

FE Week

Media pack 2012/13



The only newspaper and interactive website dedicated to the further education sector

FE Week introduced



Nick Linford is the Managing Editor of FE Week and the Managing Director of Lsect.

Nick has played a leading role in training and advice on funding, performance, data, and curriculum planning in the further education sector for more than 10 years.

He was Director of Planning and Performance at Lewisham College for six years and went on to become the first Head of the Pearson Centre for Policy and Learning. He is also author of both the Hands-on guide to post-16 funding (www.fundingguide.co.uk) and the Hands-on guide to post-16 performance and data (www.dataguide.co.uk).

In early 2011, Nick established Learning & Skills, Events, Consultancy and Training (Lsect) and launched FE Week to offer the sector its first dedicated newspaper.

FE Week was launched in September 2011 and is the only newspaper and interactive website dedicated to the further education sector.

Monthly average for www.feweek.co.uk*

FE Week in print (September 2011 - July 2012)

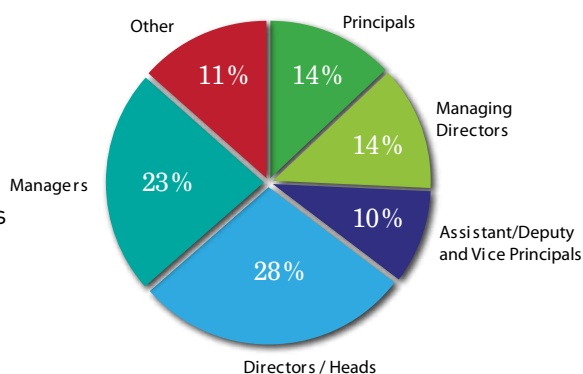
- ~ 3,000 copies per print-run
- ~ 36 printed editions
- ~ 16-24 full colour pages per edition focused on FE
- ~ 5 sponsored supplements (Twitter Guide, WorldSkills 2011, FE Week & Me, National Apprenticeship Week, UCU Congress 2012)
- ~ 1 special edition about apprenticeship policy developments

28,691
visits

FE Week online at www.feweek.co.uk*

- ~ 708,518 page views
- ~ 315,604 visits
- ~ 140,422 unique visitors
- ~ 00:02:18 average time on site
- ~ 2.24 pages per visit on average
- ~ 1056 comments posted online
- ~ More than 5,500 online members

Subscriber job roles**



64,411
page views

89% of subscribers are managers and above

12,766
visitors

* Google Analytics [01/09/2011-01/08/2012]

** As at 01/08/12





FE Week's advertisers have included:



FE Week mentions

In FE Week's first term we published a number of exclusive articles, leading to acknowledgements in the publications below



FE Week display

FE Week is dedicated to serving the further education sector. This means we offer you an unrivalled opportunity to market your organisation to the decision makers in FE.

We are proud of our enthusiasm and creativity, and will work with you to get a clear understanding of your desired outcomes. There are many innovative ways that we can use to help you achieve your objectives.

In addition to straight display activity FE Week offers a range of creative opportunities across our platforms.

Creative opportunities include:

- ~ Cover Wraps
- ~ Client Takeovers
- ~ Creative Ad Shapes
- ~ Bespoke Supplements; Editorial Led, Client Led & Advertorial Led
- ~ Sponsorships
- ~ Promotions
- ~ Prime Sites
- ~ Advertorials
- ~ Events / exhibiting

Case-study

NCFE Sponsored Twitter Supplement

An eight-page supplement, including a list of all the college twitter accounts as well as an online video tutorial.

- ~ Downloaded more than 1,500 times
- ~ Copies sent with the newspaper
- ~ Supplied in conference delegate packs
- ~ Many senior people in FE have said they have started using twitter thanks to this guide

Tim Dawkins, Marketing Manager, NCFE:

“A proactive and creative idea from the FE Week team, the Twitter Guide has proven to be a successful use of multimedia, integrating print, online and video content. The supplement looks great, feels great and is still being referenced five months later.”

Online Creative Solutions Include:

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



FE Week recruitment



FE Week is quickly becoming the market leading FE publisher in England and every week provides a large selection of FE jobs in paper and online.

Our recruitment section is easy to navigate with only FE related vacancies featured. This coupled with the FE Week news environment, makes FE Week the most effective way to take your job advert to its targeted audience.

All recruitment ads published in the paper will automatically gain additional coverage on the FE Week job board at www.feweek.co.uk. They are treated as Featured Jobs where the FE Week team will e-mail more than 5,500 online members about the role and tweet the role to more than 1,800 twitter followers.

Online advertising can be booked independent of the newspaper.

Our experienced advertising team will give you the best advice to achieve your recruitment objectives. Our services include designing and supplying a proof of adverts.

Leadership Services Associates
The Skills Network

Q.L.A. team, United Kingdom

Featured jobs
are highlighted

IT Manager
London College of Beauty Therapy

Great Marlborough Street, London.
W1, United Kingdom

Deputy Principal
Barnsley SixthForm College

Barnsley, United Kingdom

FEATURED JOB ONLINE

How your featured job will look on the FE Week website

Tweeted to 980
followers online



FE Week @FEWeek

New FE Week Job: Director of Curriculum Innovation at New College
Nottingham j.mp/sKr0z7

9:57 AM, Dec 1st via TweetDeck · Details

Reply Retweet Favorite

FEATURED JOB TWEET

How your featured job will look on Twitter


For more information on recruitment advertising opportunities and brand extensions please contact Chardelle Mason on 0208 123 4891 or chardelle.mason@feweek.co.uk



FE Week publication dates

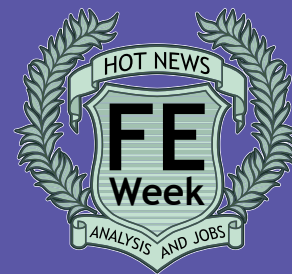
FE Week publication schedule in 2012/13 (36 editions)

	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M
Sep						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
Oct	1							8							15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					
Nov				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			
Dec						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Jan		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31				
Feb					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28				
Mar					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
Apr	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30						
May			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
Jun						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
Jul	1							8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					

 Publication of FE Week



FE Week rate card



Newspaper display advertising

Run of paper	Various display sizes	£25scc*
Full page	32cm high x 7 columns* wide	£5,600
Double page spread	32cm x 14 columns wide	£11,200
Front page strip	5cm high x 7 columns wide	£1,225

Prime positions and creative opportunities may be subject to a loading.

Online advertising (four weeks)

Home page banner £2000 Home page button £800

Recruitment advertising

Recruitment section	Various advert sizes	£20scc
Full page	32cm high x 8 columns wide	£5,120

The prices above include online listing and featured job benefits (see below)

Basic job and logo	On www.feweek.co.uk/jobs	£95 per job
Featured Job Package	Emailed to 5500+ members and Tweeted	£250 per job

Technical details, including column widths can be found within the advertise section of www.feweek.co.uk (see link at top of every page).

* Single column centimetre is the standard measurement for advertisements which are priced in one centimetre height by one column width units.

Graphic design

FE Week employ professional designers, and for an additional cost can produce materials where required.

Deadlines

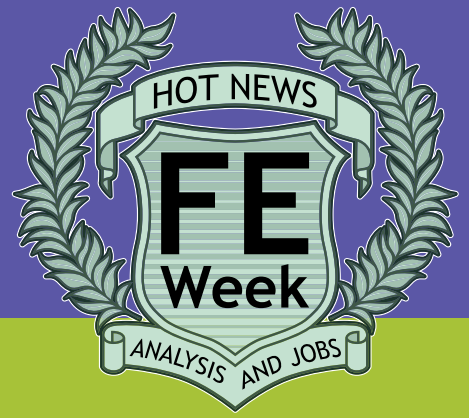
General booking deadline Wednesday 4pm Artwork by Thursday 1pm
Agency booking and artwork deadline Thursday 1pm

All prices are subject to VAT.



FE Week

Contact



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You can subscribe to FE Week for £75 via the www.feweek.co.uk website