



Commercial Brochure

Print, online, social media and events



sales@thecdi.net

Put your company in front of the career development sector

As the UK-wide professional organisation for career development practitioners and with a strong heritage spanning over 100 years, the Career Development Institute (CDI) is best placed to help you and your organisation reach out to your target audience.

With over 4800 members, our member practitioners work in a range of disciplines as career advisers, career leaders and career coaches across the breadth of the sector, including schools, colleges, HE, SEND and private coaching.

Whether you are looking to drive brand awareness or promote your products and services, we can reach out to our communities and support you to achieve your business objectives.

To discuss your requirements please email sales@thecdi.net or call 01384 376464.

Commercial packages

The CDI offers a range of opportunities to allow you to communicate your message to the key players in the careers industry today. With commercial opportunities to suit any budget, this brochure gives you details on how sponsorship, exhibiting or advertising with the CDI can help you reach thousands of career development professionals.

"The Career Development Institute is best placed to help you reach out to your target audience."





Contents

Advertising in Career Matters Magazine	4
Digital advertising	5
Events sponsorship, exhibiting and promotional opportunities	7
Promoting job vacancies on Careers in Careers	9
Pricing	11
Print specification	12
Digital specification	13

Please read through the media pack for further details. To book any of the opportunities listed in this pack or to discuss other opportunities, email sales@thecdi.net or call 01384 376464.

Advertise in Career Matters magazine

Career Matters is the leading publication for the career development sector. Packed with news, features, resources, research and professional development and practice articles, Career Matters keeps its audience updated on all the latest information from the sector.

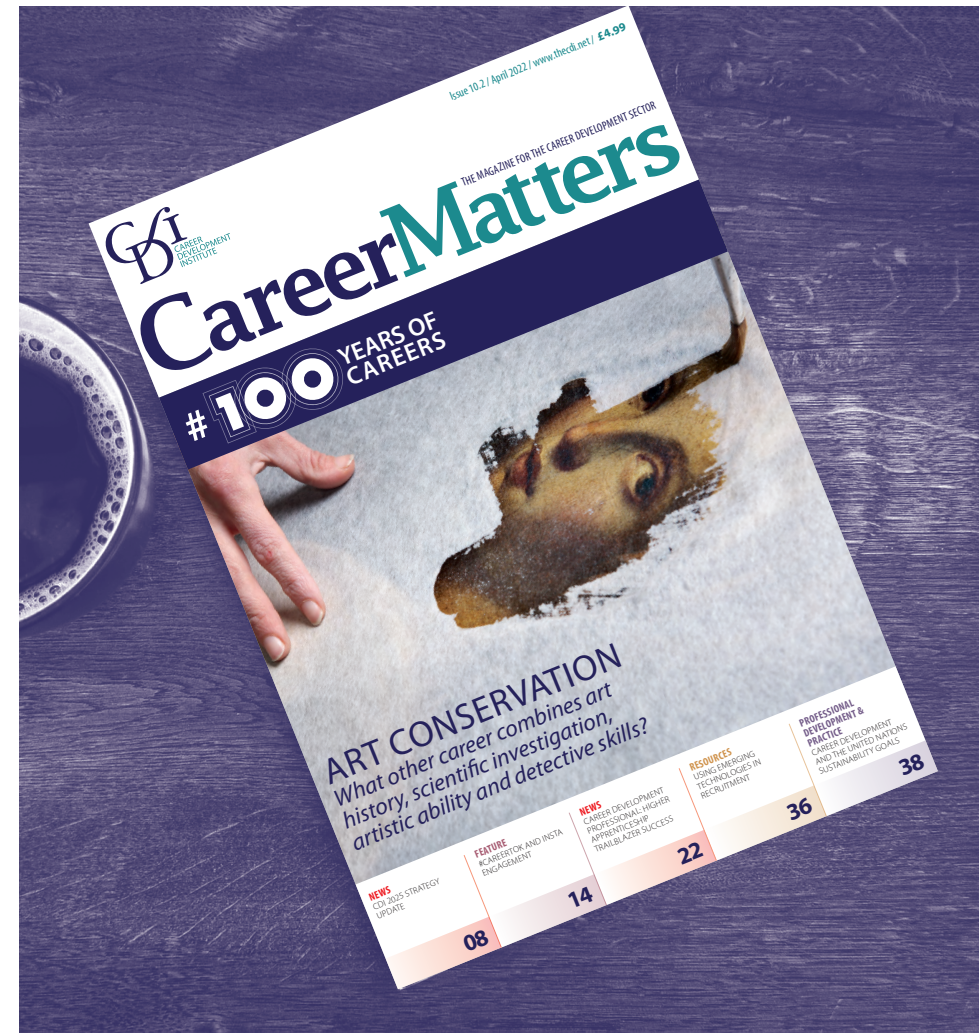
The magazine is published quarterly and posted out to CDI members, as well as being hosted in the [CPD resources area](#) of the website, where it is accessible to all logged in members.

Advertising in Career Matters is an effective way to promote learning and career opportunities, useful resources and websites to a key audience of career development professionals.

To advertise in Career Matters magazine, please email sales@thecdi.net or call 01384 376464.

POSITION	RATE	DIMENSIONS
Back cover	£1350	210mm x 297mm + 4mm bleed
Inside front / back cover	£1150	210mm x 297mm + 4mm bleed
Full page	£995	210mm x 297mm + 4mm bleed
Half page	£695	136mm x 191mm (landscape)
Insert	£545	upto one A4 sheet

Please note all prices are subject to VAT



Digital advertising

Website advertising banner from £400

Reach your target audience and drive more traffic to your website by placing banner adverts on our top website pages.

The CDI website (thecdi.net) is the leading portal for the career development sector; visitors access the site to find the latest news affecting career guidance, research and resources, current job vacancies, CDI events and a wealth of other useful information.



Why advertise on the CDI website?

1. Reach relevant audiences including careers advisers, leaders and coaches working in schools, colleges, FE and private settings
2. Attract engaged traffic to your website, blogs, articles, videos, apps and more
3. Increase brand awareness, leads and sales

New Record!

We reached over **1 million** page views over the past 12 months (2021-2022)



Average monthly page views (January-June, 2022)

112,800+



Average monthly visitors (January-June, 2022)

15,200+



Number of visitors to the jobs board Careers in Careers (January-June, 2022)

16,323+

	BUTTON ON ONE PAGE	BUTTON ON FIVE PAGES
Monthly Rate	£450	£895
Quarterly Rate	£995	£1,950
6-Month Rate	£1,450	£2,895
12-Month Rate	£2,150	£4,295

Please note all prices are subject to VAT

Emails

Weekly newsletters

Reach thousands of opted-in subscribers across our portfolio of news-based and promotional email newsletters.

Place your banner advert in our member communications, promoted to our 5000+ subscribed contacts.

Weekly newsletter sponsorship
£300 + VAT per advert.

(Option to feature in News by Email, Chief Executive Update, Training and Events email and CPD newsletter)

Sponsored emails

Send a dedicated email and reach a database of 3,800 users who have opted to receive third party promotional messages.

Single email
£625 + VAT

Package of 4 emails
£1995 + VAT

During 2022, sponsored emails achieved an average:



28.6%
unique open rate

7.8%
unique click through rate



Social media posts

Get additional promotion and more focused attention for your company news or presence at a CDI event. On receipt of your content, we will schedule posts out for you on each of our social media platforms.

Benefits include:

- X 1 social post on Twitter (7K+ followers)
- X 1 social post on Facebook (2k+ followers)
- X1 social post on LinkedIn (6.5K+ followers)

To track engagement, you can supply us with a google tracked link and we can also send you the results of impressions generated.

One post on all CDI social media platforms (Twitter, LinkedIn, Facebook)

£395 + VAT

To book digital advertising, please email sales@thecdi.net or call 01384 376464.

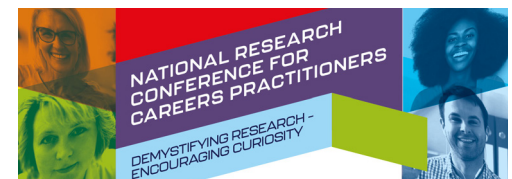
Events sponsorship, exhibition and promotional opportunities

The CDI organises a well-developed annual programme of skills training and events, from our expert training sessions to large conferences, which attract hundreds of attendees.

Our events are held face-to-face or in recent years, hosted virtually on our online meeting platform Hopin, which means our events are accessible to members from across the UK.

Partner with us for an event and align yourselves with excellence in career development and forward-thinking in the profession. We have a limited number of sponsorship, exhibitor and promotional packages available for each event.

For our upcoming events, please visit [theCDI.net/Skills-training-events](https://the CDI.net/Skills-training-events).



TYPICAL SPONSORSHIP PACKAGE

- Company logo highlighted as 'sponsor' in a prominent position and featured on all event material including emails, website, social, print and online advertising*
- Exhibition stand space
- Exhibitor passes
- Inclusion of item in goody bag handed out to guests on arrival
- Company logo on the event page on the CDI website and link to event sponsor profiles page
- Company logo and company profile on event sponsor profiles page with link to company website

TYPICAL EXHIBITOR PACKAGE

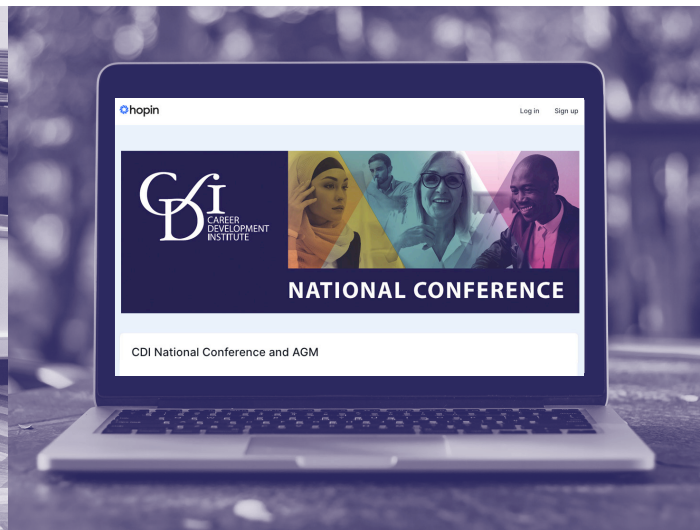
- Exhibition stand space
- Exhibitor passes
- Inclusion of item in goody bag handed out to guests on arrival
- Company logo on the event page on the CDI website and link to exhibitor profiles page
- Company logo and company profile on exhibitor profiles page with link to company website
- Company logo featured on event material that references exhibitors including emails, website, social, print and online advertising*

OTHER PROMOTIONAL OPPORTUNITIES

- Event bag sponsorship
- Leaflet seat drop
- Email banner in event promotional emails
- Social media posts
- Sponsored email



*Marketing at sole discretion of the CDI



"Partner with us for an event and align yourselves with excellence in career development and forward-thinking in the profession."

To find out about events sponsorship, exhibiting and promotional opportunities, please email sales@thecdi.net or call 01384 376464.

Promote your job vacancies on the CDI jobs board: Careers in Careers

Why advertise

- The CDI is the largest professional body for qualified career development practitioners, making Careers in Careers *the* platform for advertising jobs in career development
- Posts from across other job platforms (such as the likes of Indeed) are imported into Careers in Careers meaning that our platform is the 'one stop shop' for careers practitioners seeking a new job
- Careers in Careers attracts a high number of website visitors with an average of 4,000 individual job views each month.
- As well as being advertised on the website, all recently added vacancies are included on the Careers in Careers bulletin emailed every other week to all 4,800 CDI members



Unlimited package

- Employers posting numerous opportunities may wish to consider our Unlimited Package Offer. Post as many vacancies as you want over a 3, 6 or 12 month period.

3 MONTHS	6 MONTHS	12 MONTHS
Member/Non-Member	Member/Non-Member	Member/Non-Member
Advertise as many vacancies as you wish over a 90 day period	Advertise as many vacancies as you wish over a 6 month period	Advertise as many vacancies as you wish over a 12 month period
Duration: 90 days	Duration: 180 days	Duration: 365 days
£1395 / £1595	£2295 / £2595	£3595 / £4095

Single vacancy posting

7 DAYS	14 DAYS	30 DAYS
Member/Non-Member	Member/Non-Member	Member/Non-Member
£195 / £325	£325 / £445	£475 / £595

ENHANCED LISTING	PREMIUM LISTING
30 days	30 days
Employers with an urgent candidate requirement, may wish to consider our enhanced package where their vacancy will be spotlighted towards the top of the jobs list after any premium listings. Your job will be flagged as a 'spotlight job' on the fortnightly jobs bulletin emailed to all 4800 CDI members. This listing includes 1 tweet of the job advert via the CDI twitter account (currently 7k followers)	With our premium package, your job listing will be spotlighted at the very top of the <u>jobs list</u> results and on the 'Featured Jobs' platform landing page. Your job will be flagged as a 'spotlight job' on the fortnightly jobs bulletin emailed to all 4800 CDI members. This listing also includes 1 tweet of the job advert via the CDI twitter account (currently 7k followers) and 1 LinkedIn post advertising your job to our 6.5k followers.
Member/Non-Member	Member/Non-Member
£595 / £715	£695 / £815

Manage your job vacancy listings

To view all prices, visit jobs.thecdi.net and select 'Products.'

Employers can set up their own account and [upload jobs here](#).

To find out about becoming a CDI member and to benefit from the discounted member rate for the jobs board, please visit thecdi.net/Join-Us.

If you would like help setting up your vacancies or have any queries please email: sales@thecdi.net or call 01384 376464



Pricing

Career Matters

POSITION	ONE ADVERT	TWO ADVERTS	FOUR ADVERTS
Back cover	£1350	£2350	£4250
Inside front / back cover	£1150	£1990	£3600
Full page	£995	£1680	£2900
Half page	£695	£1100	£1950
Insert	£545	–	–

Website

BUTTONS	MONTHLY	QUARTERLY	6 MONTHS	12 MONTHS
Button on 1 page	£450	£995	£1450	£2150
Buttons on 5 pages	£895	£1950	£2895	£4295

Email Marketing

1 HTML EMAIL	4 HTML EMAILS	NEWSLETTER ADVERT	4 NEWSLETTER ADVERTS
£550	£1900	£250	£900

Social Media

One post across all CDI social media platforms: Twitter, LinkedIn, Facebook (£395)



"Advertising in Career Matters is a very effective way to promote learning and career opportunities, useful resources and websites to a key audience of career development professionals."

To find out about events sponsorship, exhibiting and promotional opportunities, please email sales@thecdi.net or call 01384 376464.

Print specification



FORMAT	DIMENSIONS WITH BLEED	DIMENSIONS TRIMMED
Full page	210mm x 297mm + 4mm bleed	–
Half page	–	191mm x 136mm (landscape)
Insert	up to one sheet of A4	

Digital copy only. High resolution Acrobat v1.3 PDF Files of PDF X1a:2001 format created to PPA Pass4Press specification. (Note: Ensure a transparency flattener is applied to the PDF preset when creating PDFs with Adobe InDesign).

The CDI cannot be held responsible for any errors occurring if the PDF is not supplied to these specifications.

Printing Process: Web offset, saddle-stitched. CMYK Colour only. NO SPOT/PANTONE colours.

Cancellation period: All cancellations made within 6 weeks of publication will be charged at 50% of rate card. Any cancellations made within 2 weeks of publication will be charged at 100% of the rate card.

Copy deadlines: All copy to arrive no later than ten working days prior to publication date.

"Career Matters is the leading publication for the career development sector."

To reserve an advert space in the next edition of Career Matters, please email: sales@thecdi.net or call 01384 376464.

Digital specification

Newsletter banner

DIMENSIONS	FORMAT	URL
600px (w) x 210px (h)	Static Gif, Jpeg or Png	An active URL must be supplied for the advert to link to. We can accept tracking URLs

Sponsored email

FILE TYPE	IMAGES	URL
HTML saved as text document (*.txt)	Html file with fully coded embedded images	Active URLs included within HTML copy

Website banner

DIMENSIONS	FORMAT	RESOLUTION	URL
168px (w) x 250px (h)	Jpeg, Png, Gif	72 dpi	An active URL must be supplied for the ad to link to. We cannot accept tracking URLs for website banners

Social media posts

PLATFORM	DIMENSIONS	FORMAT	URL
Facebook	940px (w) x 788px (h)	Jpeg, Png	An active URL must be supplied for the ad to link to. We can accept tracking URLs
LinkedIn	1200px (w) x 1200 px (h)		
Twitter	1600px (w) x 900 px (h)		

Copy deadline: Please advise us of the send/advertisement dates that you prefer and send/advertisement dates that you would prefer and send all images and content at least two weeks in advance to susan.buckley@thecdi.net. We will do our best to accommodate your request for specific dates but cannot guarantee this. In this case, we will offer you our best alternative times and dates.

Images must be correctly sized for each platform.

To reserve a digital space please email: sales@thecdi.net or call 01384 376464