

# FIRST CHOICE FOR RECRUITMENT ADVERTISING

## MEDIA INFORMATION



Estates Gazette and PropertyJobs.co.uk have been voted the best for property job vacancies. It's no wonder we are top of the tree.

**PropertyJobs.co.uk**

# THE MARKET'S FAVOURITE RESOURCE TO FIND PROPERTY JOBS IN THE UK

With a leading print publication and an innovative online job board, EG PropertyJobs offers you an unbeatable media combination to communicate your vacancies.

## Estates Gazette

Market leading print title

- Estates Gazette is the market leader in property recruitment, with 75% market share<sup>1</sup>
- It has been voted the most effective publication for "advertising staff" and "looking for a job".<sup>2</sup>

## PropertyJobs.co.uk

Number 1 voted website

- PropertyJobs.co.uk has been voted the best website for property job vacancies by the market<sup>2</sup>
- If jobseekers could use just one site to look for a job, they would choose PropertyJobs.co.uk<sup>2</sup>

# PROPERTYJOBS.CO.UK ONLINE ADVERTISING OPTIONS

**Find your ideal candidate with EG PropertyJobs.**

Relaunched with innovative new functionality in 2010, [PropertyJobs.co.uk](http://PropertyJobs.co.uk) connects key property recruiters with jobseekers.

Targeted Pay Per Click advertising on search engines and extensive marketing in Estates Gazette drives candidates to [PropertyJobs.co.uk](http://PropertyJobs.co.uk)

**Over 28,688  
unique users<sup>1</sup>**

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**Over 196,288 page  
impressions<sup>1</sup>**

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**Hundreds of live  
jobs (Nov 09)**

## Web-Packs

Three online packages each offering an unbeatable combination of multiple Job Listings, Featured Jobs and Corporate Branding to suit all budgets and recruitment needs.

## Job Postings

Effectively communicate your vacancies to our jobseekers with an online job posting. Enhance this with logos and graphics files to maximise views and brand image. All vacancies appear online for up to four weeks.

## Featured Jobs

Receive more traffic with a Featured Job. The most popular job posting enhancement available, Featured Jobs offer an excellent way of highlighting high profile and hard-to-fill roles.

## Corporate Branding

Promote your job listings on [PropertyJobs.co.uk](http://PropertyJobs.co.uk) with Skyscrapers, Banners, Buttons and Associated Category Buttons. Drive jobseekers to your vacancies and maximise your exposure.

## Company Profiles

Make an impression on your next candidate and market your company with a profile. Company Profiles are an excellent way of positioning yourself as an employer of choice, and communicating core values to your potential future staff.

## Jobseeker E-newsletters

Target active jobseekers and get your vacancies in their inbox with our Jobseeker E-newsletters. With branding and job listing options, Jobseeker E-newsletters offer a short-cut to our registered users.

# EG PROPERTY JOBS PRINT ADVERTISING OPTIONS

**Find your ideal candidate with EG PropertyJobs.**

Estates Gazette is the leading commercial property publication with the highest circulation of 29,352, and a readership of almost 120,000<sup>1</sup>. Advertising in Estates Gazette offers the best way to reach the commercial property market. By advertising in our publication, your vacancies will also be listed on PropertyJobs.co.uk for four weeks.

**Estates Gazette dominates the recruitment market for print advertising**

## Features

- Estates Gazette has a 75% print recruitment market share, covering all areas of the Property Market<sup>2</sup>
- Nearly a third of the market can only be reached through Estates Gazette, compared to only 9% for our nearest competitor
- Market research shows that 47% of the market find Estates Gazette most effective when looking for a job, against a 13% vote for our nearest competitor<sup>1</sup>
- 47% of recruiters voted Estates Gazette most effective in advertising for staff, compared to a 12% vote for our nearest competitor<sup>1</sup>

## Standard Package Advertising

Reach your target audience by using a combination of the market leading print title, Estates Gazette, combined with the biggest job site, PropertyJobs.co.uk.

**adpacks**  
Maximise your response

Maximise your job vacancy response with an Adpack. Our added value recruitment packages Adpacks help you dramatically extend your advertising coverage to both our print and online audience, at a heavily discounted price. An Adpack maximises your response, making the search for your candidate an even easier experience.

Each Adpack comprises of:

- 1 Week – Advertisement in Estates Gazette's recruitment section
- 2nd Week – Identical repeat advert in Estates Gazette's recruitment section
- 4 Weeks - Individual job posting on [www.PropertyJobs.co.uk](http://www.PropertyJobs.co.uk)

# ADVERTISING RATES

## Estates Gazette

Advert size	Mono	2 colour	4 colour
Full page*	£4,454	£4,769	£5,359
Half page*	£2,678	£2,993	£3,583
Quarter page*	£1,802	£2,117	£2,707
Eighth page*	£1553	£1,868	£2,458
Single column centimetre**	£51	add £315	add £905
Guaranteed position	+15%	+15%	+15%

Booking deadline  
Monday 5pm preceding the week of publication.

Copy deadline  
Copy for advertisements set by our typesetter Tuesday 12pm prior to publication.

Cancellation deadline  
Monday preceding the week of publication.

\*All print prices include:  
1 Week – Advertisement in Estates Gazette's recruitment section  
4 Weeks – Individual job posting on [www.PropertyJobs.co.uk](http://www.PropertyJobs.co.uk)  
If you do not want your vacancy appearing on [www.PropertyJobs.co.uk](http://www.PropertyJobs.co.uk) please subtract £895.

\*\*SCG £895 must be added to the final SCC rate to ensure your advertisement appears on [www.PropertyJobs.co.uk](http://www.PropertyJobs.co.uk)

## PropertyJobs.co.uk

### Web Package Options

#### Single job posting

- With logo - £950 for 4 weeks

#### Starter webpack £1,125

- Up to 5 jobs with logos
- Employer Profile<sup>3</sup>
- 2 featured jobs

#### Response maximiser webpack £1,650

- Up to 10 jobs with logos
- 3 Featured Jobs
- 5 CV Credits
- Employer Profile<sup>3</sup> 1 per month
- Button - 30,000 impressions

#### Employer branding webpack £2,700

- Up to 20 jobs with logos
- 7 featured jobs
- 5 CV Credits
- Employer Profile<sup>3</sup> 1 per month
- Button - 30,000 impressions
- Leaderboard/banner – 30,000 page impressions

### Individual Options<sup>1</sup>

- Leaderboard/Banner - £45 per 1000 page impressions<sup>2</sup>
- Skyscraper - £50 per 1,000 page impressions<sup>2</sup>
- Button on home page - £40 per 1,000 page impressions
- Associated job category buttons - £400 for 4 weeks
- Online job graphic - £600 extra
- Featured Job - £350 extra
- Job of the week - £990 extra
- Employer Profile<sup>3</sup> - £500 per year
- Who's recruiting 'Featured Employer'<sup>4</sup> - £400 per week extra
- Jobs by email button - £500 per day
- E-newsletters - £500 per button,

<sup>1</sup> additional to job posting or webpacks   <sup>2</sup> minimum page impressions: 30,000  
<sup>3</sup> appears only when jobs are live on site   <sup>4</sup> additional to 'Employer Profile' price

Terms of Business Advertisers are reminded of their legal obligations under the Sex Discrimination Act 1975, Race Relations Act 1976 and the Disability Discrimination Act 1995. For further information [www.reedbusiness.co.uk/guidelines](http://www.reedbusiness.co.uk/guidelines). All rates subject to VAT charges.

**For any other advertising options or enquiries please contact one of our sales team on 020 8652 8414 or email [recruitment.services@rbi.co.uk](mailto:recruitment.services@rbi.co.uk)**

# MECHANICAL DATA AND SUPPLYING ARTWORK

## Estates Gazette

Advert type	Dimensions (width)	Advert type	Depth x width
4 columns	185mm	Half page - horizontal	135 x 185mm
3 columns	137mm	Half page - vertical	274 x 90mm
2 columns	90mm	Full page	274 x 185mm
		Quarter page	135 x 90mm
		Eighth page	65 x 90mm

## Online adverts for PropertyJobs.co.uk

Online	Dimensions	File size	File format
Skyscraper	600 pixels high by 120 pixels wide	Max 30KB file size	Gif, jpeg, SWF or rich media. Can be animated
Leaderboard	90 pixels high by 728 pixels wide	Max 15KB file size	Gif, jpeg, SWF or rich media. Can be animated
Banner	60 pixels high by 468 pixels wide	Max 15KB file size	Gif format Shockwave/Flash
Button	60 pixels high by 120 pixels wide	Max 15KB file size	Gif format Shockwave/Flash

### ADS (Artwork Delivery System)

For advertisers transmitting full artwork via ADS, all colour files are required to be separated for CMYK breakdown, please confirm booking with sales team and transmit on  
020 8770 9260

ISDN 020 8388 004  
(please fax proof to 020 8652 3147)

If it is not possible to provide copy as outlined above, the sales team will be happy to advise on other forms

# CONTACTS

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