

MEDIA PACK

March 2024

SCHOOLS WEEK

FEWEEK



Published by



Who we are

Connecting your brand with Educators.

In an era dominated by digital media, advertisers need to leverage platforms that guarantee maximum reach and engagement. Enter Schools Week and FE Week, your unrivalled digital newspapers catering to the education sector. With our unwavering commitment to delivering high-quality journalism and our influential readership, we provide an exceptional opportunity for advertisers to connect with their target audience effectively.

SCHOOLS WEEK

Schools Week, established in September 2014, is a digital newspaper covering the school sector. Schools Week quickly became a leading news provider for educators nationwide, with a reputation for providing independent, investigative journalism. Schools Week content is distributed via a weekly digital edition and a news website.

FEWEEK

FE Week, established in September 2011, is a digital newspaper covering the further education, skills and apprenticeship sector. FE Week is the leading news provider in the sector, with a reputation for providing independent, investigative journalism. FE Week content is distributed via a weekly digital edition and a news website.

Our audience

Education influencers.

The Schools Week and FE Week audience is a highly engaged and influential community with significant sway in the education sector and their organisations. Comprising education professionals, policymakers, school and college leaders, teachers, and governors, our readers actively seek and consume our content, making them receptive to the messages conveyed by our advertisers.

With their deep involvement in shaping educational policies and practices, our audience possesses the power to influence decisions and drive change. Partnering with Schools Week and FE Week ensures that your brand and message resonate with this influential audience, yielding impactful results.



1.3 million+

Page hits each month



375,000+

Users per month

Who reads Schools Week?

A loyal readership

Schools Week readers are inquisitive, informed and influential. Our readers come from across the education landscape in search of high-quality journalism. Our content is primarily associated with the financial and policy sides of education.



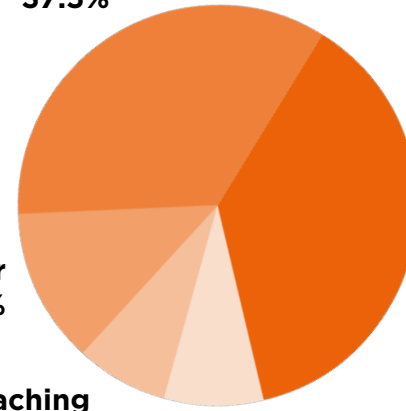
Teachers
37.5%

Management
34.5%

CEO/Headteacher
12.5%

Non-teaching
8%

Other
7.5%



900,000
Monthly page views



275,000
Users per month



14,500
Weekly edition readers

36.5%

Primary School Staff

43.5%

Secondary School Staff



73 secs
Avg time on page

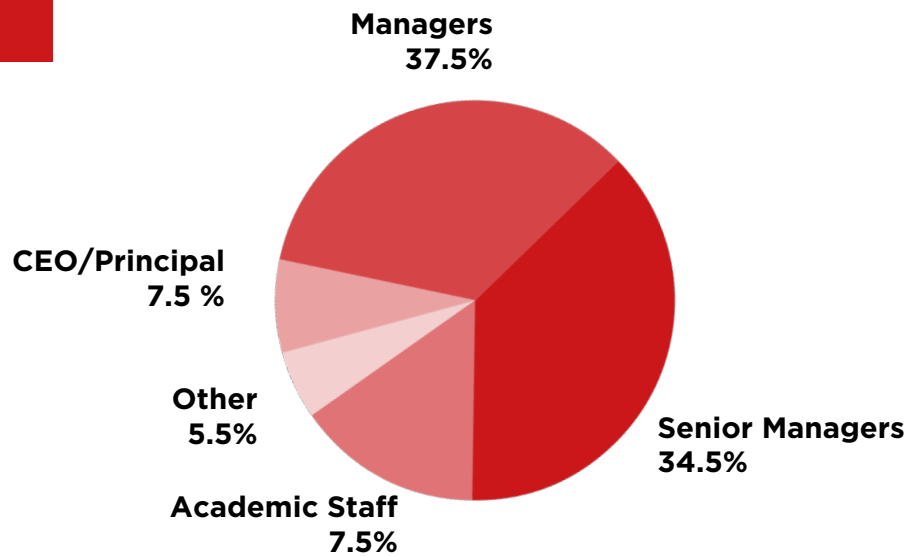
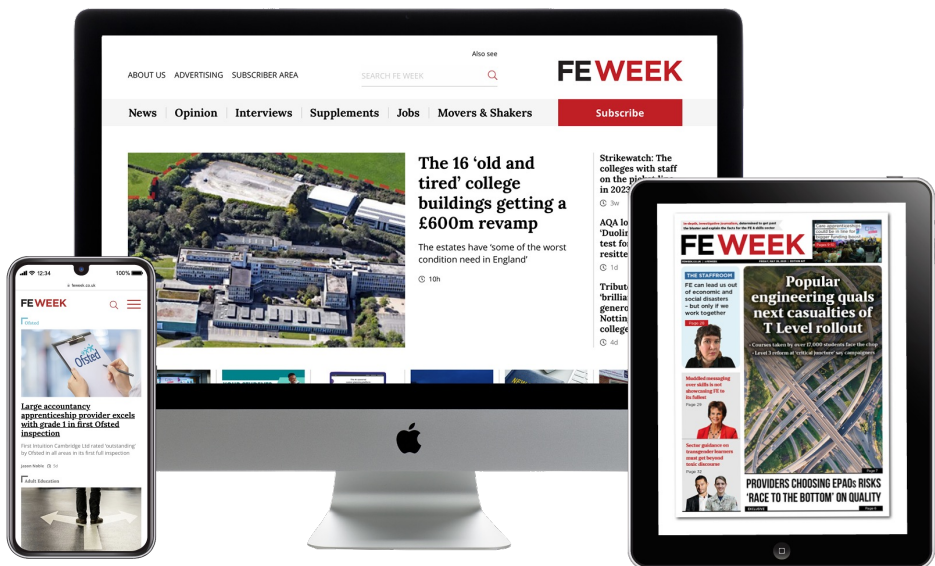


150,000+
Social followers

Who reads FE Week?

Leaders read FE Week

FE Week readers are inquisitive, informed, and influential. Our readers come from across the further education, skills and apprenticeship sector in search of high-quality journalism. Our content is primarily associated with the financial and policy sides of the sector.



400,000
Monthly page views



100,000
Users per month



40%
Training Providers

25% FE Colleges **15%** Employers

10,000
Weekly edition readers

115 secs
Avg time on page

50,000+
Social followers

Source – Analytics, monthly average between January to March 2023

Our advertisers

Enabling brands to communicate.

As leading digital newspapers, Schools Week and FE Week have worked with many leading brands. From household names such as the BBC and Dyson to education technology providers, awarding organisations, and much more. During the past year we've worked with over 100 education suppliers.

We take pride in working with all our partners, regardless of size or budget, to ensure their campaigns with us succeed.




Analytics Reports

Data is key.

Upon the completion of your website campaign, we offer a comprehensive report that outlines the performance of your advertising efforts. Our detailed analytics cover all website and email advertisements, including advertorials. Gain insights into the number of impressions and clicks your advert has received, along with a convenient benchmark indicator.

Additionally, you'll receive data that highlights the geographical locations of those who engaged with your advert. This valuable information allows you to assess the effectiveness of your campaign and make informed decisions for future marketing strategies.



The 13th annual **FESTIVAL OF EDUCATION** at Wellington College | 6-7 July 2023

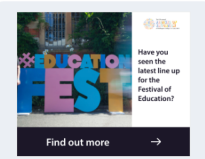
Festival of Education 2023 | Button

#821043

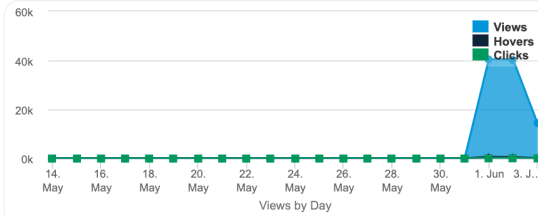
VIEWS
95,210

HOVERS
1,102

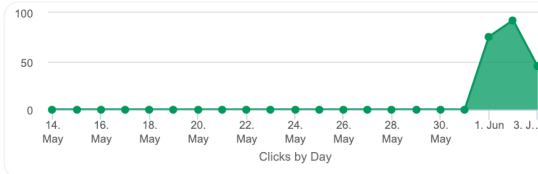
CLICKS
212



Views by Day



Clicks by Day



Most Viewed Day of the Week
Thursday

Most Viewed Time of the Day
10:00am

Most Clicked Time of the Day
07:00am

Time of First Click
Jun 01 2023 9:00am

Advertiser Report

Prepared on June 3, 2023
Performance from 05/14/2023 to 06/03/2023

Click Rate
0.223%

EXCELLENT

Above average performance. The global average display ad performance is 0.08%, according to benchmarks at Google.


Extended Events

These are the counts for special or extended events for this ad. The data shown is only for events where user location and detail could be obtained.

Event Type	Count
Front Click	10
Back Click	17
Right Click	24
Left Click	10
Top Click	21
Bottom Click	8
Click	167
Paused	1,494

Breakdown by City (Top 5)

Here is a breakdown of ad events by city. These can be core events like clicks or hovers, or special events that are available only to certain ad formats.



Advertiser Report

Prepared on June 3, 2023
Performance from 05/03/2023 to 06/03/2023

DETAILED EVENT DATA TOP ISP

BT	18%
Sky Broadband	15%
Virgin Media	14%
Janet University Network	7%
EE	6%
TalkTalk	5%
Telefonica O2 UK	3%
Plusnet	3%

Digital Edition Advertising

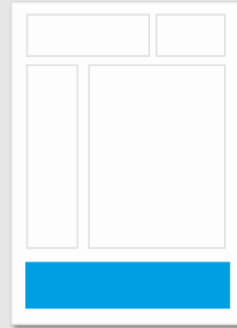
Prices are listed per publication; package offers are available. Rates excluding VAT.

Speak to our subscribers

Adverts in our weekly edition in either Schools Week or FE Week are a great way of reaching our lovely subscribers.

We can place a hyperlink behind your advert to take readers directly to your website.

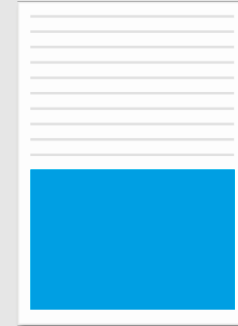
Editions are published on Fridays during term time (36 editions per year)



Frontpage strip £2,000

This advert sits at the bottom of the front page. Our front pages are shared across social media.

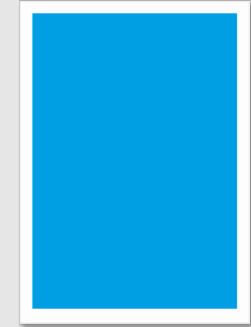
One slot available per edition



Half page £1,500

Our half page adverts are placed underneath a news article.

Multiple slots available per edition



Full page £2,500

A dedicated page in our weekly edition just for you.

Multiple slots available per edition

Advertorials

Prices are listed per publication; package offers are available. Rates excluding VAT.

Have a story to share?

Advertorials in Schools Week or FE Week are popular with advertisers with exciting stories to share with our readers.

We have two options available covering our websites and weekly editions. Our online advertorials remain online forever (or until you request removal) and receive a push across our social media channels.



Online Only £3,000

Online advertorials can be up to 2,000 words, but we recommend 650 words. We can feature up to 3 images, including the featured image. We can also embed any YouTube/Vimeo videos and links to other resources and websites. Online advertorials are published on Mondays and are listed in our weekly news email. They also receive 4 social media posts across all our channels: Twitter, Facebook and LinkedIn.



Edition & Online £4,500

As well as receiving all the benefits of our Online Advertorial, this option also includes a full-page advertorial in a weekly edition of Schools Week or FE Week. The edition version of the advertorial can be up to 650 words and feature an image.

Online Advertising

Prices are listed per publication; package offers are available. Rates excluding VAT.

The best, for the best.

From prominent banner ads strategically placed across our website to inclusion within our news emails, our advertising options ensure maximum visibility and engagement.

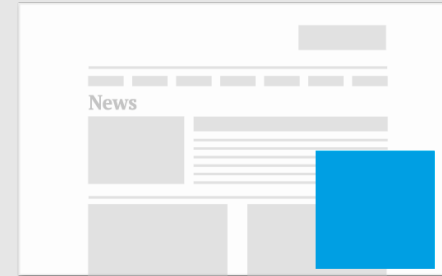
Leverage the power of our online platforms to connect with your target audience effectively and achieve your advertising goals.



Background takeover 1 Week
| £3,500
4 Weeks | £12,000

A popular choice with our advertisers. On desktop, your advert will appear on both sides of the website. On mobile/tablet devices, it appears at the bottom of the screen.

One slot available per week



Pop-up
1 Week | £3,000
4 Weeks | £10,000

A new addition to our online advertising option. This slides into view when the user scrolls down through a certain % of the page. This will absolutely get the user's attention.

One slot available per week



Leaderboard
1 Week | £2,500
4 Weeks | £7,500

Sitting at the very top of the website, this will ensure that your advert is one of the first items users see when they visit.

Two slots available per week

Online Advertising

Prices are listed per publication; package offers are available. Rates excluding VAT.



In-post banner
1 Week | £2,000
4 Weeks | £6,000

Sitting between the article's featured image and the article, this will grab a user's attention as they read the article.

One slot available per week



Featured Button
1 Week | £1,000
4 Weeks | £3,500

This advertisement site sits to the right-hand side of our articles.

Four slots available per week



Featured Button (inc Home)
1 Week | £1,750
4 Weeks | £5,000

Boost your featured button by adding exposure to the homepage.

Three slots available per week

News Email Advertising

Prices are listed per publication; package offers are available. Rates excluding VAT.

We all love an email...

Our news emails are a valuable way to get your brand in front of some of our most keen readers. The emails are sent to individuals who have opted to receive updates from us either weekly or daily.

We don't offer direct mailings to our database, but placing a banner advert within the top section of our news emails is proven effective for our advertisers.



Weekly News Email **£2,750 | One Week**

Our Weekly New Email is issued on Mondays at 12:30, containing a summary of the biggest news stories and opinions from the previous week. Your advert is placed under our masthead and before the welcome message.

One slot available per week



Daily News Email **£1,500 | One Week**

Our Daily New Email is sent out at 17:30 on weekdays. It provides are most keen readers with a summary of that day's news. Your advert is placed under our masthead and before the welcome message.

One slot available per week

Artwork Specifications

Prices are listed per publication; package offers are available. Rates excluding VAT.

What you need to stand out.

So, here is what you must supply to get your adverts live with Schools Week and FE Week.

We ask that creatives be supplied three days before the live date.

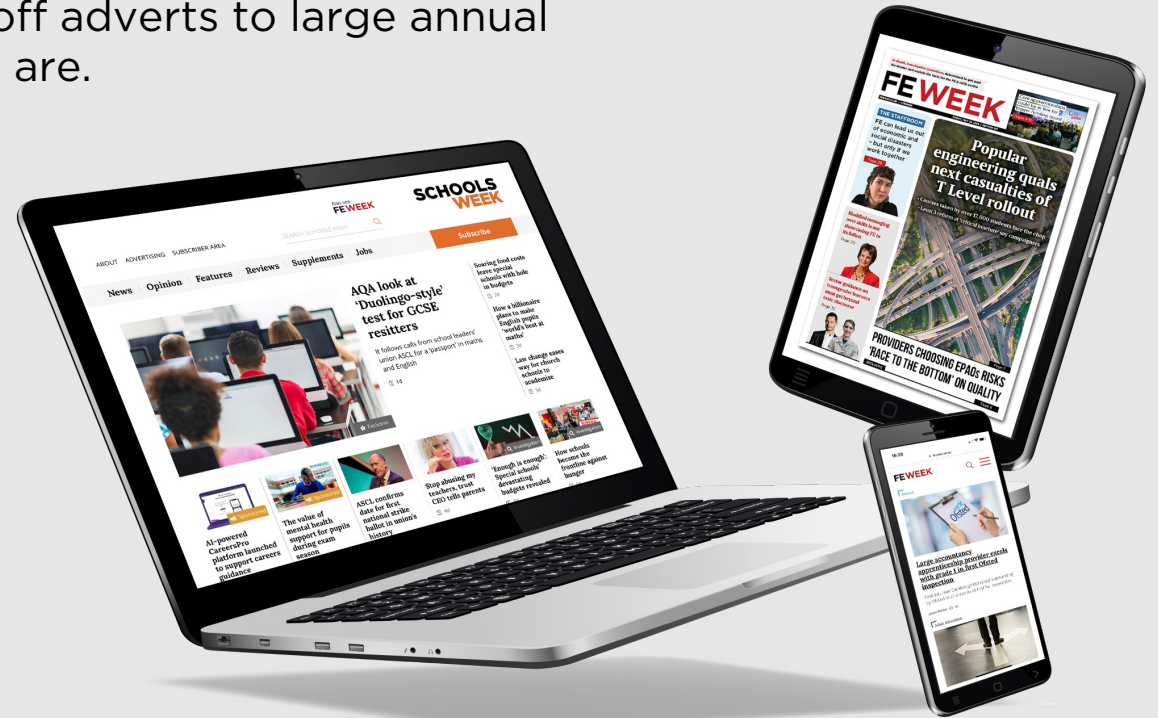
We can also design your advertisements. Provide us with a brief and some brand guidelines, and we will do the rest. Our design service is £325 per advert.

	Ad Format	Spec	File Type	Rate Card	
				Per Week	Per month (4wks)
Digital Edition Adverts	Front page strip	196mm (w) x 32mm (h)	PDF	£2,000	N/A
	Half page	196mm (w) x 132mm (h)	PDF	£1,500	
	Full page	210mm (w) x 297mm(h)	PDF	£2,500	
Online Adverts	Background takeover	Desktop: 2 x 300px (w) x 2000px (h) – safe space 300px(w) x 1500px(h) (left & right panel) Mobile: 900px (w) x 150px (h)	PNG/GIF	£3,500	£12,000
	Pop-up	Portrait: 600px (w) x 1200px (h) or landscape: 1200px (w) x 600px (h)	PNG/GIF	£3,000	£10,000
	Billboard	2000px (w) x 500px (h)	PNG/GIF	£2,750	£9,000
	Leaderboard	900px (w) x 100px (h)	PNG/GIF	£2,500	£7,500
	In-post banner	900px (w) x 100px (h)	PNG/GIF	£2,000	£6,000
	Featured Button	300px (w) x 250px (h)	PNG/GIF	£1,000	£3,500
	Featured Button (home)	300px (w) x 250px (h)	PNG/GIF	£1,750	£5,000
	Advertorials	Online Advertorial	Up to 2,000 words, 3 images, embed videos and 4 social posts	Word Doc/PNG	£3,000
Edition advertorial		650 words, Headline, Image	Word Doc/PNG	£4,500	
News Emails	Weekly News Email	600px (w) x 200px (h)	PNG/GIF	£2,750	N/A
	Daily News Email	600px (w) x 200px (h)	PNG/GIF	£1,500	

Contact us

READY TO DISCUSS OPTIONS?

Our audience awaits. From one-off adverts to large annual packages, we're ready when you are.



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DISPLAY ADVERTISING OPPORTUNITIES
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