followers



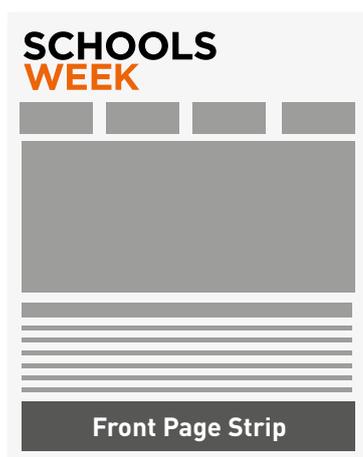
17,500+

digital edition readership

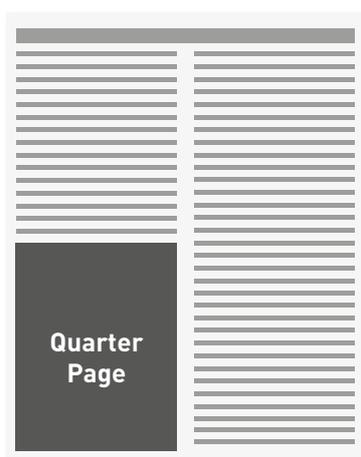
DIGITAL EDITION ADVERTISING



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



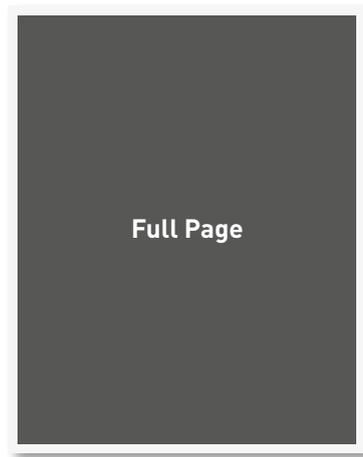
FRONT PAGE STRIP
196mm (w) x 32mm (h)
£2,000



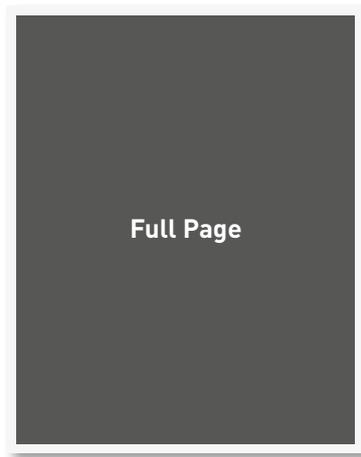
QUARTER PAGE
96mm (w) x 132mm (h)
£1,000



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



Get in touch!

Call 020 8123 4778 or email advertising@schoolsweek.co.uk should you wish to discuss advertising options with Schools Week.



Advertorial

Advertise your product or service in the form of editorial content. Artwork will be designed by our Design team and returned for approval.

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 (99.2k followers)

£2,000



Email Campaign

WEEKLY EMAIL (MONDAYS)

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

14,500+ recipients

£2,000

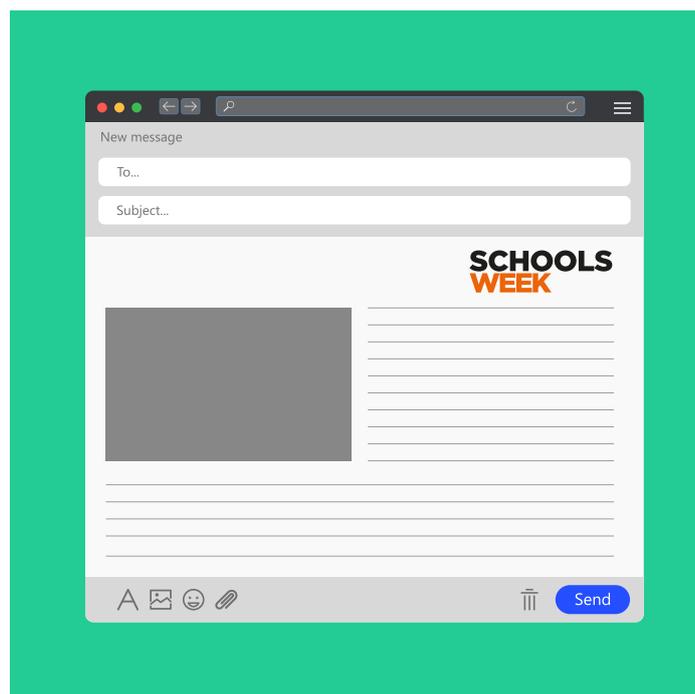
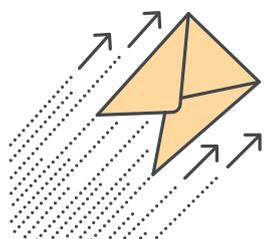
DAILY NEWS EMAIL (17:00)

Banner 600px x 200px

3800+ recipients

£500 per day or

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



ONLINE ADVERTISING

Background Takeover

£3,000 per week | £10,000 per month

Vertical banner adverts on the left- and right-hand side of the Schools Week website (desktop). On mobile devices, this changes to a fixed banner advert at the bottom of the screen.

**2 x 150px (w) x 988px (h) (1 left panel, 1 right panel)
898px (w) x 111px (h) banner for mobile devices**

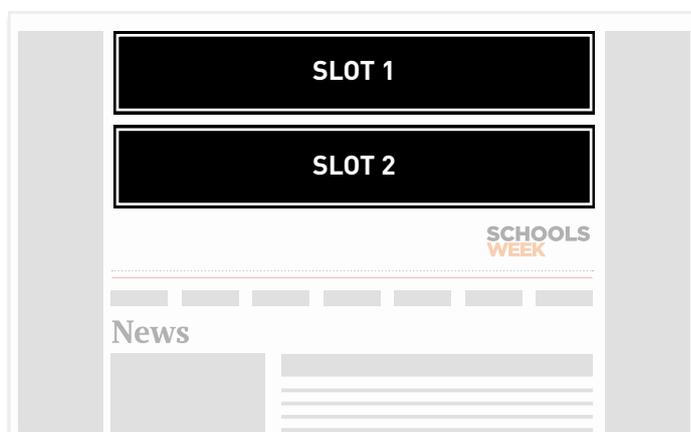


Leaderboard

£2,000 per week | £5,000 per month

Banner advert at the top of the Schools Week website. 2 x slots available.

898px (w) x 111px (h)

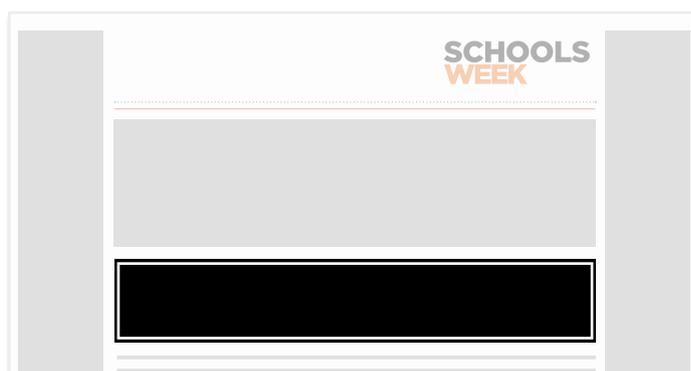


In-post Banner

£3,000 per week | £10,000 per month

Banner advert underneath the featured image of an article and before the copy. Featured on every news article on the site.

898px (w) x 111px (h)



ONLINE ADVERTISING

Complete Client Takeover

£7,500 per week

Background Takeover

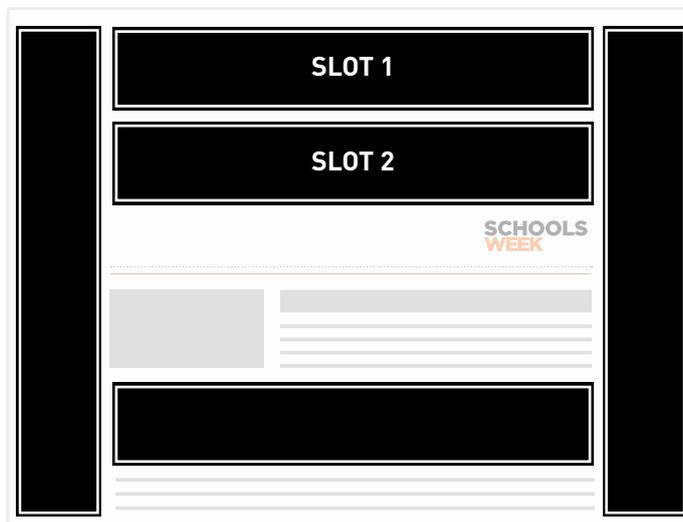
2 x 150px (w) x 988px (h) (1 left panel, 1 right panel)

In-post Banner

898px (w) x 111px (h)

Both Leaderboards

2 x 898px (w) x 111px (h)



Featured Buttons (Homepage + Side of Articles)

£1,500 per week | £4,000 per month

Button advert on the Schools Week homepage and at the side of every news article.

310px (w) x 160px (h)



Featured Buttons (Side of Article Only)

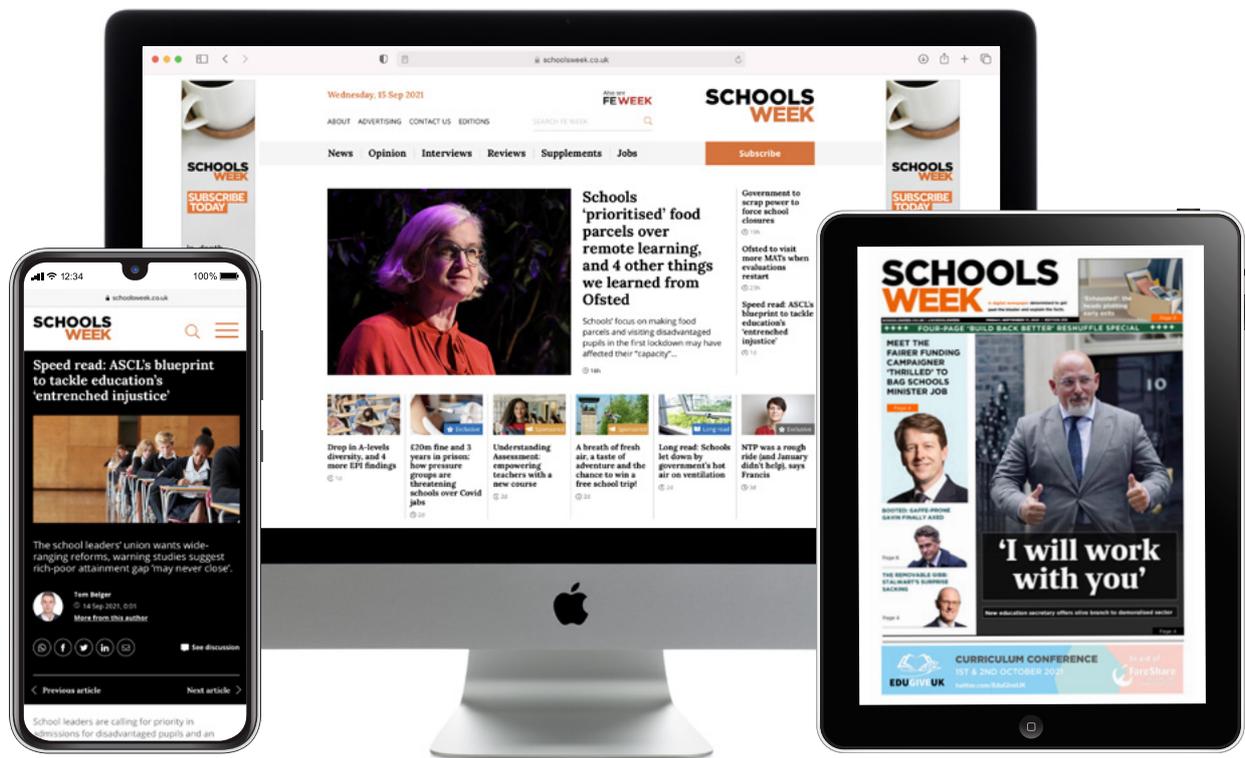
£1,000 per week | £3,000 per month

Button advert featured at the side of every news article.

310px (w) x 160px (h)



Our display advertisers have included:



Get in touch!

Call 020 8123 4778 or email advertising@schoolsweek.co.uk should you wish to discuss advertising options with Schools Week.



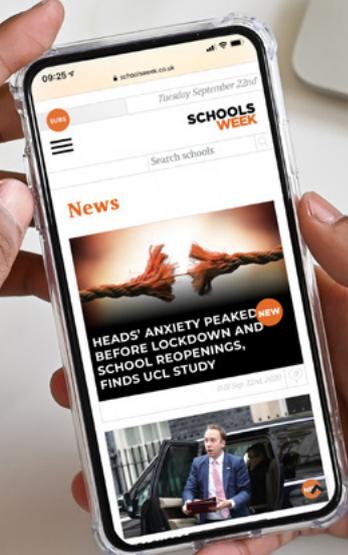
Publication schedule

EDITION NUMBER	PRESS DAY	ISSUE DATE
SEPTEMBER HALF-TERM 2021		
258	09/09/2021	10/09/2021
259	16/09/2021	17/09/2021
260	23/09/2021	24/09/2021
261	30/09/2021	01/10/2021
262	07/10/2021	08/10/2021
263	14/10/2021	15/10/2021
264	21/10/2021	22/10/2021
OCTOBER HALF-TERM 2021		
265	04/11/2021	05/11/2021
266	11/11/2021	12/11/2021
267	18/11/2021	19/11/2021
268	25/11/2021	26/11/2021
269	03/12/2021	04/12/2021
270	10/12/2021	11/12/2021
CHRISTMAS HOLIDAYS 2022		
271	06/01/2022	07/01/2022
272	13/01/2022	14/01/2022
273	20/01/2022	21/01/2022
274	27/01/2022	28/01/2022
275	03/02/2022	04/02/2022
276	10/02/2022	11/02/2022
FEBRUARY HALF-TERM 2022		
277	24/02/2022	25/02/2022
278	03/03/2022	04/03/2022
279	10/03/2022	11/03/2022
280	17/03/2022	18/03/2022
281	24/03/2022	25/03/2022
282	31/03/2022	01/04/2022

Publication schedule

EDITION NUMBER	PRESS DAY	ISSUE DATE
EASTER HOLIDAYS 2022		
283	21/04/2022	22/04/2022
284	28/04/2022	29/04/2022
285	05/05/2022	06/05/2022
286	12/05/2022	13/05/2022
287	19/05/2022	20/05/2022
288	26/05/2022	27/05/2022
MAY HALF-TERM 2022		
289	09/06/2022	10/06/2022
290	16/06/2022	17/06/2022
291	23/06/2022	24/06/2022
292	30/06/2022	01/07/2022
293	07/07/2022	08/07/2022
SUMMER HOLIDAYS 2022		

SUBSCRIBE TODAY



In-depth, investigative education Journalism, determined to get past the bluster & explain the facts.

SCHOOLS **WEEK**

A NEWSPAPER DEDICATED TO PUTTING SCHOOLS FIRST

WWW.SCHOOLSWEEK.CO.UK