

Media Information for advertising opportunities within The British Association of Social Workers

Professional Social Work magazine



Professional Social Work (PSW) magazine is the **ONLY** dedicated, physically printed social work magazine. It is mailed out by Royal Mail, ten times per annum, directly to over **21,000** qualified social workers, social work students, recently qualified and more senior social workers such as team leaders and directors. Turn the page to find rates and deadlines.

Use PSW to advertise specific job positions, multiple job positions, and to release information about new Recruitment and Retention Initiatives.

Online Social Work Jobs Board – www.basw.co.uk/home/vacancies

BASW Online Jobs Board

The BASW jobs board is available to members and non-members alike and is the obvious choice for all qualified social workers whether they are BASW members or not. Visitor numbers to the BASW website make it the market leader for social work information. Recruitment packages range from one-off listings to quarterly or annual packages.

Use the BASW Jobs Board for immediate advertising. Jobs are uploaded within 24 hours.

BASW E-Bulletins

BASW Monthly E-Bulletins

The BASW E-Bulletins are delivered direct into a 100% subscribed social work mailing list (all of whom are BASW members) currently totalling 18,600 named emails. Please ask for the up to date figure when booking your advert. E-Bulletins carry up to the minute social work focused editorial pertinent to qualified social workers. Just supply us with artwork and a web link.

Use the BASW E-Bulletins when you want to point social workers to your website.

Ratesanddata Professional Social Work magazine

Recruitment and Run of paper

Size/Format	Series	Cost per insertion	Specifications
Full Page (colour)	One month	£3,125 + VAT	Trim: 210mm w x 297mm h Type area: 190mm w x 277mm h Bleed: 3mm
	10 months	£2,656 + VAT per month	
Full Page (mono)	One month	£2,435 + VAT	
	10 months	£2,070 + VAT per month	
Half Page (colour)	One month	£1,875 + VAT	Horizontal: 190mm w x 134mm h Vertical: 90mm w x 277mm h
	10 months	£1,595 + VAT per month	
Half Page (mono)	One month	£1,500 + VAT	
	10 months	£1,275 + VAT per month	
Quarter page (colour)	One month	£1,125 + VAT	90mm w x 134mm h
	10 months	£955 + VAT per month	
Quarter page (mono)	One month	£900 + VAT	
	10 months	£765 + VAT per month	
Eighth page (colour)	One month	£750 + VAT	90mm w x 62mm h
	10 months	£640 + VAT per month	
Eighth page (mono)	One month	£600 + VAT	
	10 months	£510 + VAT per month	

Cover positions – Additional 15% on full page rate card

Service Directory

Line listing	£100 per line (minimum 3 lines)
Sixteenth page	£600 + VAT per annum
Eighth page	£950 + VAT per annum
Quarter page	£1,500 + VAT per annum

Loose Leaf Insert rates (full print run) – A4 or smaller

Up to	20 grams:	£125 + VAT per thousand
	20-30 grams:	£160 + VAT per thousand
	30-40 grams:	£195 + VAT per thousand
	40+ grams:	Price on application

Professional Social Work 2019

Issue	Booking (12 noon)	Finished artwork	Publication Date
December 2018/January 2019	7 November 18	9 December 18	17 December 18
February 2019	18 January 19	22 January 19	31 January 19
March 2019	18 February 19	20 February 19	28 February 19
April 2019	18 March 19	20 March 19	28 March 19
May 2019	23 April 19	24 April 19	2 May 19
June 2019	17 May 19	21 May 19	30 May 19
July/August 2019	3 July 19	5 July 19	15 July 19
September 2019	19 August 19	21 August 19	29 August 19
October 2019	20 September 19	23 September 19	1 October 19
November 2019	18 October 19	22 October 19	31 October 19
December 2019/January 2020	2 December 19	4 December 19	12 December 19
February 2020	19 January 20	21 January 20	30 January 20

BASW Jobs Board and E-Bulletins

BASW Online Jobs Board – www.basw.co.uk/home/vacancies

BASW Jobs Board

One off bookings - Charity Rates available upon request

Single job	Standard	£400 + VAT
	Featured	£800 + VAT
Multiple jobs	Standard up to 5	£300 + VAT per job vacancy – 1 month period
	Featured up to 5	£700 + VAT per job vacancy – 1 month period

Banner: 445 pixel x 117 pixel (150mm x 39.7mm) **Skyscraper:** 150 pixel x 305 pixel (39.7 mm x 80.7mm)

Packages

Package	Reusable Job Slots	Inclusive Featured Jobs*	3 months	6 months	12 months
A	5	1	£1,800	£2,700	£4,050
B	10	2	£3,600	£5,400	£8,100
C	20	3	£5,760	£8,640	£12,960

* Number of featured job postings per month

BASW Jobs Board Banner

Advertise your organisation on the home page of the BASW Jobs Board.

- **Book a Banner for £350 + VAT per month** – subject to availability
445 pixels x 117 pixel (150mm x 39.7mm)
- **Book a Skyscraper for £300 + VAT per month** – subject to availability
150 pixel x 305 pixel (39.7mm x 80.7mm)

Free with every job vacancy listing

- Free Company logo on each listing
- Free Company profile revealed when clicking on logo
- Free weekly job alerts to our database of jobseekers
- Free access to database of uploaded CV's
- Free access to viewer statistics

BASW E-Bulletins

BASW sends out regular E-Bulletins to over 18,600 named social workers across the UK. Please provide URL direct to your site.

Series discounts: We offer discounts for a series of 3 or more insertions

Size 540pixels (142.8 mm) w x 118 pixel (31.2mm) h
£700 plus VAT per insertion

BASW

**The professional association for
social work and social workers**

Advertising Sales :

Call 01309 690063 and ask for Heather or David

Heather Ward:

Email: heather.ward@basw.co.uk

David Nelmes

Email: david.nelmes@basw.co.uk

www.basw.co.uk/advertising