



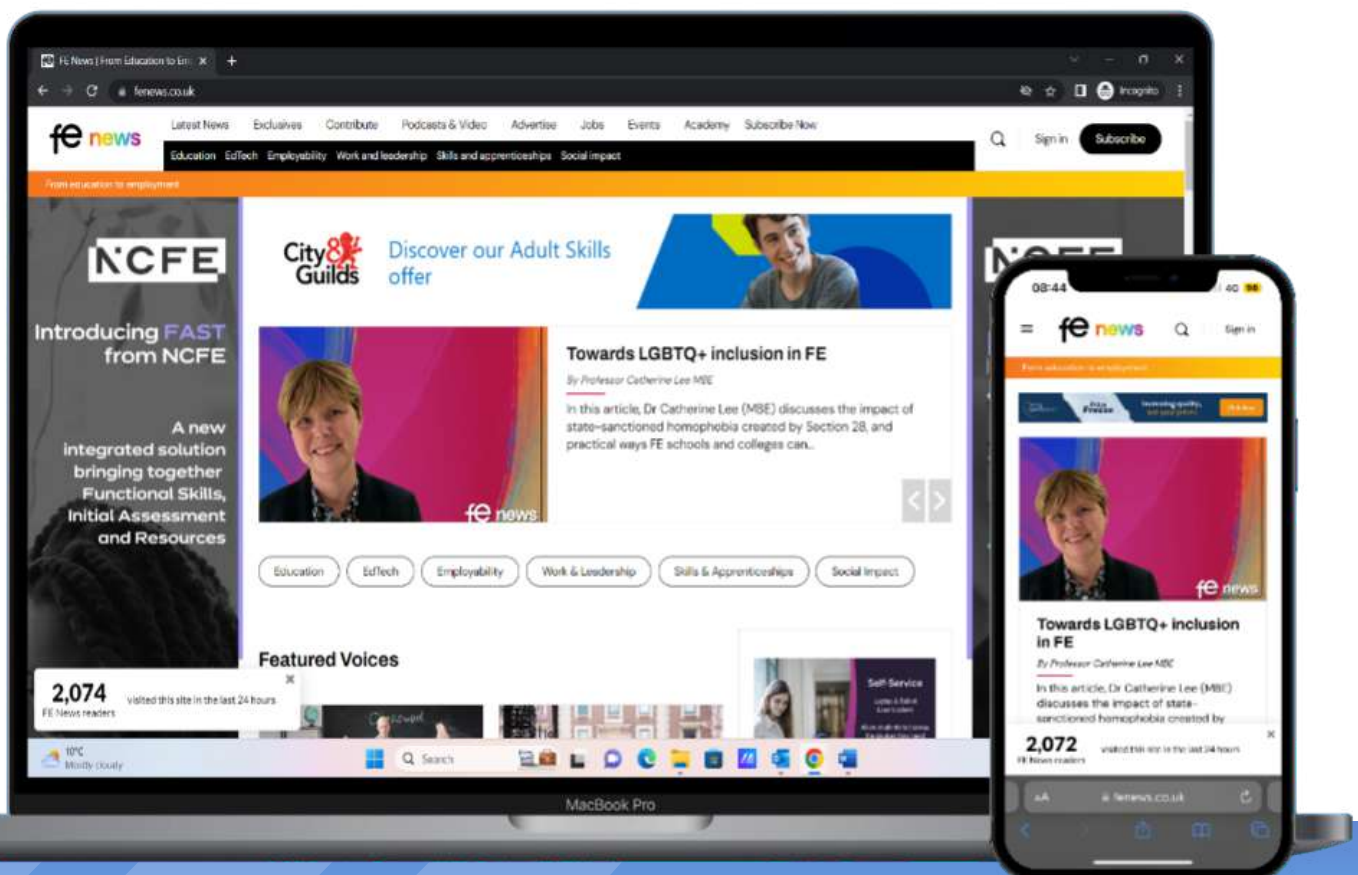
Media Pack

Last Updated April 2023

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

Key Decision Maker Audience

Over 70% of our audience are in Senior Leadership positions!

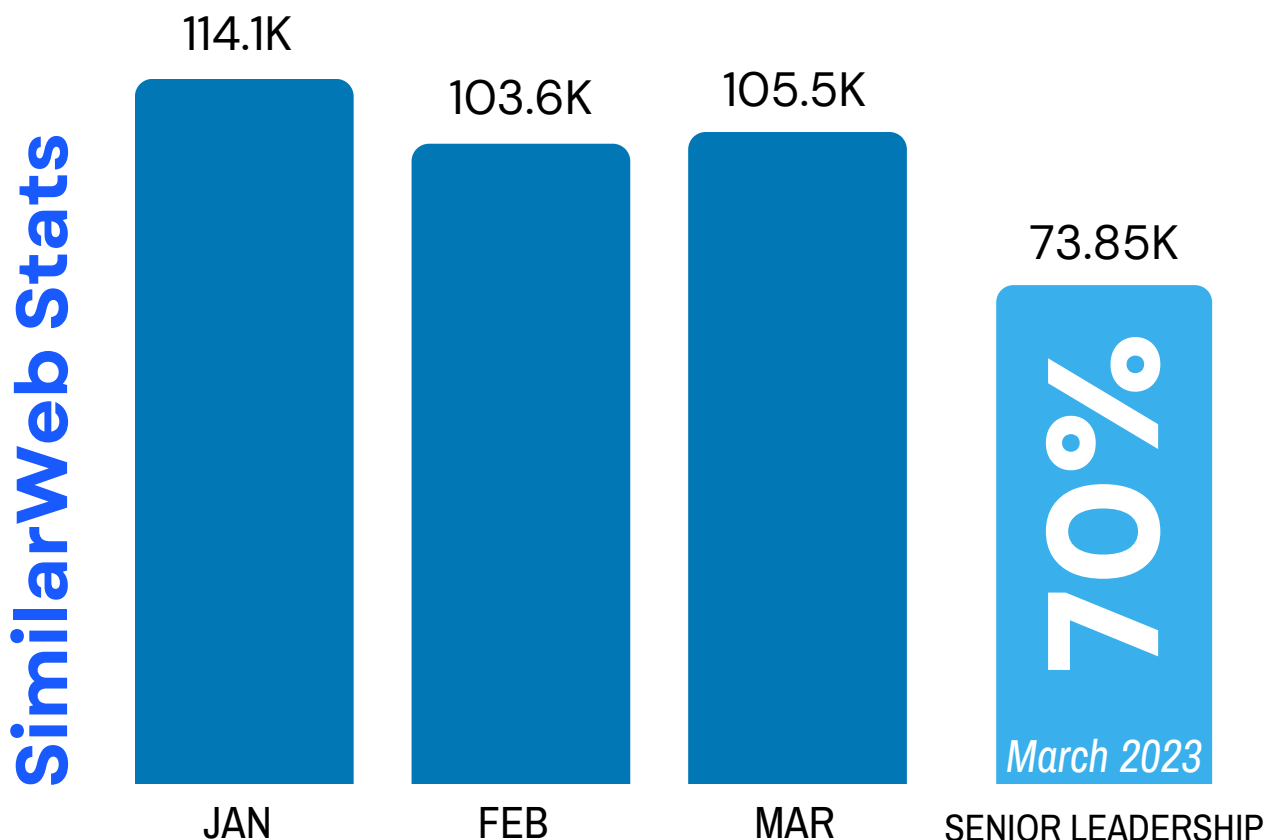
Global Influence

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



70%

**Senior
Leadership**

*Statistics from LinkedIn
(March 2023)*

Senior Leaders

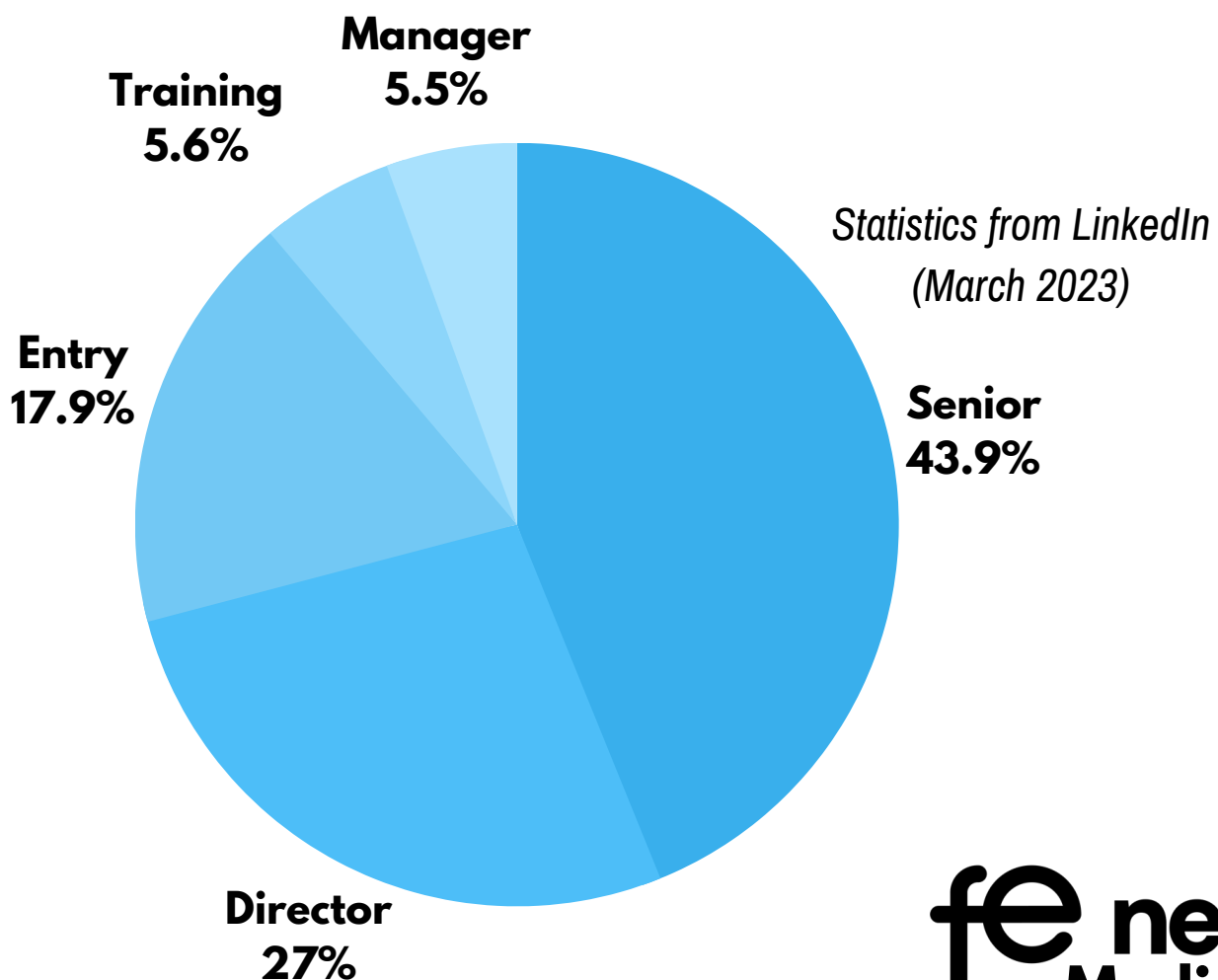
Be seen by decision makers: Over 70% of our audience are Senior Leaders within their organisation!

With 70% 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.](#)

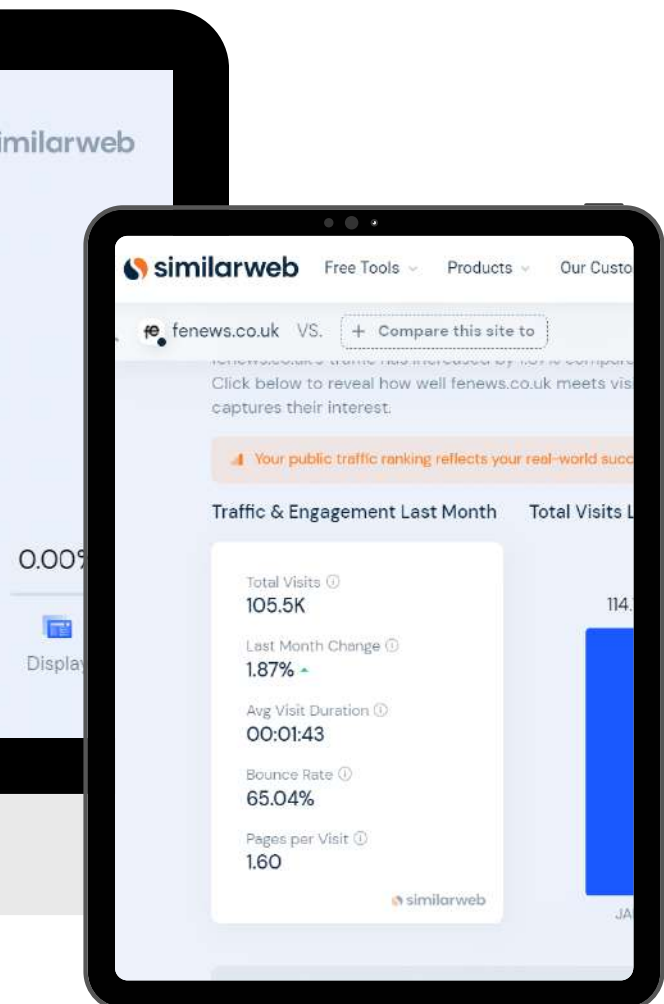


Website Stats



Over
100k
Monthly
Visitors

Over
58%
Organic
Reach



48.46%

Female

51.54%

Male

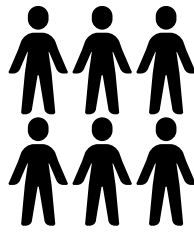
FE News is a **digital platform** with consistently high traffic and engagement, this is driven by our organic and sustainable growth.

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.

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

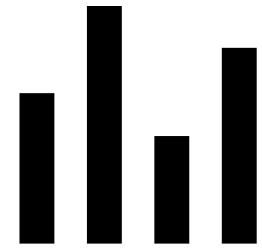


LinkedIn



16,763

Followers

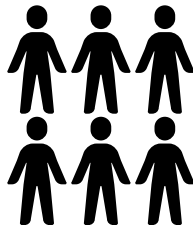


88.2K

**Monthly
Impressions**

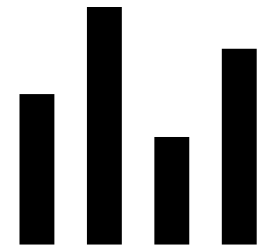


Twitter



32k

Followers

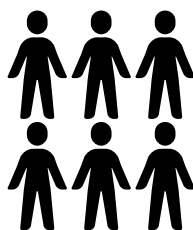


240K

**Monthly
Impressions**

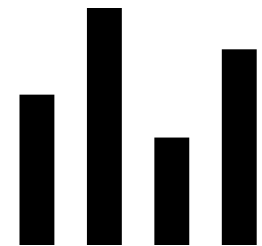


Facebook



1,325

Followers



1,948

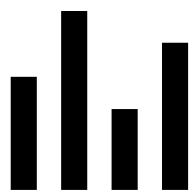
**Monthly
Impressions**

Social Media Insights

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

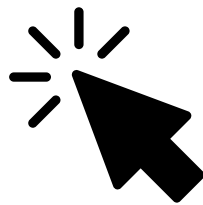
Our social media channels provide a range of benefits to our audience in the further education, skills and apprenticeship sectors, helping to keep them up-to-date with the latest news, trends, and insights.

For example, Season 3 of NCFE's livestream series gained huge interest via our social media channels. The data below is just a snapshot of some key stats and figures!



51.7K

Impressions



2,705

Total
Clicks



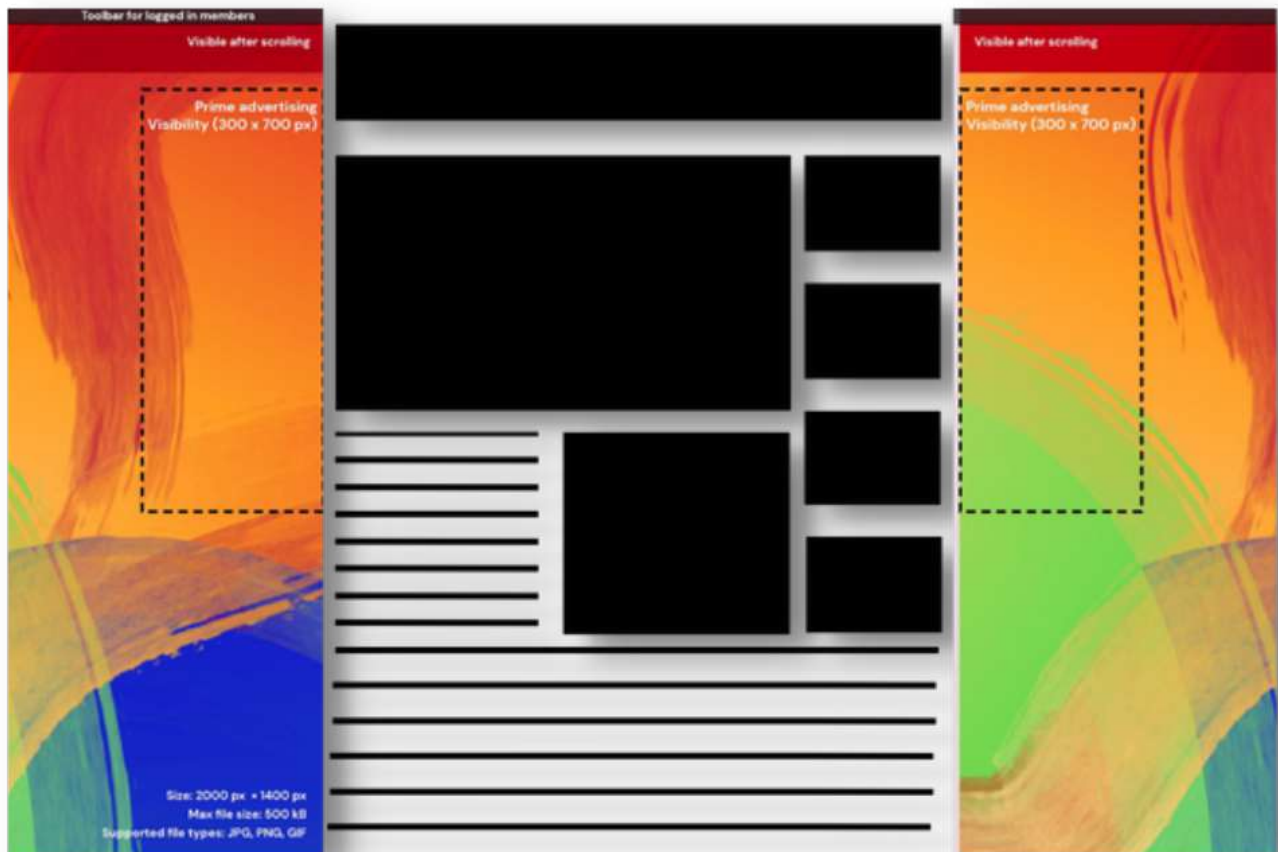
5.23%

Click
through rate

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.

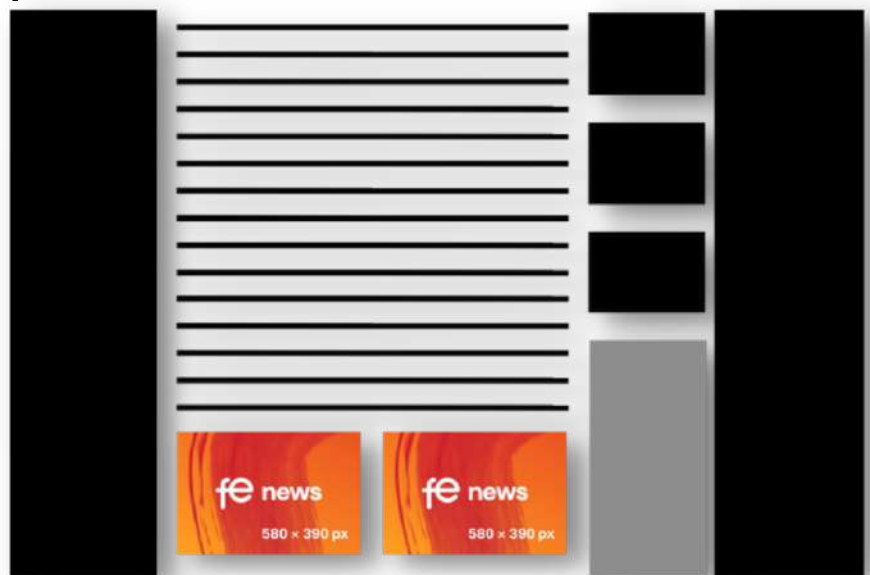
Find out more about Sidebar Buttons [here](#).



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](#).

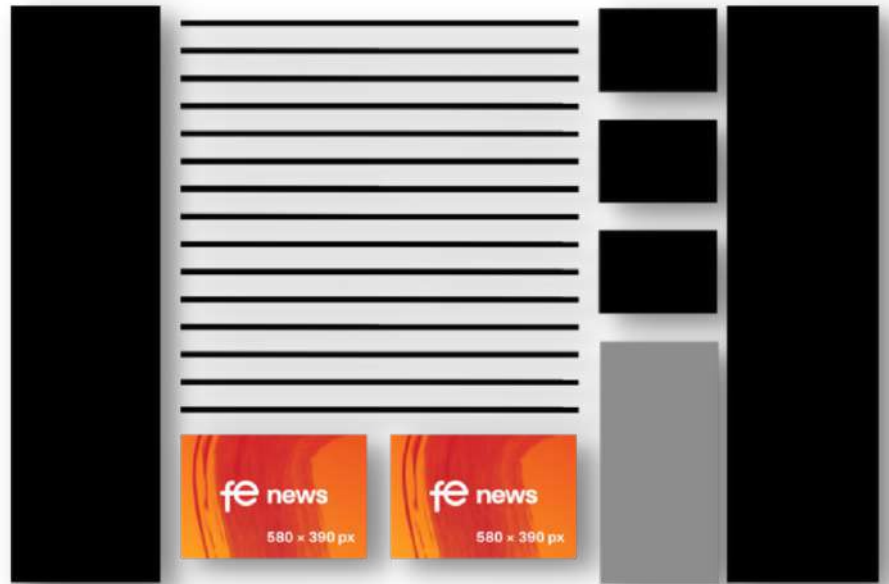


info@fenews.co.uk

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

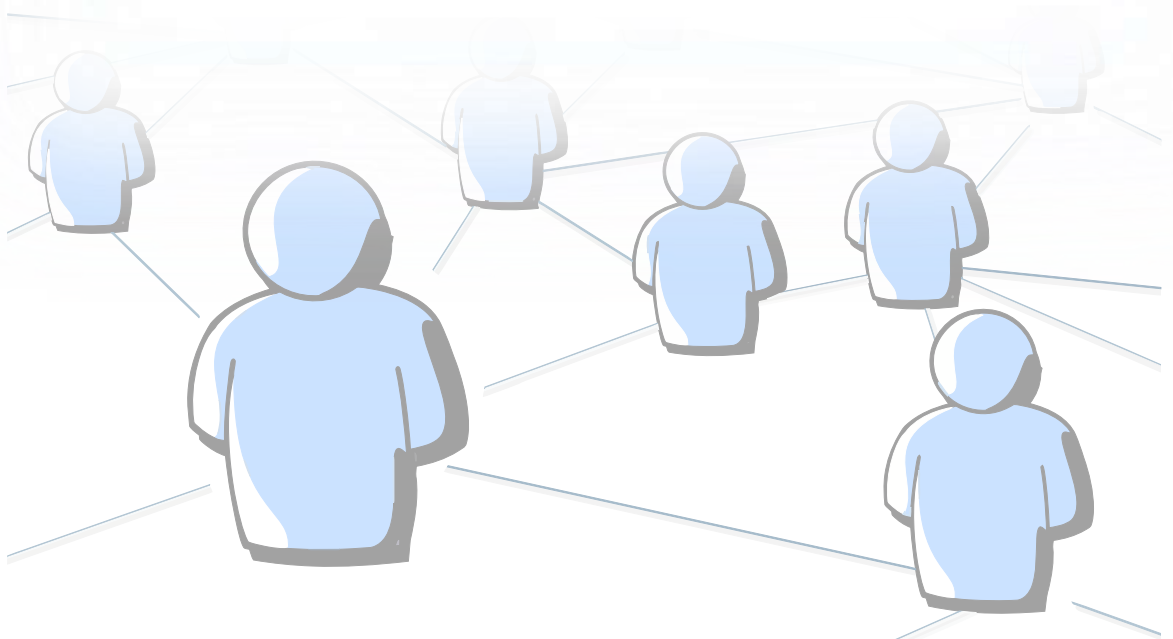
At the end of the centre panel of
the desktop site and at the end of
the mobile site.

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

£5,000.00
+VAT

Media player on
FE News

£500.00
+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

£4,500.00
+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.

£500
+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
£1,500.00
+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

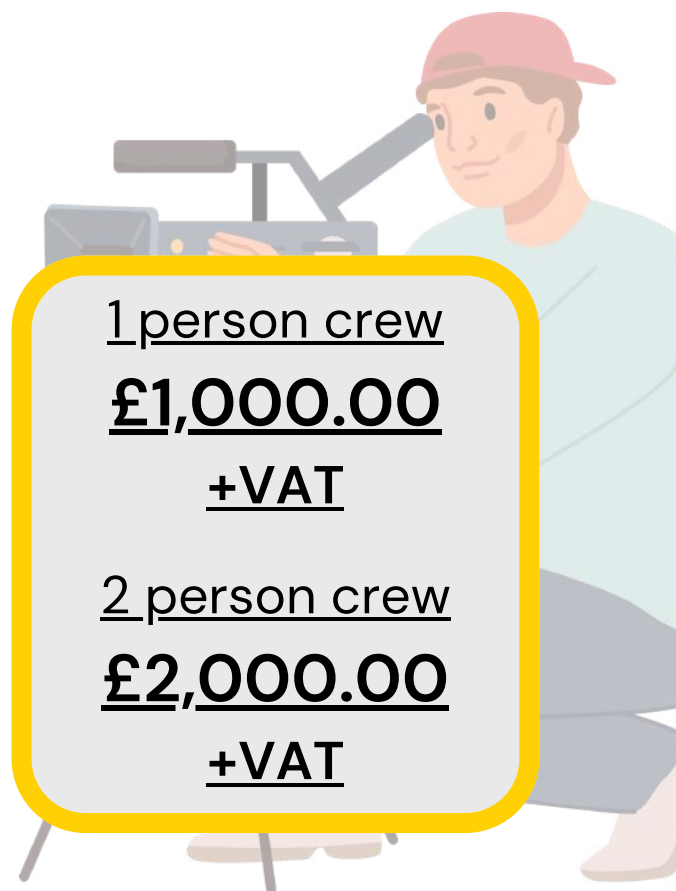
From £1,000 + VAT per day + travel + accommodation 6–8 interviews per day

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.



1 person crew

£1,000.00

+VAT

2 person crew

£2,000.00

+VAT

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

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

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*

Partner Perspectives

- ✓ In a hurry? We upload for you!
- ✓ Automatic share when published
- ✓ Personalised **sponsored** social media posts shared by team
- ✓ Editorial Processing
- ✓ Partner Perspectives banner on image

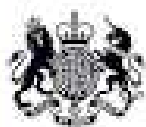
£450+VAT
Published in 4 Hours

£250+VAT
Published in 1 Working Day

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

In a hurry? We can upload your articles for you and even social share them across our channels! You can choose from either uploaded within 4 hours, or 1 working day.

Client & Partner Showcase



Department
for Education



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





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