

PublicFinance

PFjobs.co.uk

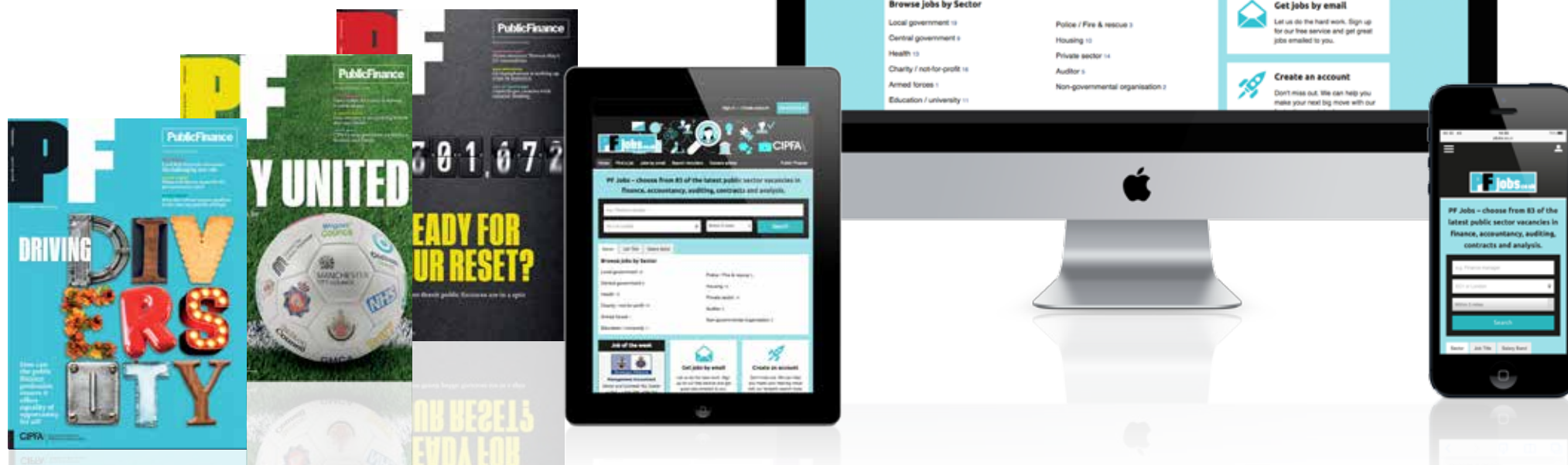
CIPFA

2017 RECRUITMENT RATE CARD

Public Finance and **PF Jobs** are the journal and jobs site for CIPFA (The Chartered Institute of Public Finance & Accountancy). The magazine is sent to every CIPFA-qualified and part-qualified chartered 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 an engaged audience of public finance professionals



www.pfjobs.co.uk

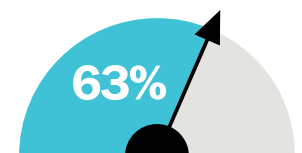
Recruitment advertising

Emmanuel Nettey
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+44 (0)207 880 6234

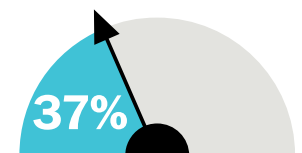
PublicFinance



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 members use PF Jobs when looking for their next role.



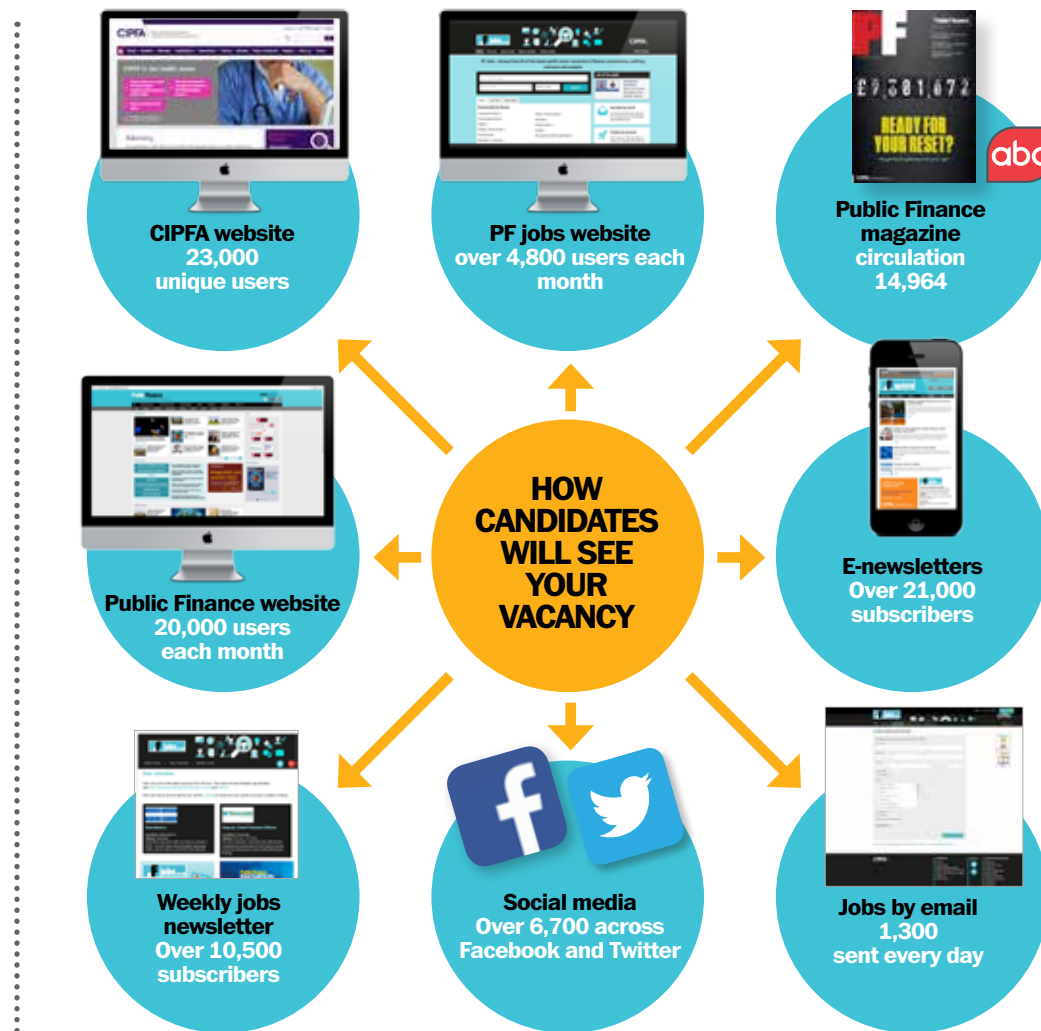
do not read any other finance publication. By advertising with *Public Finance* you have access to over 5,000 finance and accountancy professionals that you cannot reach through any other finance publication.



are more than satisfied with PF Jobs.

Average views and applications for direct jobs on PF Jobs

Average number of applications per job	
Finance Director/CFO/Resources Director	25
Accountant or Finance Officer	13
Finance Manager/Chief Accountant	16



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.

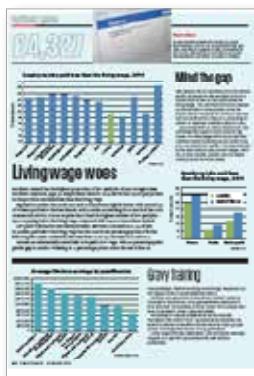
Choose from one of the following packages included in the price of your print advert.

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 32,000 thousand subscribers
(Rate card value £1,800)



SIZES

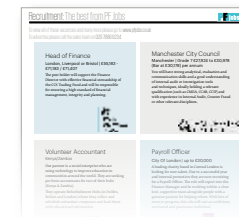
Double Page Spread	
Bleed	303 x 426mm
Trim	297 x 420mm
Type Area	252 x 396mm
Mono	£9,300
Colour	£10,500
Full Page	
Bleed	303 x 216mm
Trim	297 x 210mm
Type Area	252 x 180mm
Mono	£6,200
Colour	£6,975
Half Page	
Horizontal	123 x 180mm
Vertical	252 x 88mm
Mono	£4,125
Colour	£4,650
Quarter Page	
Portrait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

ISSUE DATES AND DEADLINES 2017

Issue	Issue date	Booking deadline (4pm)
February	31st January	20th January
March	28th February	17th February
April	28th March	17th March
May	3rd May	21st April
June	31st May	19th May
July	27th June	16th June
September	29th August	17th August
October	26th September	15th September
November	31st October	20th October
December	28th November	17th November

Artwork deadline by 10am the working 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	Jobs 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 featuring client branding and 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 1,300 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 keywords 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 over 32,000 subscribers	+£800
	Weekly Jobs e-newsletters	Job included on e-newsletters to send to all active job seekers	+£300

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

BRANDED PACKAGE £1,340 (20% DISCOUNT, RATE CARD £2,700)

1	Jobs site banner	Run of site animated campaign that links through to any number of vacancies
2	Top Job/Premium Job	Home page and run of site campaign featuring client branding and key job details
3	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 1,300 sent every day

TARGETED PACKAGE £1,080 (20% DISCOUNT, RATE CARD £2,200)

	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 over 32,000 subscribers



PublicFinance



CREATIVE CONTENT SOLUTIONS TO MAXIMISE YOUR RESPONSE

SPONSORED CONTENT (£2,500 +VAT)

To be featured on the Careers advice tab pfjobs.co.uk/careers

All content is subject to approval of CIPFA

Opportunity to work with the Public Finance editorial team should you need assistance with producing content – P.O.A.

Images, GIFs and URLs are permitted

+ £1,000 to feature this on a solus email – sent out to over 32,000 newsletter subscribers (see right for further details)

Leaderboard/Banner to be uploaded as image in article, to include tracking link – stats to be reported after one month of upload

Logo to be featured next to the article title on pfjobs.co.uk/careers



SOLUS EMAIL (£2,000 +VAT)

To be sent out to over 32,000 newsletter subscribers

All content is subject to approval of CIPFA

Leaderboard and Skyscraper banner to be included on solus email – banners to include tracking link

Opportunity to work with the Public Finance editorial team should you need assistance with producing content – P.O.A.

Sent out early morning of agreed date

Stats to be reported back within one week of email being sent out

