

## 2016 RECRUITMENT RATE CARD

**Public Finance** and **pf jobs** are the journal and jobs site for the CIPFA (The Chartered Institute of Public Finance & Accountancy) qualification. The magazine is sent to every CIPFA-qualified and part-qualified accountant in the UK and abroad.

Readership of *Public Finance* ranges from part-qualified accountants and auditors to finance directors and chief executives. The magazine reaches potential employees across all areas of the public sector including local and central government, health, housing, education and charities.

Reach a combined audience of **24,766**

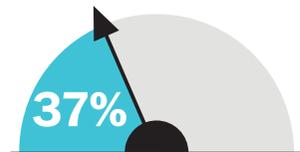


# PublicFinance

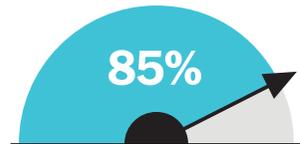
When members are looking for new opportunities, Public Finance and PF Jobs are the first places they look, giving you the best chance of attracting quality candidates.



of CIPFA use PF Jobs when looking for their next role.

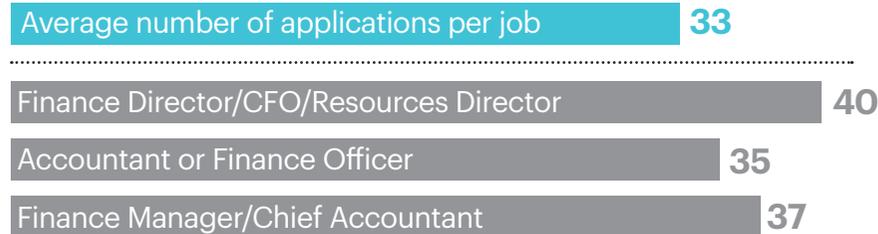


do not read any other finance publication. By advertising with Public Finance you have access to over 5,000 finance and accountancy professionals that you cannot reach through any other finance publication.



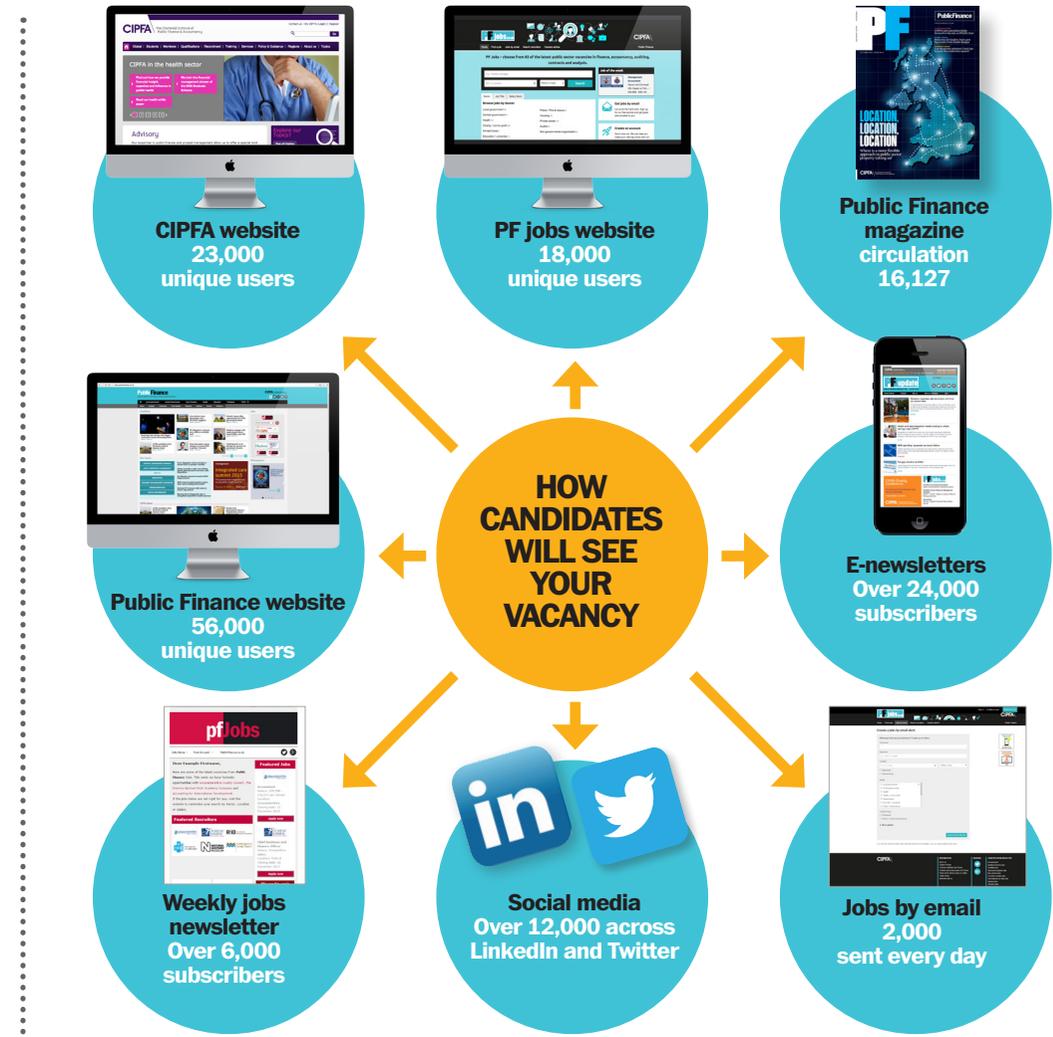
are more than satisfied with PF Jobs

## Average views and applications for direct jobs on PF Jobs



PFjobs.co.uk

CIPFA



## PRINT DEADLINES

Advertising with *Public Finance* is the only way to reach the entire CIPFA membership of over **17,000 members**.

Advertising in print also includes advertising online on pf jobs giving a combined audience of **24,766 Public Sector accountancy and finance professionals**.

Choose from one of the following packages included in the price of your print advert.

### Branded

- Job listing and logo
  - Jobs site banner
  - Recruiting now button
- (Rate card value £1,300)

### Targeted

- Job listing and logo
  - Targeted email up to 500 registered job seekers
  - E-Newsletter sent to 24,000 thousand subscribers
- (Rate card value £1,800)



## SIZES

Double Page Spread	
Bleed	303 x 426mm
Trim	297 x 420mm
Type Area	252 x 396mm
<b>Mono</b>	<b>£9,300</b>
<b>Colour</b>	<b>£10,500</b>
Full Page	
Bleed	303 x 216mm
Trim	297 x 210mm
Type Area	252 x 180mm
<b>Mono</b>	<b>£6,200</b>
<b>Colour</b>	<b>£6,975</b>
Half Page	
Horizontal	123 x 180mm
Vertical	252 x 88mm
<b>Mono</b>	<b>£4,125</b>
<b>Colour</b>	<b>£4,650</b>
Quarter Page	
Portrait	123 x 88mm
<b>Mono</b>	<b>£2,750</b>
<b>Colour</b>	<b>£3,100</b>
Banner Page	
Type only	220 x 180mm
<b>Mono</b>	<b>£6,500</b>
<b>Colour</b>	<b>£7,275</b>

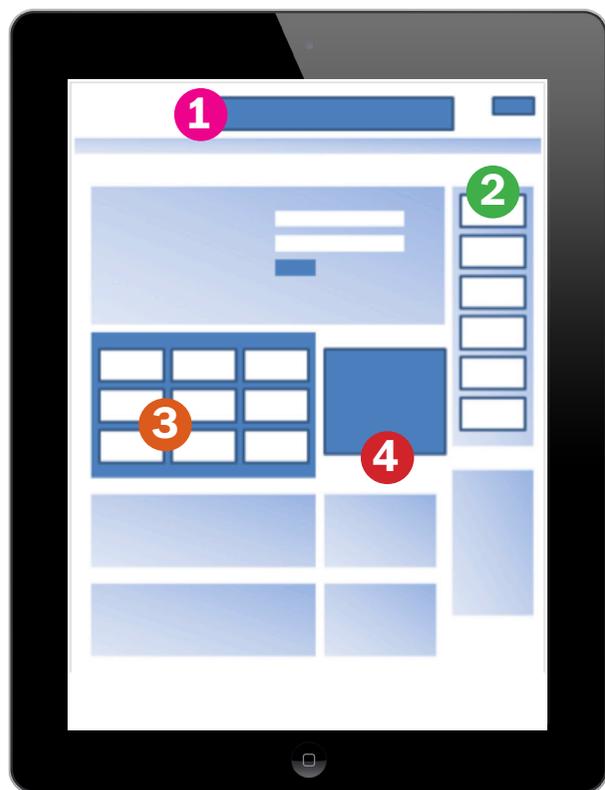
## ISSUE DATES AND DEADLINES 2016

Issue	Issue date	Booking deadline (4pm)
February	26th January	15th January
March	23rd February	12th February
April	22nd March	11th March
May	26th April	15th April
June	24th May	13th May
July	21st June	10th June
September	23rd August	12th August
October	20th September	9th September
November	25th October	14th October
December	22nd November	11th November

Artwork deadline by 10am the day following booking deadline. **Cancellations are only accepted up to 4pm on the booking deadline.**

Feature your vacancy in our new **The best from PF Jobs** section in *Public Finance* magazine each month for £1,000 including a job listing and logo on PF Jobs for 4 weeks.

**JOB LISTING AND LOGO £500**  
**ADDITIONAL JOBS £250**



BRANDED SOLUTIONS			
1	Job site banner	Run of site animated campaign that links through to any number of vacancies	+£500
2	Top Job/Premium Job	Home page and run of site campaign feature client branding a key job details	+£400
3	Recruiting now button	Client branded logo campaign that links through to any number of vacancies	+£300
4	MPU	Home page animated campaign that links through to any number of vacancies	+£375
	JBE Banner	Sponsorship of all jobs by email sent to registered job seekers for a week. On average 4,500 sent every day.	+£1000

TARGETED SOLUTIONS			
	Targeted email	Target up to 500 active job seekers by level, location, salary and discipline	+£500
	Job level search	Ensure your job is at the top end of any relevant search by specialism	+£400
	Sponsored keyword search	Sponsor up to 5 key words to ensure your job is at the top of any relevant search	+£250

CONTENT & SOCIAL SOLUTIONS			
	Public Finance e-newsletters	Job included on e-newsletters sent to 24,000 subscribers	+£800
	Weekly Jobs e-newsletters	Job included on e-newsletters to send to all active job seekers	+£300
	Tweet & LinkedIn Group	Job tweeted and included on The Public Finance LinkedIn group	+£200
	Social Media Resourcing	Find relevant candidates across social media platforms that fit your exact criteria	+£350

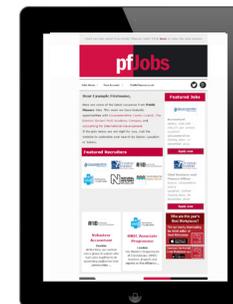
## CREATIVE PACKAGES TO MAXIMISE YOUR RESPONSE (INCLUDES 1 JOB LISTING, ADDITIONAL JOBS £250)

### BRANDED PACKAGE £1,340 (20% DISCOUNT, RATE CARD £335)

	Jobs site banner	Run of site animated campaign that links through to any number of vacancies
	Top Job/Premium Job	Home page and run of site campaign feature client branding a key job details
	Recruiting now button	Your logo will appear in the 'Recruiting Now' section of the job board's home page
	JBE Banner	Sponsorship of all jobs by email sent to registered job seekers for a week. On average 2,000 sent every day.

### TARGETED PACKAGE £1,080 (20% DISCOUNT, RATE CARD £270)

	Targeted email	Target up to 500 active job seekers by level, location, salary and discipline
	Job sector search	Ensure your job is at the top end of any relevant search by specialism
	Public Finance e-newsletter	Job included on e-newsletter sent to 24,000 subscribers



## SOCIAL MEDIA RESOURCING PACKAGES



### ONLINE

Boost your online efforts with our social media resourcing options to secure a larger pool of quality applicants.

Social Media Resourcing finds relevant candidates across social media platforms who fit the exact criteria that you set and engage with potential hires with targeted relevant messages.

### TARGET LIST

- Using the internet as our database and cutting edge technology across several social media channels, we match profiles and experience to your specifications
- You send us the job details and a completed brief
- You receive a spreadsheet including name, job title, employer and hyperlink to online profiles



### CANDIDATE GENERATION

(+£300)

- Once you have viewed the profiles, we contact candidates through an agreed message via trusted channels of communication.
- We send messages to candidates within 24 hours of you making your request.
- We send the candidates to a customised application page on the jobs board which clearly indicate that they have been especially picked by you.

### SOCIAL MEDIA PACKAGE £1,680 (30% DISCOUNT, RATE CARD £2,400)

	Job listing and logo	4 weeks on jobs site
	Target List	Target list of up to 40 profiles
	Target email	Target up to 500 active job seekers by level, location, salary and discipline
	Public Finance E-newsletter	Job included on weekly e-newsletter sent to over 24,000 subscribers
	Sponsored keyword search	Sponsor up to 5 key words to ensure your job is at the top of any relevant search

**TO CONTACT THE TARGET LIST WE RECOMMEND A LINKEDIN PRO ACCOUNT.**