



THE SPIRIT OF EDUCATION

FURTHER EDUCATION TODAY

MEDIA PACK 2010

FET Readers...

Further Education Today's audience comprises of the sector's key decision makers, including university and college principals, deans, vice chancellors and financial directors.

Tomorrow's movers and shakers, acting principals and heads of departments, also value the title.

These key decision makers across the UK and international further and higher education markets control budgets that run into tens of millions of pounds every year, across ICT, travel, building, catering, sports equipment and insurance, to name but a few areas.

Further Education Today is the market leading publication for all colleges, universities and further education establishments, both in the UK and for selected colleges worldwide. A respected and established title with a bi-monthly readership of more than 5,000, it is by far the highest in the sector, and means we offer advertisers superior reach to a unique target audience.

Best content ever...

Informative, Objective, Insightful.

Further Education Today has been reporting and analysing the key events, issues and developments affecting our colleges and universities for the past eight years. We know what it takes to run a top university or college, making Further Education Today a serious must-read title in this sector. Our readership values our engrossing and informative content.

Contributing Talent...

Further Education Today boasts a pool of highly regarded contributors from the fields of law, marketing, education, insurance, finance, ICT, together with environmental issues, and each can inform our readers on how they need to tackle the key issues which can mean the difference between success and failure.



Your strategy for high impact advertising ...

We offer a range of advertising opportunities for every client ensuring you maximise your advertising.

* DISPLAY

High-profile display advertising, placed in the main editorial sections of our publications, will raise your brand's profile to an audience of senior professional decision makers.

* LOOSE INSERTS

FE Today can arrange for your own promotional literature to be inserted into our magazines.

* CLASSIFIED

Our classified sections run alongside some of our most popular editorial content, and provide cost-effective but targeted advertising. Our classified section is separated into "New Products" (Products & Services, paid for advertorials), "Web Directory" and conventional classified advertising.


* ADVERTORIALS

We are happy to run sponsored "advertorials" in all business sectors.

Contact our Sales Department on: 01491 411848 or email: fe@schoolspublishing.co.uk
Admin & Editorial: admin@schoolspublishing.co.uk visit: www.fe-today.co.uk

Schools Publishing Ltd., St James's House, 118 Greys Road, Henley-on-Thames, OXON RG9 1QW
Tel: 01491 411848 Fax: 01491 411416 VAT Registration Number: 757208321

Further Education Today – The only bi-monthly magazine reaching every sixth form college, HE/FE college and university in the UK.

JANUARY Publication Date 07.01.10	FEBRUARY Publication Date 08.02.10	MARCH & APRIL Publication Date 08.04.10
<ul style="list-style-type: none"> • Access control • Catering & vending • Halls of residence 	<ul style="list-style-type: none"> • Becta • General furniture • Education Show • Library 	<ul style="list-style-type: none"> • Perimeter security • Going green –SUP • Fire safety • ICT
MAY Publication Date 07.05.10	JUNE & JULY Publication Date 01.07.10	AUGUST & SEPTEMBER Publication Date 06.09.10
<ul style="list-style-type: none"> • Theatre • ABBT Show • Disabled Access • Sports Equipment 	<ul style="list-style-type: none"> • ICT & ICT furniture • Health & safety • Security • Library 	<ul style="list-style-type: none"> • Home Economics Furniture • ICT • Theatre • DT & ICT Show
OCTOBER & NOVEMBER Publication Date 05.11.10	DECEMBER & JANUARY Publication Date 17.12.10	
<ul style="list-style-type: none"> • CDT equipment • Dyslexia • Disabled access • Office Supplies 	<ul style="list-style-type: none"> • Security • ICT • BETT Show • Library 	

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ADVERTISEMENT RATES

Inside Front Cover	£1400
Inside Back Cover	£1400
Outside Back Cover	£1400

Double Page Spread	£1900
Full Page Bleed	£1200
Half Page	£700
Quarter Page	£450

Classified	£9.50 psc
Leaflet Inserts	£95.00 per thousand <i>subject to weight</i>
Products & Services	<i>from</i> £135

Discounts available for series bookings, five inserts 5% discount, 10 inserts 10% discount.

10% Discount for known agencies only.

All costs shown are exclusive of VAT, currently 15%.

Terms & Conditions available on our website.

TECHNICAL DATA

Full Page (A4 + 3mm bleed)	303 x 216 mm
Half Page Portrait	262 x 88 mm
Half Page Landscape	128 x 180 mm
Quarter Page Portrait	128 x 88 mm
Quarter Page Landscape	61 x 180 mm

CLASSIFIED COLUMNS

1 Column	42 mm
2 Columns	88 mm
3 Columns	134 mm
4 Columns	180 mm

ARTWORK

High resolution, press ready PDF format with all fonts either embedded or converted to outlines. Colour space: CMYK.

All advertisements must be clearly identified with the publication name and data, full contact details of the client and accompanied by a colour proof.

DEADLINES

COPY DATES: 10 days prior to publication

CANCELLATIONS: One month before publication date



SPONSORSHIP PACKAGE

Schools Publishing Limited is delighted to offer Sponsorship Packages of its three titles in the education sector: Building for Education, Independent Education Today and Further Education Today.

Sponsorship of these titles offers maximum exposure within the magazines, increasing brand awareness within the education marketplace.

We offer sponsorship of our highly informative news pages, which host articles provided by key associations, organisations and prominent figures within the respective sectors of each title.

Our sponsorship package offers a unique method of promoting your company's brand to its target audience in the education sector – our readers!

Sponsorship Rates

This package comprises of – contents page banner 45cm² (1/8 page approx) + company logo on all editorial pages (minimum of 6 guaranteed)

1 Title	x	3 Issues	£1,350.00
1 Title	x	6 Issues	£2,430.00
2 Titles	x	3 Issues	£2,430.00
2 Titles	x	6 Issues	£4,374.00
3 Titles	x	3 Issues	£3,240.00
3 Titles	x	6 Issues	£5,832.00

Optional Extras

Web Banner	£100.00 / month, per site
Display Advertising	20% discount
1/8 Classified Advert	£500.00 / 6 months, per title

Please note: Company logo on all editorial pages (minimum of 6 guaranteed) – Does not include insertions paid for by other clients!

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ONLINE ADVERTISING RATES & DATA 2010

BANNER ADVERTISING

- The most prominent position available
- Guaranteed to feature on every page of the website in a fixed position
- Your advertisement may rotate with a maximum of two other advertisers
- Direct link to your website



SKYSCRAPER ADVERTISING

- The second most prominent position available, located on the right hand side of every page
- Guaranteed to feature on every page of the website in a fixed position
- Direct link to your website

TECHNICAL SPECIFICATIONS

- Advertisements cannot include audio
- An active URL must be supplied with your advertisement to link to your website
- Flash files must contain an active URL link
- For campaigns exceeding one month in duration, one new artwork can be supplied each month
- The costs shown are based upon the client supplying complete and final artwork/graphics

BUTTON ADVERTISING

- Located on the left hand side, below the navigation bar, this cost effective option offers prominent advertising on every page of the website
- Fixed position on every page
- Direct link to your website
- No rotation with any other advertisements

SUPPLYING ARTWORK/COPY

All advertisements should be sent (as attachments), in PC or MAC format, to admin@schoolspublishing.co.uk no later than 5 working days prior to publication date.

	RATES			TECHNICAL SPECIFICATIONS		
	1 MONTH	6 MONTHS	12 MONTHS	DIMENSIONS W x H IN PIXELS	MAX FILE SIZE	FORMAT
BANNER	£120	£540	£936	550 x 60	20KB	GIF, JPEG, SWF
SKYSCRAPER	£75	£338	£585	120 x 600	20KB	GIF, JPEG, SWF
BUTTON	£50	£225	£390	140 x 71	15KB	GIF, JPEG, SWF

All advertisements / links will be placed on the website within 5 working days of confirmation of your order and receipt of the necessary text/graphics. Any cancellations must be made in writing to admin@schoolspublishing.co.uk, 4 weeks prior to publication. Terms and conditions apply, please visit www.fe-today.co.uk

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