

PublicFinance

PFjobs.co.uk

CIPFA

2019 RECRUITMENT RATE CARD

Public Finance and **PF Jobs** are the magazine and job board 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 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.

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

Reach an engaged audience of **public finance professionals**



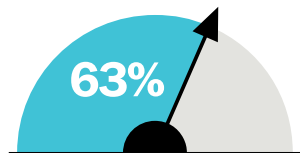
CIRCULATION - 14,358

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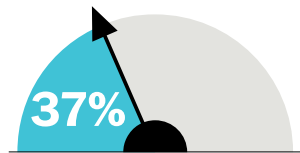
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When members are looking for new opportunities, **Public Finance** and **PF Jobs** are the first places they look, giving you the best chance of attracting quality candidates.



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	16
Finance Director/CFO/Resources Director	25
Accountant or Finance Officer	13
Finance Manager/Chief Accountant	16



STANDARD LISTING £695+VAT

Single job posting: stays live on the site for **28 days** and can be tagged with specific sectors in order to **maximise targeting** of relevant candidates through the sites search facility. Postings are also sent out on relevant **job alert emails** to subscribers.

PREMIUM LISTING £1,095+VAT

Premium job posting: highlighted in the job results list and offer **superior exposure of your listing** to jobseekers. They are relevant to the search criteria, giving your role extra exposure to a relevant jobseeker market and are **prioritised in the jobs by email alerts**, appearing above all standard listings. **Includes a single job listing.**

TARGETED PACKAGE £1,600+VAT

- **Targeted email:** target up to 500 active job seekers by level, salary, location and discipline
- **Job sector search:** ensure your job is at top end of any relevant search
- **E-newsletter:** job included on e-newsletter sent out to over 32,000 subscribers

BRANDED PACKAGE £2,500+VAT

- **Job 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 featuring client branding and 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

PRINT - 10 ISSUES PER YEAR

Advertising in **Public Finance** is the only way to reach the entire CIPFA membership.

Full page: £6,975+VAT

Trim: 297mm x 210mm

Half page: £4,650 +VAT

Horizontal: 123mm x 180mm

Vertical: 252mm x 88mm

Quarter page: £3,100+VAT

Portrait: 123mm x 88mm

BESPOKE PACKAGES AND MULTIPLE JOB POSTINGS AVAILABLE ASK US FOR DETAILS

To book any of these options call:
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or email **pfjobs@redactive.co.uk**

**PRINT DATES, DEADLINES
AND DIMENSIONS ON REQUEST**