



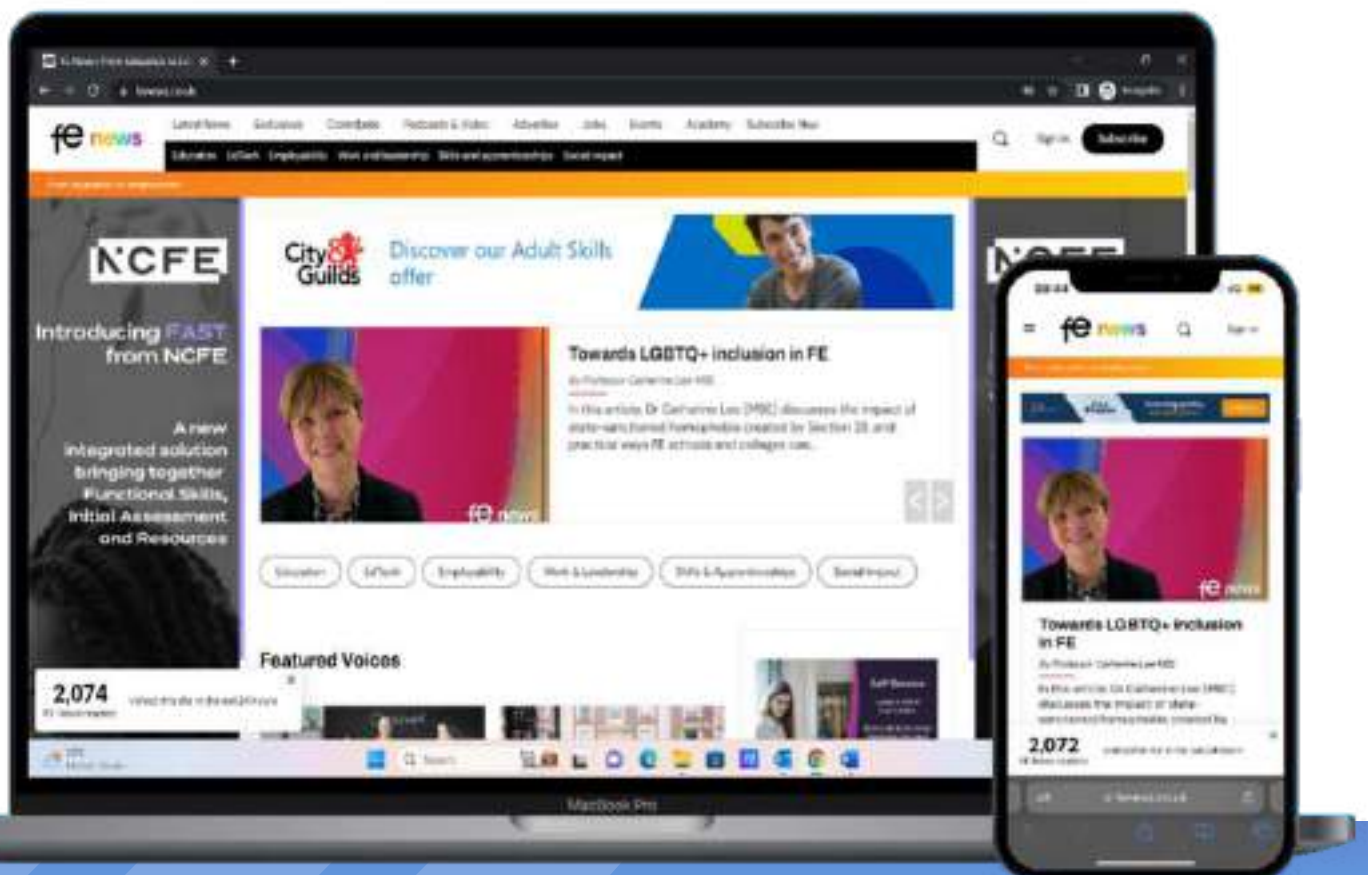
Media Pack

Last Updated January 2024

About us

Since 2003, FE News has been on a mission to provide a collaborative and inclusive platform for individuals to share their expertise and shape the narrative of the FE & Skills Sector.

We believe that everyone should have the power to join a community of thought leaders and to encourage exciting change in education, skills, and the future of work.



Our Audience

Our readership comprises of top-level decision makers, senior management, executives, and policy makers in the FE, HE, skills, apprenticeship, training, and employability sectors.

Key Decision Maker Audience

Just under 60% of our audience are in Senior Leadership positions!

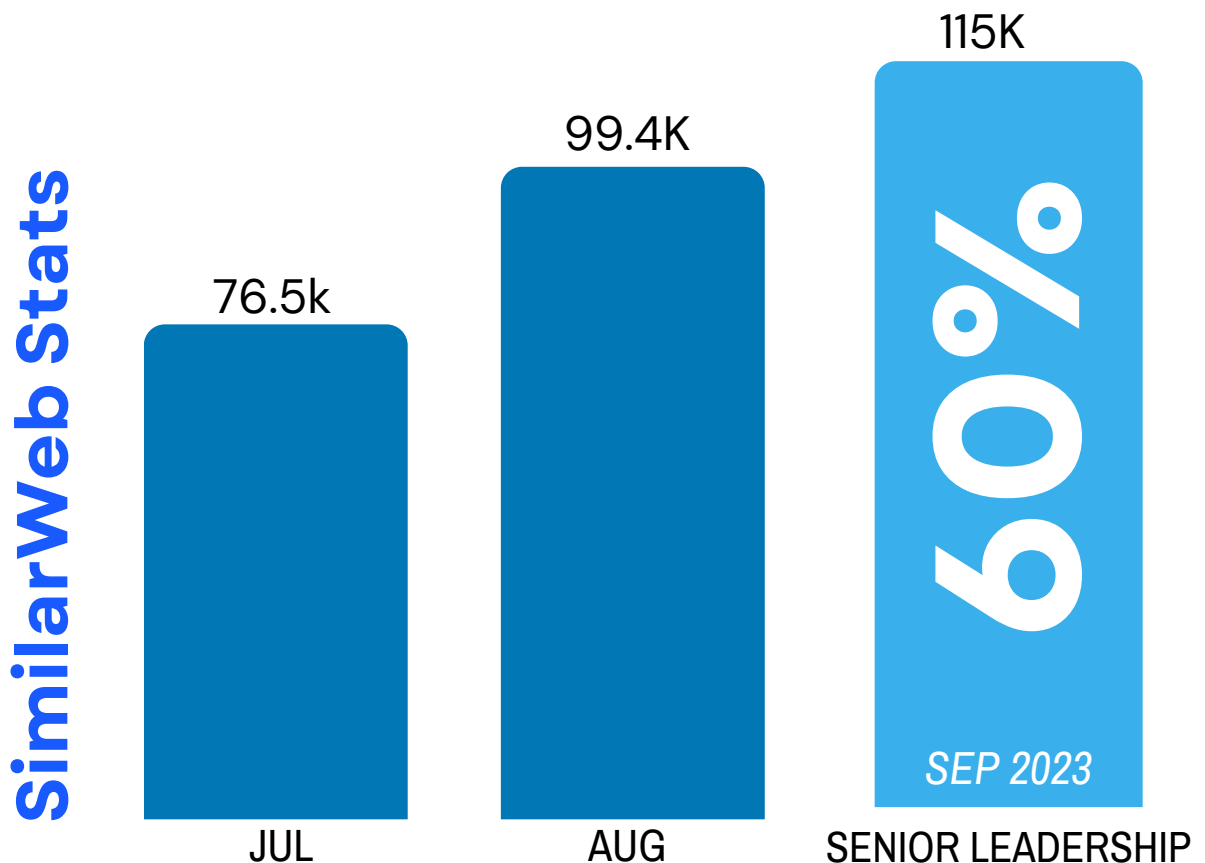
Global Influence

70% of our traffic comes from the UK and 20% from North America/Canada.

FE News Audience

Our readers are frequently engaged with our content, which is a clear indication that they perceive it as interesting, relevant, and valuable. By collaborating with us, you can increase your potential audience reach to over 100,000 individuals.

Total Visits Last 3 Months



60%

**Senior
Leadership**

*Statistics from LinkedIn
(OCT 2023)*

Senior Leaders

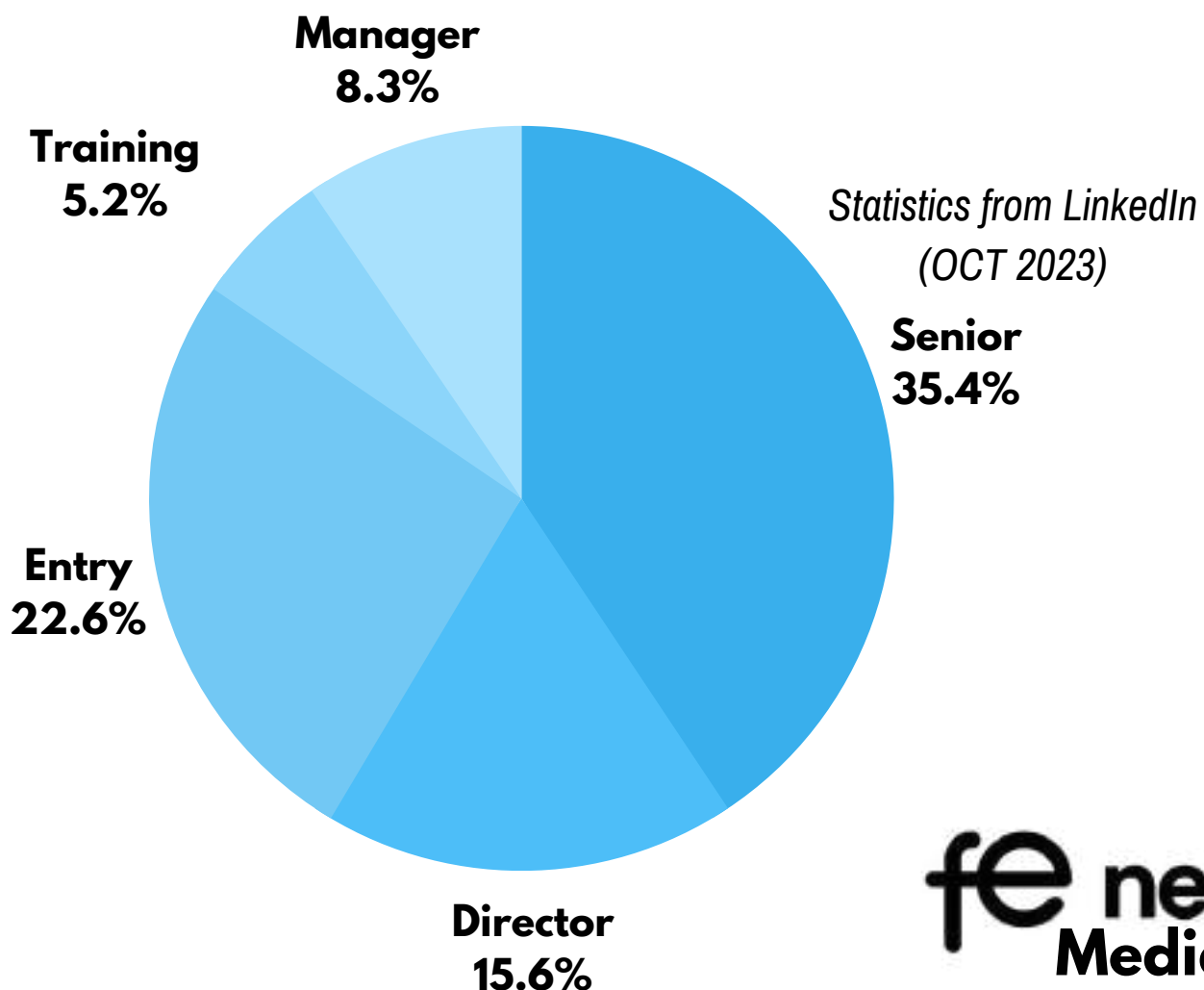
Be seen by decision makers: Just under 60% of our audience are Senior Leaders within their organisation!

With 60% of our audience in senior leadership and 58% across the educational and career development sector.

If you're looking to reach key decision-makers, FE News is the place to be.

Whether you're promoting a new product or service, showcasing your thought leadership, or building brand awareness, FE News can help you achieve your marketing objectives!

[Check out the SimilarWeb Data here.](#)

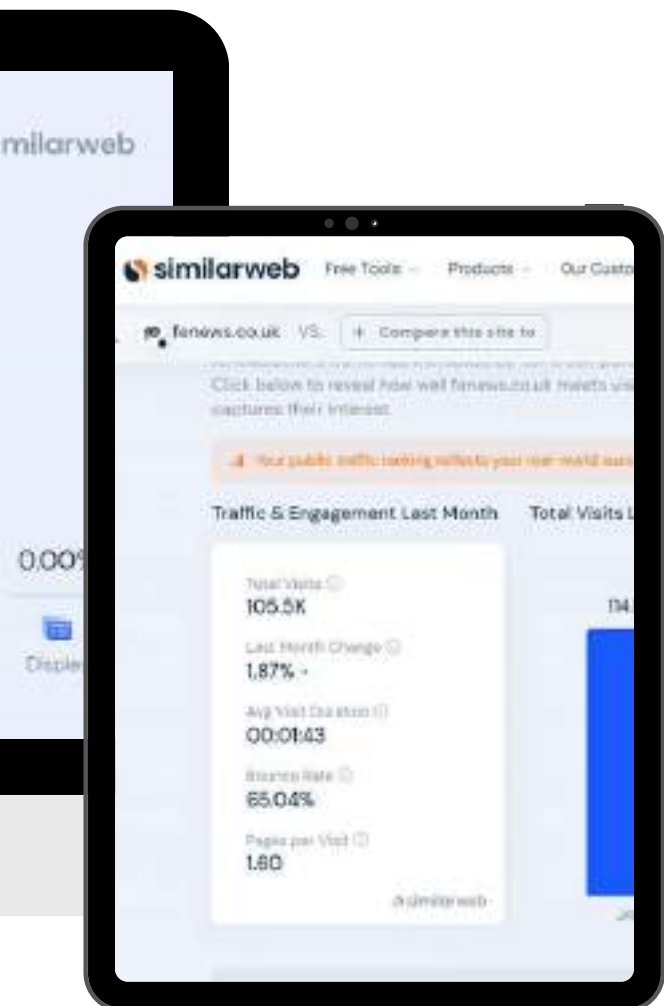


Website Stats



Over
96k
Monthly
Visitors

Over
66%
Organic
Reach



FE News is a **digital platform** with consistently high traffic and engagement, this is driven by our organic and sustainable growth.

With **over 200** articles published weekly, we attract a large and diverse audience, making FE News the **go-to source** of news and information for **Senior Executives and Directors** in the Further Education Eco-System.

49.63%

Female

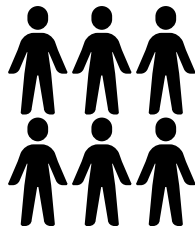
50.37%

Male

Tried, tested and trusted.
FE News has been supporting the sector for **20 years!**

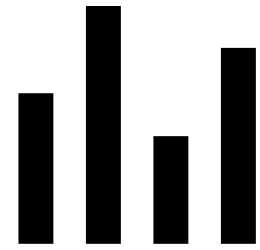


LinkedIn



19,000

Followers

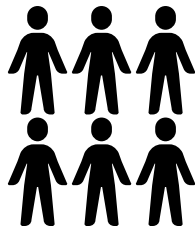


104.8k

**Monthly
Impressions**

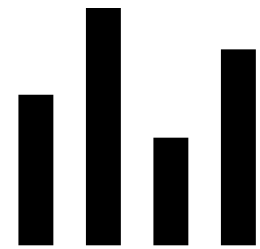


Twitter



32k

Followers

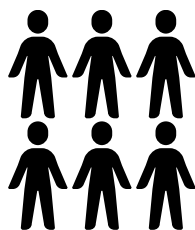


198K

**Monthly
Impressions**

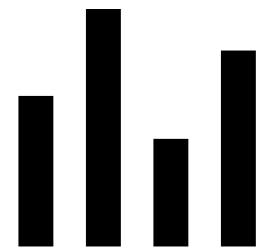


Facebook



1,370

Followers



4,299

**Monthly
Impressions**

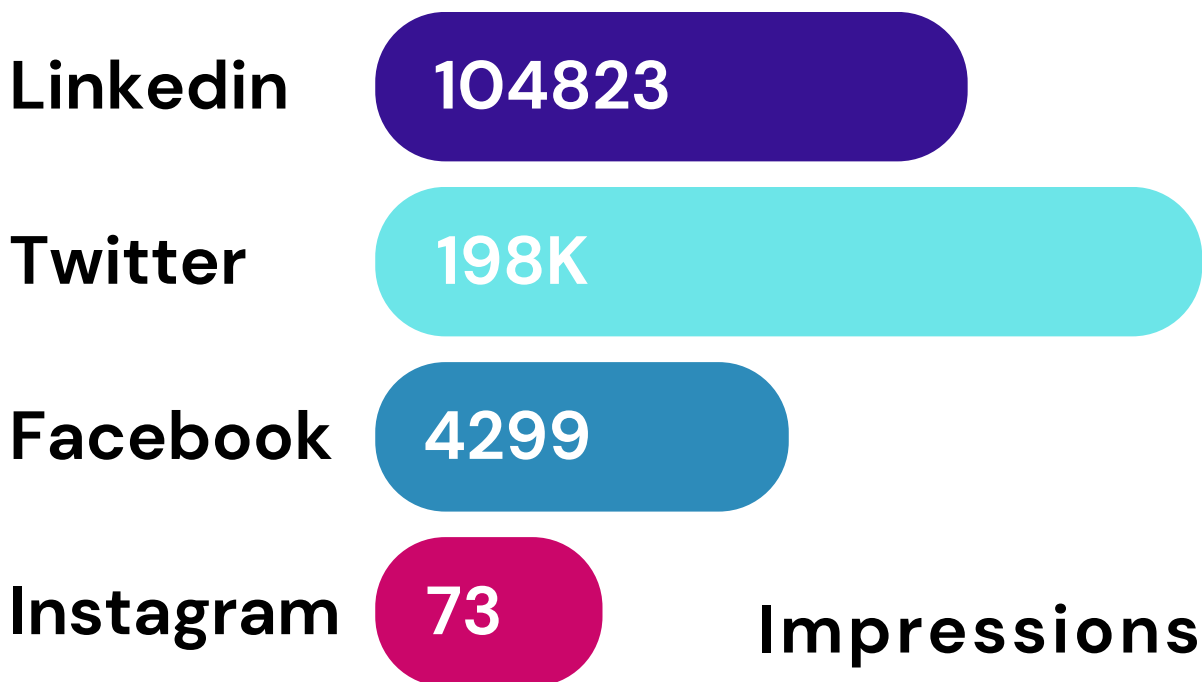
Social Media Insights

As FE News has been established longer than Facebook, Twitter, YouTube and Instagram, **we understand the importance of social media.**

Our social media channels provide a range of benefits to our audience in the further education, skills and apprenticeship sectors, helping to keep them up-to-date with the latest news, trends, and insights.

Social Media Channels

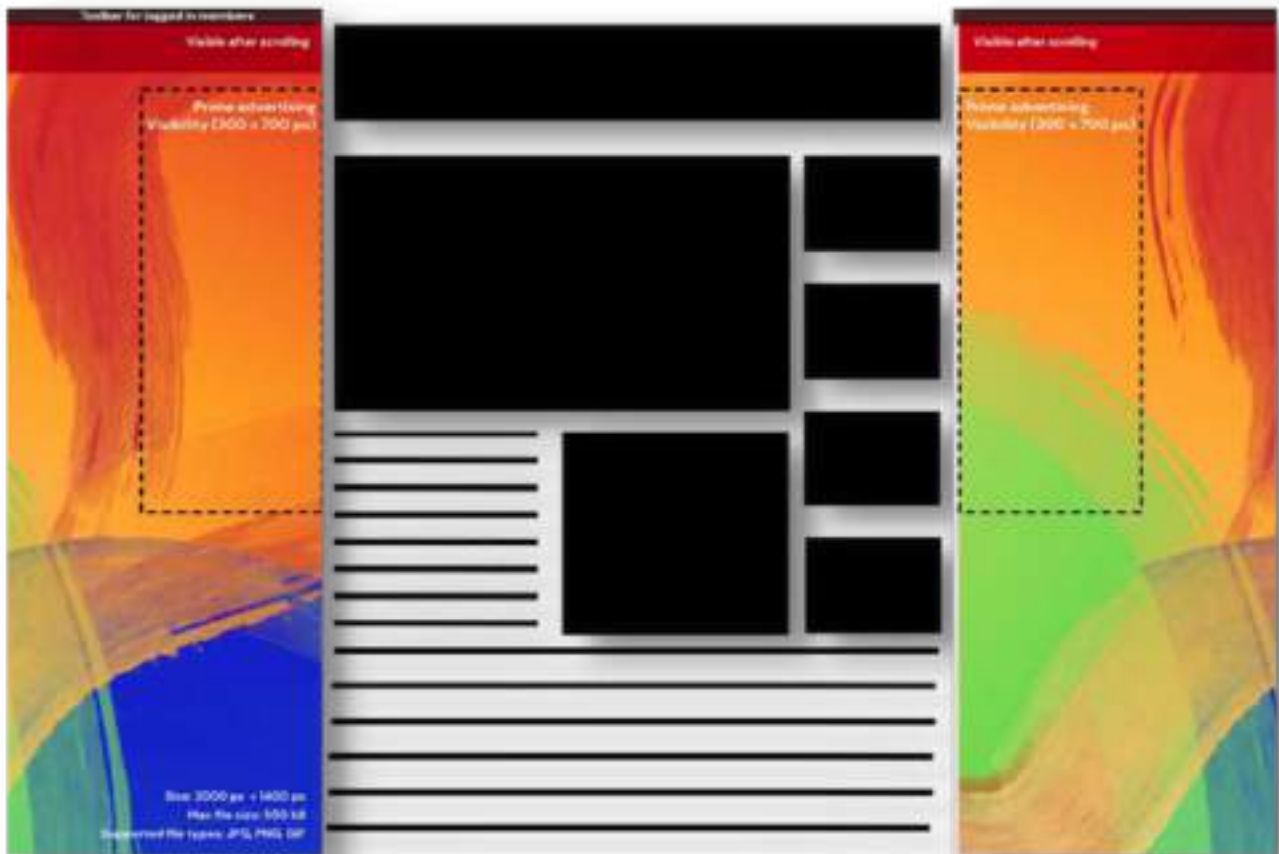
(September 1-30th 2023)



Advertising Options

Side Pillars

On the Home Page, every Post and Channel. Desktop only. Find out more about Side Pillars [here](#).



If you would like more information about our different advertising options, don't hesitate to get in touch with our team with any questions you may have.



info@fenews.co.uk

Headline Banner

At the top the page, just beneath the main menu, on desktop and mobile.

Find out more about Headliner Banners [here](#).



Before Content Square Block

Before the main content, at the top of each post, just beneath the main image.

Find out more about Before Content Square Blocks [here](#).



Advertising Options

Sidebar Button

Right hand side of the Desktop site and about half way down the mobile site.

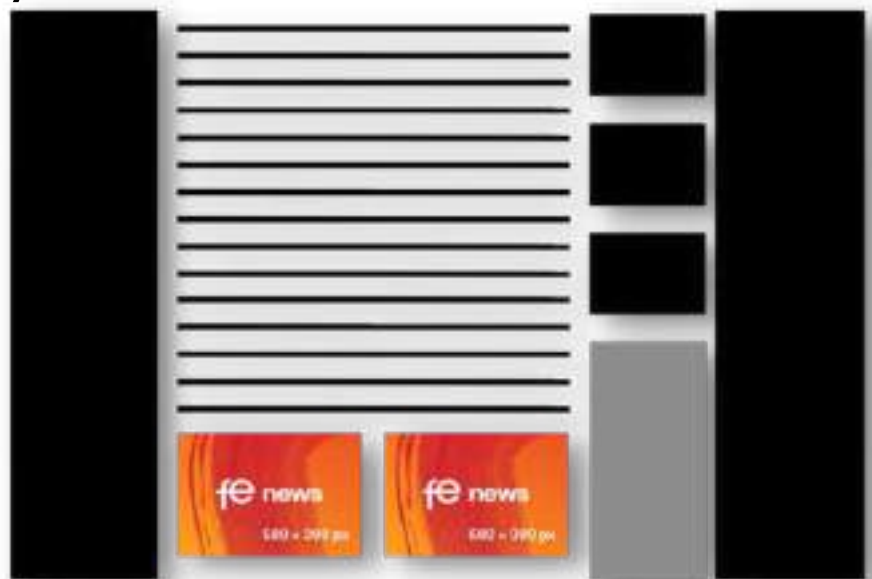
Find out more about Sidebar Buttons [here](#).



In Article Button

Centre panel of the Desktop site and about half way down the mobile site.

Find out more about In Article Buttons [here](#).

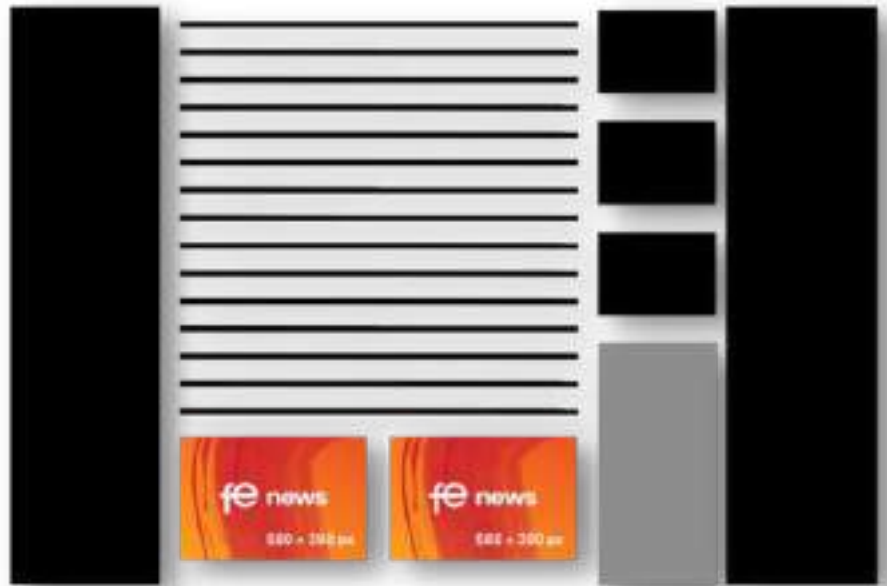


info@fenews.co.uk

Home Page Section Break Button

Centre panel of the Desktop site
and about half way down the
mobile site.

Find out more
about Home
Page Section
Break Buttons
[here](#).



End of Page

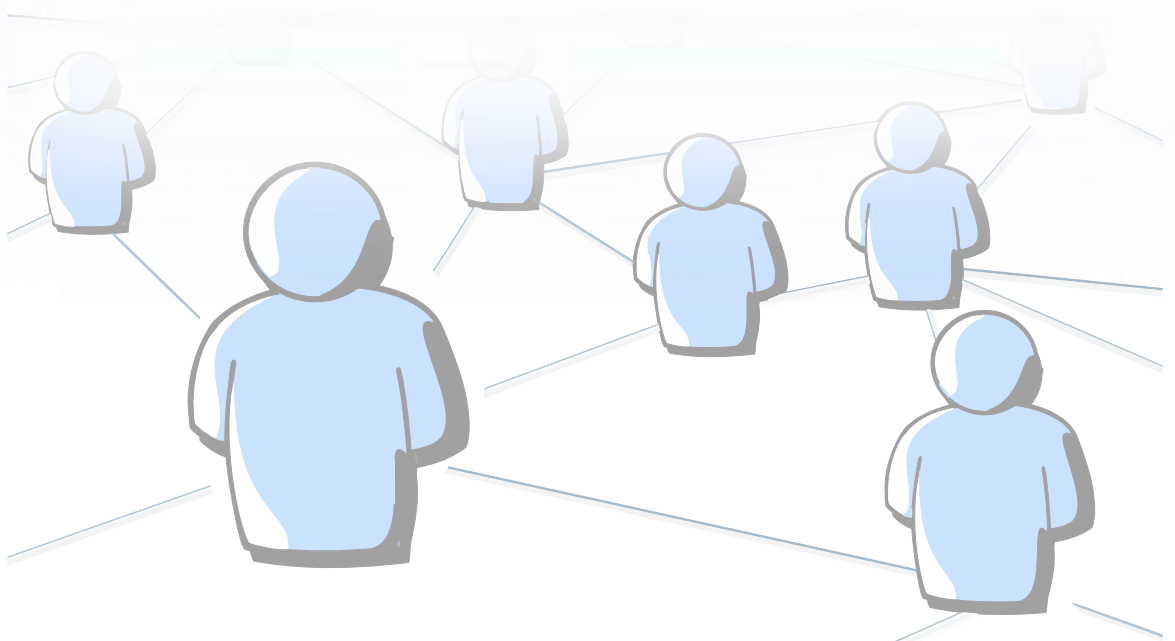
At the end of the centre panel of
the desktop site and at the end of
the mobile site.

Find out more
about End of
Page adverts
[here](#).



Co-Produced Content

We see co-produced content as a true partnership. We have assisted our media partners to create and produce world-class award-winning podcast series



Looking to take your production quality to the next level? With our help, you can supercharge your content and deliver top-notch results that will dazzle your audience.

Find out more information by [clicking here](#).

Livestream

Livestreaming is a powerful tool for organisations to engage with their audience in real-time. At FE News, we provide a dynamic platform for livestreaming that is specifically tailored to your needs.

- Content strategy meeting and plan
- 1 Co-host and 2 Guests per episode
- Tech checks
- Setting up templates and media assets
- Setting up the streams and branding for different platforms
- Live on FE News and other social networks
- 6 episodes in a legacy format on FE News
- Each episode's audio will be published on the FE News Podcast

Livestream
Production
6 part season

£6,000.00
+VAT

Media player on
FE News

£700.00
+VAT

Podcast

Podcasts are a growing medium for engaging with audiences, and FE News is at the forefront of producing informative and thought-provoking content. By partnering with us to produce podcasts, you can showcase your expertise, reach a wider audience, and establish yourself as a thought leader in the industry.

- **Content strategy meeting and plan**
- **Tech checks to test kit, access and feeds**
- **Setting up the templates and media assets**
- **Distribution across multiple podcast platforms**
- **Promotion on FE News and other social networks**
- **There will also be 6 episodes in a legacy format on FE News**

6 part podcast season

£5,000.00
+VAT

We also offer free podcast services.

Click here to find out more.

Soundbite

FE Soundbite is our Weekly Journal & Newsletter has been going for over 13 years. We offer a Headline Banner slot, which is an effective way to reach a loyal and engaged audience in the further education eco-system and increase your brand awareness.

- On every page of the FE Soundbite Weekly Journal and the subscription email newsletter (8000+).
- At the top the FE Soundbite Weekly Journal page, just beneath the navigation menu.

**FE Soundbite
Weekly Journal &
Newsletter Headline
Banner for one week**

**£295.00
+VAT**

**Find out more
information [here](#).**

Email Marketing

By providing us text, imagery and other assets, we will tailor these emails exclusively to your business.

Our email marketing package is a powerful tool for reaching a targeted audience in the further education eco-system and driving engagement with your brand.

£350
+VAT
per 1000
subscribers.

Subscriber Lists

Daily News = Over 4700

Soundbite = Over 8800

CPD = Over 3000

Podcast and Livestreams =
Over 1700

Newsrooms = Over 6100

Interview

Video, phone,
livestream,
podcast or
in-person
interview
£2,500
+VAT

This includes:

- Content strategy meeting and plan to discuss the interview topic and questions.
- Tech checks to test kit, access and feeds
- Setting up the templates and media assets
- Livestreams of video or audio on the FE News site wide media player, and other social networks
- Each episode's audio will be published on the FE News Podcast

Videography

fe news
Media Pack

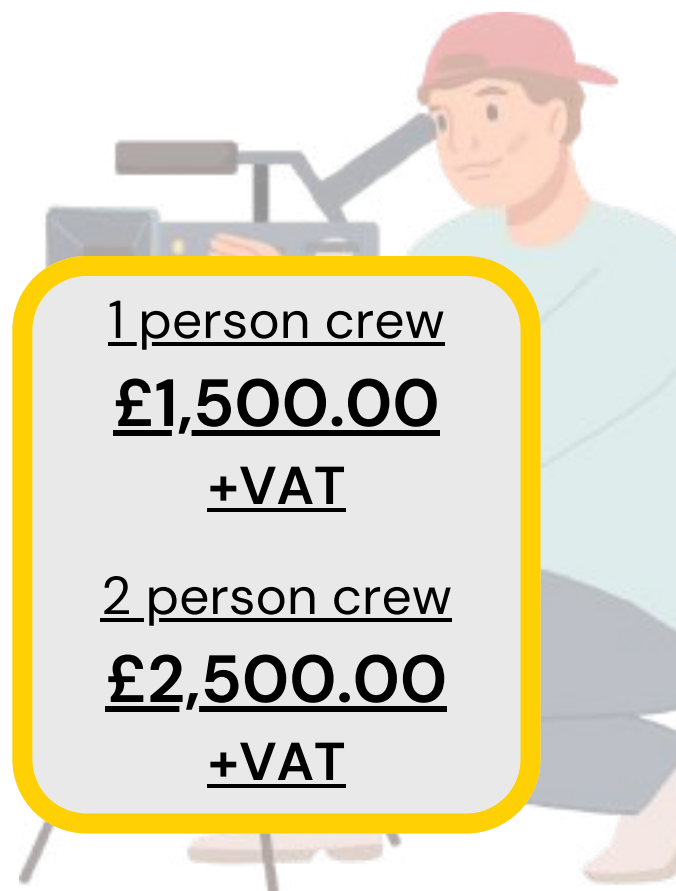
From £1,000 + VAT per day + travel + accommodation 6–8 interviews per day

Upload to FE News, YouTube, dedicated video coverage page of your event on FE News, and tweet coverage of your videos.

Bespoke advertisement on the front and back of the video coverage.

Opening and closing advertisements to be produced from images and text provided by the client.

Our videography package provides a professional and visually compelling way to showcase your brand, events, and content to a wider audience in the further education, skills, and apprenticeships sectors.

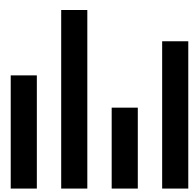


**Discover the Possibilities:
Unlock Your Potential with Our Offers**

**Don't Miss Out! Click [Here](#) to Discover Our Latest Offers
and Check Availability.**

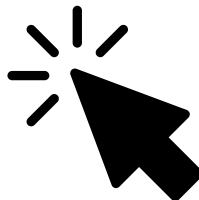
Short-Form VS

20 Years, 20 Voices



340,820

Impressions
(Media Player)



8,723

Total
Clicks



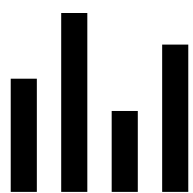
2.558%

Click
through rate

WE HAD 37 VIDEOS IN THE SERIES!

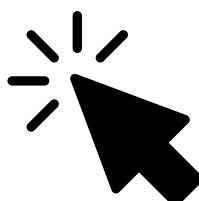
As September also marked 20 years of FE News, we did a series of short videos reflecting on the past 20 years of FE and looking to the future. This was sponsored by the FE Collective and proved popular, meaning we extended the series into October too.

Cognassist



117,374

Impressions
(Media Player)



4,341

Total
Clicks



3.69%

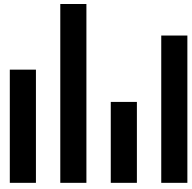
Click
through rate

Neurodiversity: Empowering Learning and Employment in partnership with Cognassist also gained huge interest and engagement. This season was blended with short-form streams, and a long-form as the season finale.

SHORT FORM

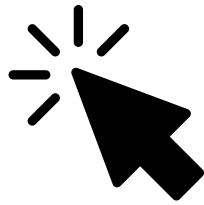
Long-Form

Apprentice Takeover



6,948

Impressions
(Media Player)



521

Total
Clicks



7.49%

Click
through rate



3,371 Impressions



3,300 Impressions

We had a one-off long-form livestream with NCFE during National Apprenticeship Week where we let the apprentices take over! This stream gained huge engagement both on the stream and across our social channels!

We have a variety of options for co-produced content and will collaborate with you to tailor the package to fulfil your needs.

LONG
FORM

FE Careers

Job Advertising on FE Careers

FE Careers has been the largest specialist job advertising site in Further Education, Apprenticeships and Work Based Learning since 2003, helping you find your next job in Learning and Development or your next member of staff.

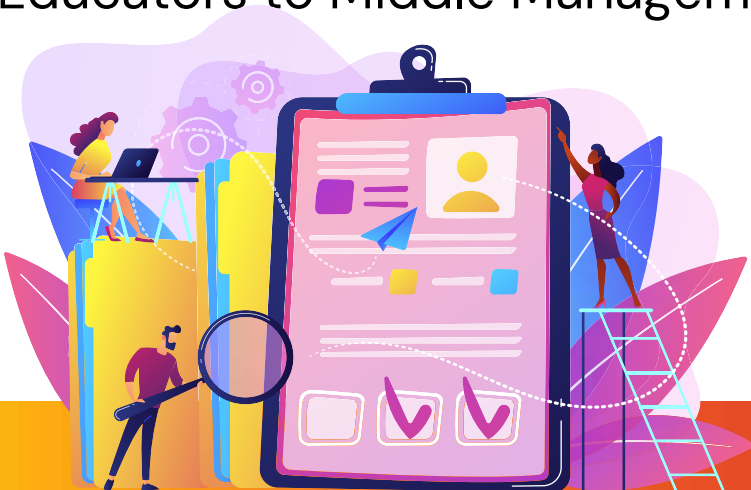
Want to Boost your Job Ads?.. it's all about the AI

The Premium Jobs on FE Careers have had AI generated Aggregator services for over 5 years. A Premium Job ad appears at the top of the FE Careers home page and a set AI budget... and we post it for you.

Executive Recruitment – Reach Senior Leaders on FE News

We can tailor a display campaign across both FE Careers and FE News. The FE News audience are predominately Senior Leadership, whilst on FE Careers are mainly Educators to Middle Management.

Please [click here](#) to view our Executive Recruitment advertising solution.



We have a variety of advertising packages tailored to suit everyone's recruiting needs. Check them out below!



Starter
1 Credit

£70

- Text only job listing
- Advertise for up to 28 days
- Branded job advert
- Full editorial control
- Access to stats

Buy now

Invoice me



Boost

£199

- Premium job advert
- Give your job advert a boost!
- Premium jobs appear on the home page
- Plus your job will be targeted to a network of 3.5 M candidates across our partner websites
- ... and the FE Careers team will upload the job for you!

Buy now

Invoice me



Advanced
5 Credits

£275

- 5 job credits to use across FE Careers and Apprenticeship Jobsearch
- Branded job ads
- Text only job listing
- Up to 28 days
- Full editorial control
- Access to stats

Buy now

Invoice me



Unlimited *

£399

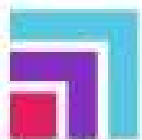
- Unlimited job credits for a one-month period
- Advertise for up to 28 days
- Branded job adverts
- Branded client profile
- Full M5 stats on your job adverts performance
- Make your jobs stand out with the option to add video to your ads

Buy now

Invoice me

* Fair usage policy, upto 500 jobs credits per month

Featured Advertisers



**Morgan
Hunt**



onlyFE

Explore our candidate blog for valuable insights on acing interviews, crafting the perfect CV, and much more. Visit <https://www.fecareers.co.uk/blog> now.

FE News Contributors: A Look at their Success Stories

From our platform to success: Discover the impressive achievements of our contributors!



Our thought leaders have accomplished remarkable feats!

With features on BBC News, Good Morning Britain, BBC Radio 4 and GBN Live! Watch the video below to see more!

Supporting our Contributors

We know creating life changing content is hardwork. So we have created a suite of tools to help you, from the Content Creator Academy to the Connecting Contributors Community.



Create Epic Content
with FE News!



We also convert your thought leadership articles into a podcast using generative AI, this is called FE News on the go!

Celebrating our Thought Leaders

Every month, we celebrate our influencers and thought leaders by showcasing the Top Three most popular exclusive articles on FE News!

Do you want to be recognised as a Sector Leader? To find out how to become a thought leader on FE News click here.

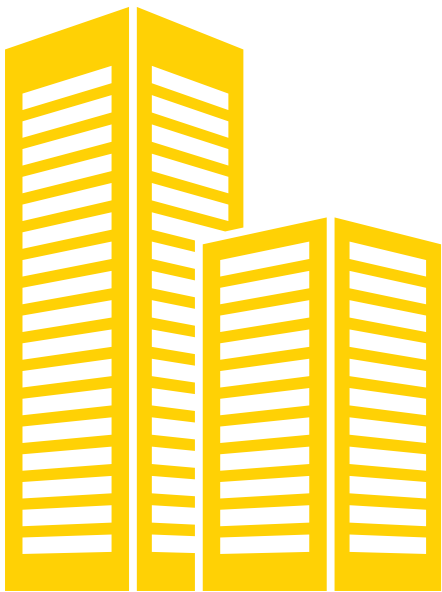
[Find out
more here.](#)





COLLECTIVE

The FE Collective is a flipped conference where the audience works together to share ideas, visions and solutions, and develop a joint plan to tackle some of the biggest challenges facing the FE and Skills sector. All of which will contribute to a revolutionary collaborative report.



In October 2023, we hosted our event in Birmingham, marking the debut of FE Collective. This groundbreaking occasion centered around artificial intelligence, investments in the sector of the future, and the path to progress. With each upcoming FE Collective event, we will delve into diverse, industry-relevant hot topics.

If you would like to get involved in a FE Collective event, please email us on Gavin@fecareers.co.uk



COLLECTIVE
BIRMINGHAM, 16-17 OCTOBER

20 YEARS

20 VOICES

To celebrate 20 years of FE News, we launched a brand new series of streams called '20 Years, 20 Voices'.

We reached out to brilliant thought leaders, influencers and friends of FE News to embark on a captivating journey down memory lane, reflecting on how the FE sector has evolved over the last 20 years and looking at what the future holds for the FE Sector.

WE HAD 37 EPIC VIDEOS!

IMPRESSIONS 340,820

CLICKS 8,723

CTR 2.558%

We had so many cool perspectives that September couldn't contain them all, so we rolled our celebration into October. It's been a blast!

You can check out the series [here](#).

Real People, Real Experiences

FAB- Prof. Tom Bewick

"FE News is the leading community site for those committed to further education, apprenticeships and skills. It has some of the most interesting and authoritative professionals and practitioners who write for the channel, meaning it exposes a broader audience to challenging and cutting edge thinking.

I write for FE News because it has a credible team of committed people behind it. The digital aspect of the channel has allowed me and my organisation to get to a much wider audience, in a variety of formats, including launching the first radio show podcast for FE during the pandemic. The award we received for digital innovation was as much a reflection of the expertise and dedication of the exceptional FE News team"

Skills Consultant- Aidan Relf

"I've worked with FE News since the beginning and I've watched it grow ever since. I've witnessed Gavin taking his camera around numerous conferences and posting online vox pops with key sector leaders in double-quick time long before they became commonplace on social media. Perhaps at the time, some of us, including me, didn't fully appreciate how ground-breaking this was, especially for a sector which struggled for national media coverage. Yet the short clips were a really disciplined and effective way for colleagues to get their key messages across.

"More sector colleagues than ever are now submitting comment pieces to the FE News website. It means that a wide range of topical issues get covered – FE News was for example quick to latch on to the significance of ChatGPT's development for the sector and invite experts to contribute views on what AI means for learning and assessment. It doesn't surprise me that sponsors and advertisers want to be associated with a daily smorgasbord of varied opinions.

"As well as being 'introduced' to new voices, I enjoy reading the articles of people that I hugely respect and admire and I look forward to doing this for many more years. This year heralds the twentieth anniversary of FE News' arrival and its continued growth is testimony to all the hard work which Gavin and his team have poured into it. Long may it continue to prosper in a sector vital for our economy and social inclusion. "

OAL- Zachary Wilde

"I've been in apprenticeships for 3 years now and during that time I've worked with Gavin and the team at FENEWS on many articles, campaigns, and projects. They're always wanting to put information out there into the world, positive information about the sector and the people in it. Celebrating the successes and giving a voice to those proposing solutions to areas that fall short. I find myself on FENEWS reading articles and watching videos probably more than I should but with everything going on it's hard to keep up otherwise! Thankfully FENEWS work hard on providing a platform for all essential news within further education."

NCFE- Lindsay Plumpton

"FE News is an absolute delight to work with. A trusted partner and collaborator, Gavin and his team are incredibly knowledgeable and add so much value through their deep insight into the sector. This is matched by bucket loads of positivity, enthusiasm and innovation – FE News is always bursting at the seams with fantastic ideas to implement new and effective ways of working to reach different audiences. They take the time to really understand the needs of your organisation and then support you in translating this into quality, value-adding content – from articles to adverts, from live shows to videos and more. They closely monitor engagement and regularly feedback on the results of any activity to help you understand your reach and impact. As an educational charity, it is our core purpose to promote and advance learning and ensure no learner is left behind, and it is clear that FE News shares this vision, championing learning in all its forms."

Branagh PR- Tim Walsh

"I have had a number of clients in further and higher education, and they have always been keen to engage with FE News. This is a high quality media outlet reaching top practitioners and leaders in education. The standard of the content shared by FE News is consistently high, so to be featured is valuable for anyone wanting to reach an influential FE audience. They set high standards but the team at FE News are also a joy to work with. Professional but personable and helpful with it"

Publishing articles on FE News

Exclusives

- ✓ We upload for you
- ✓ Automatic social share when published
- ✓ Personalised social media posts shared by team
- ✓ Editorial processing
- ✓ Processing updates
- ✓ Exclusive background
- ✓ Article Summary
- ✓ Featured on multiple FE News tag pages
- ✓ Automatic share after 3 days
- ✓ In the running for Top 3 Features each month
- ✓ The team will optimise your content (SEO)

Featured Voices

- ✓ We upload for you
- ✓ Automatic social share when published
- ✓ Personalised social media posts shared by team
- ✓ Editorial processing
- ✓ Processing updates

Exclusive articles are solution-led, thought leadership articles which FE News retains the rights to. FE Voices are important updates from the sector, but also these thought leadership articles which the author would like to retain the rights to. Start contributing now, find out more [here](#) or watch our video on how to upload content [here](#).

To upload content directly to the site, you will need a publisher newsroom. This is free for all government funded providers and ofqual regulated awarding organisations



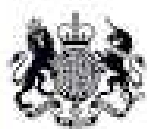
Press Releases

- ✓ You upload via your newsroom
- ✓ Automatic social share when published
- ✓ Content is uploaded and edited by **you** via your own newsroom

£120+VAT
Free Upgrade Available*

**Free for all government-funded providers and Ofqual regulated awarding organisations*

Client & Partner Showcase



Department
for Education



**FEDERATION OF
AWARDING BODIES**
THE VOICE OF THE QUALIFICATIONS AND ASSESSMENTS INDUSTRY





Activist. Authentic. Authoritative.





fe news **Media Pack**

From Education to
Employment, Joined Up
Thinking for Social Impact.

The Digital Platform for the Future
of Education, Since 2003.

Questions & Enquiries

Eager to learn more? Visit our website or
shoot us an email and we'll get you the
answers you need!

info@fenews.co.uk

www.fenews.co.uk