

# BASW

The professional association for  
social work and social workers

advertising  
rate card **2020**

## Cost Effective Solutions

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](http://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.

Contacts: call 01309 690063 and ask for Heather or David  
email: [heather.ward@basw.co.uk](mailto:heather.ward@basw.co.uk) or [david.nelmes@basw.co.uk](mailto:david.nelmes@basw.co.uk)  
or visit [www.basw.co.uk/advertising](http://www.basw.co.uk/advertising)

# Ratesanddata Professional Social Work magazine

## Recruitment and Run of paper

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

### Cover positions – Additional 15% on full page rate card

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

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

## Professional Social Work 2020

Issue	Booking (12 noon)	Finished artwork	Publication Date
December 2019/January 2020	2 December 19	4 December 19	12 December 19
February 2020	20 January 20	22 January 20	30 January 20
March 2020	19 February 20	21 February 20	28 February 20
April 2020	20 March 20	24 March 20	31 March 20
May 2020	20 April 20	22 April 20	30 April 20
June 2020	18 May 20	20 May 20	28 May 20
July/August 2020	3 July 20	6 July 20	13 July
September 2020	21 August 20	24 August 20	2 September 2020
October 2020	18 September 20	21 September 20	30 September 20
November 2020	20 October 20	22 October 20	29 October 20
December 2020/January 2021	1 December 20	3 December 20	10 December 20
February 2021	18 January 21	20 January 21	29 January 21

# BASW Jobs Board

BASW Online Jobs Board – [www.basw.co.uk/home/vacancies](http://www.basw.co.uk/home/vacancies)

## BASW Jobs Board

### One off bookings - Charity Rates available upon request

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

### 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 wide x 150 high (pixels)
- **Book a Skyscraper for £300 + VAT per month** – subject to availability  
150 wide x 305 high (pixels)

### 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 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** 580 wide x 118 high (pixels) – PNG or JPEG.

**£700 plus VAT per insertion**

### E-Bulletin schedule 2020

Month	Booking	Finished artwork	Proof	Send
December 2019/January 2020	5 December 19	10 December 19	13 December 19	19 December 19
February 2020	3 February 20	7 February 20	10 February 20	17 February 20
March 2020	6 March 20	11 March 20	13 March 20	19 March 20
April 2020	3 April 20	8 April 20	10 April 20	16 April 20
May 2020	7 May 20	12 May 20	14 May 20	19 May 20
June 2020	5 June 20	10 June 20	12 June 20	18 June 20
July/August 2020	3 July 20	8 July 20	10 July 20	20 July
September 2020	3 September 20	8 September 20	10 September 20	17 September 2020
October 2020	5 October 20	9 October 20	12 October 20	19 October 20
November 2020	2 November 20	6 November	9 November 20	17 November 20
December 2020/January 2021	4 December 20	9 December 20	11 December 20	18 December 20
February 2021	1 February 21	5 February 21	8 February 21	15 February 21

### Advertising Sales :

Call 01309 690063 and ask for Heather or David  
Heather Ward: Email: [heather.ward@basw.co.uk](mailto:heather.ward@basw.co.uk)

David Nelmes Email: [david.nelmes@basw.co.uk](mailto:david.nelmes@basw.co.uk)

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