

2015 RECRUITMENT RATE CARD

Reach a
combined
audience of
35,000

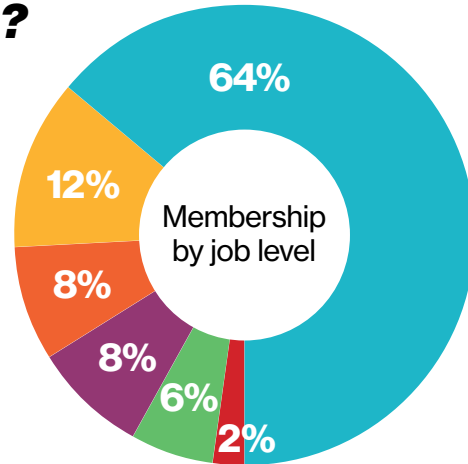
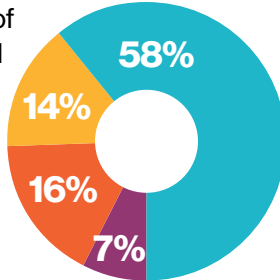


WHY CHOOSE THE STRUCTURAL ENGINEER?

Only *The Structural Engineer* offers a dedicated and receptive audience of qualified structural engineers whose age, experience and creative abilities are sufficiently diverse to fill any vacancy regardless of seniority. **No other industry magazine can reach the entire membership of the Institution.**

Reach a broad range of experienced structural engineering professionals:

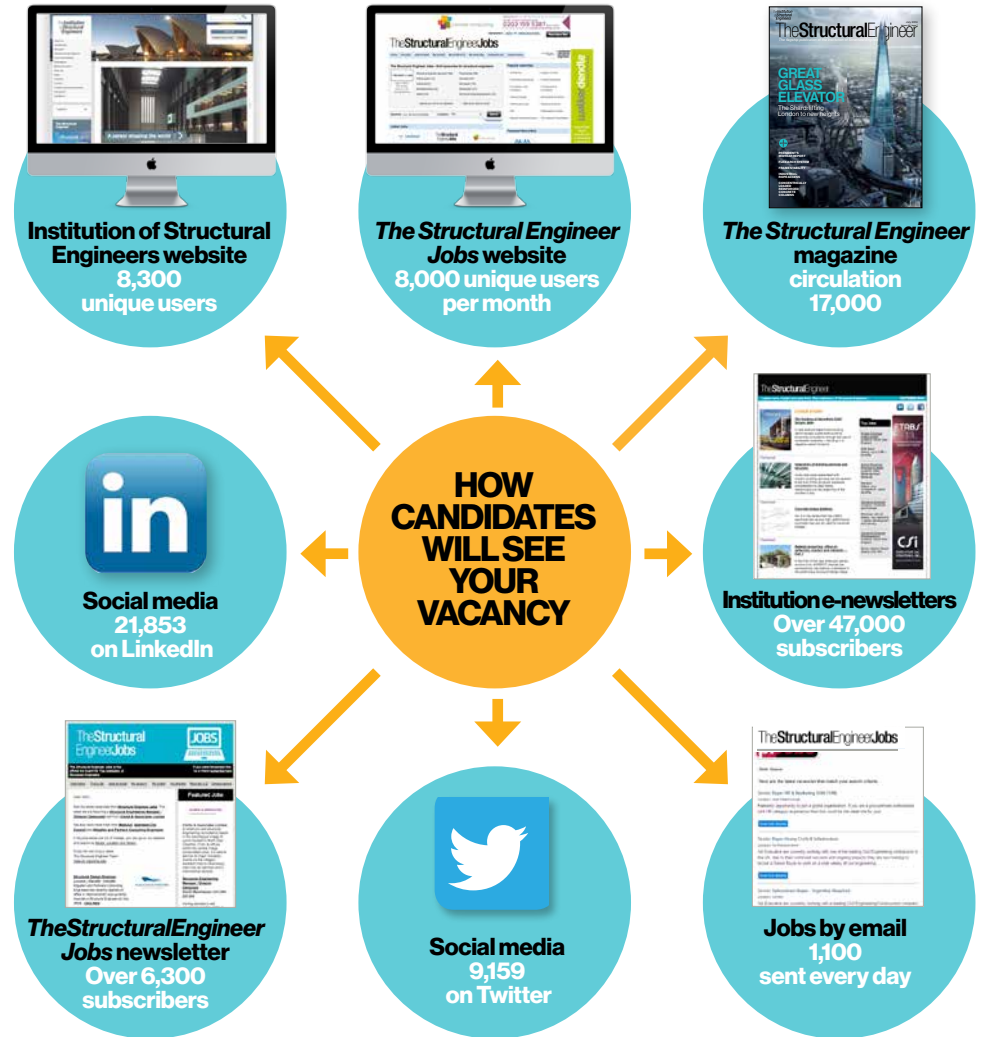
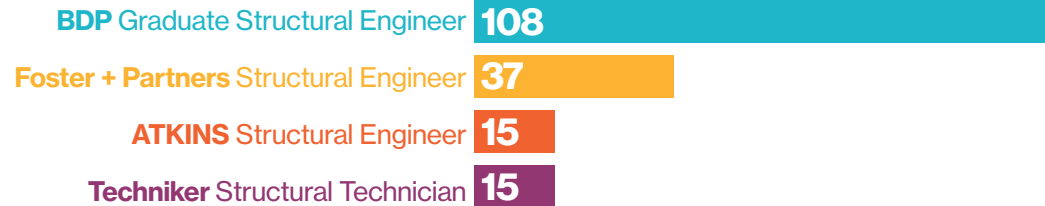
Member
Graduate
Fellow
Associate-Member



Consultancy
Construction/Housing/Property/Architecture
Academic **Public Sector**
Contracting **Petrochemical/Oil**

THE STRUCTURAL ENGINEERS JOBS: RECENT CAMPAIGNS

Total number of applications



PRINT DEADLINES

Advertising with *The Structural Engineer* is the only way to reach the entire membership of over **27,000 members**.

Advertising in print also includes advertising online at www.thestructuralengineer.org/jobs giving a combined audience of **35,000 structural engineering 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 £1,500

Targeted

- Job listing and logo
- Institution e-newsletter received by 40,000 subscribers
- Rate card value £950



SIZES

Full page	
Trim	250 x 186mm
Colour	£5,950

Half page horizontal	
Trim	123 x 186mm
Colour	£3,250

Half page vertical	
Trim	250 x 91mm
Colour	£3,250

Quarter page	
Trim	123 x 91mm
Colour	£1,750

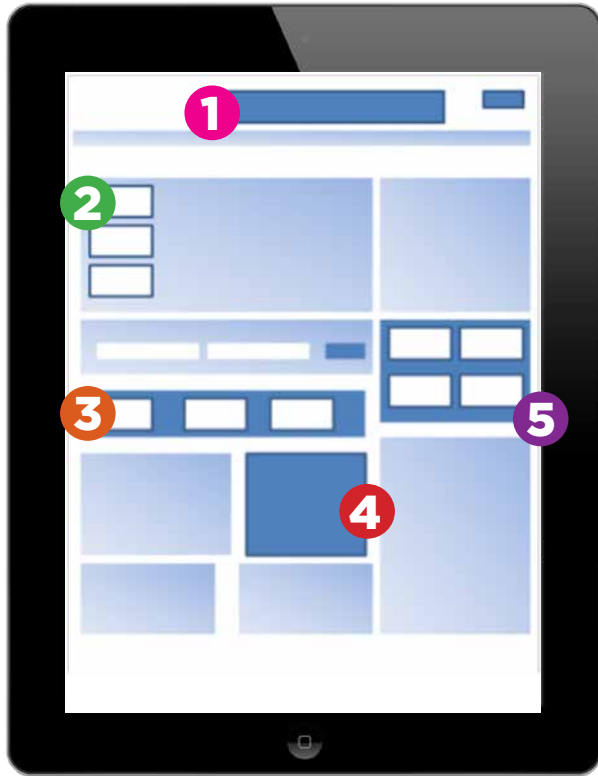
ISSUE DATES AND DEADLINES

Issue	Issue date	Booking deadline (4pm)
January	December 24th	December 16th
February	January 28th	January 20th
March	February 25th	February 17th
April	March 25th	March 17th
May	April 29th	April 21st
June	May 27th	May 19th
July	June 24th	June 21st
August	July 29th	July 21st
September	August 26th	August 18th
October	September 30th	September 22nd
November	October 28th	October 20th
December	November 25th	November 17th
January	December 23rd	December 15th

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

JOB LISTING AND LOGO £600

ADDITIONAL JOBS £250



BRANDED SOLUTIONS

1	Job site banner	Run of site animated campaign that links through to any number of vacancies	+£500
2	Premium button	Premium position client branded logo campaign that links through to any number of vacancies	+£400
3	Latest jobs	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
5	Featured recruiter button/ premium job	Home page and run of site campaign featuring client branding and key job details	+£300

TARGETED SOLUTIONS

	Targeted email	Target up to 8,000 active job seekers by level, location, salary and discipline	+£500
	Featured job	Ensure your job is at the top of any relevant search by specialism	+£200

CONTENT & SOCIAL SOLUTIONS

	<i>The Structural Engineer</i> e-newsletter	Job included on e-newsletter sent to 47,000 subscribers	+£350
	Monthly Jobs e-newsletter	Job included on email sent to all active job seekers (8,000 subscribers)	+£300
	Twitter & LinkedIn Group	Job tweeted and included on the Institution's LinkedIn group	+£300
	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 £1,260 (30% DISCOUNT, RATE CARD £1,800)		
1	Jobs site banner	Run of site animated campaign that links through to any number of vacancies
2	Top Job/Premium Job	Home page logo branding under the 'Featured Recruiter' section
3	'Recruiting Now' button	Your logo will appear in the 'Recruiting Now' section of the job board's home page

TARGETED PACKAGE £1,155 (30% DISCOUNT, RATE CARD £1,650)		
	Targeted email	Target all active job seekers by level, location, salary and discipline
	Job sector search	Ensure your job is at the top of any relevant search by specialism
	Institution of Structural Engineers e-newsletter	Job included on e-newsletter sent to 47,000 subscribers



TheStructuralEngineer

SOCIAL MEDIA RESOURCING PACKAGES



ONLINE

Online packages target active job seekers who already engage with our magazine and jobsite. Our resourcing options find candidates who do not fit into these categories, resulting in a larger selection 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

TARGET LIST & CANDIDATE GENERATION



- 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 £1,400 (30% DISCOUNT, RATE CARD £2,000)

	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
	The Structural Engineer monthly e-newsletter	Job included on monthly e-newsletter sent to over 47,000 subscribers
	Sponsored keyword search	Sponsor up to 5 keywords to ensure your job is at the top of any relevant search

+ON £300 FOR CANDIDATE GENERATION.

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