

# BASW

The professional association for  
social work and social workers

advertising  
rate card **2024**

## Cost Effective Solutions

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

### Web based Social Work Jobs Board – [www.jobsbasw.co.uk](http://www.jobsbasw.co.uk)

#### BASW Jobs Board

The BASW jobs board is available to all Social Workers (whether BASW members or not) and is the obvious choice for all qualified social workers when they are job searching. 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.*

### Professional Social Work magazine



Printed and digital options alternating bi-monthly delivered to over 21,000 members; qualified social workers, students, newly qualified, senior social workers such as team leaders, managers, directors and independents.

#### PSW Printed:

Professional Social Work (PSW) magazine is the only dedicated, physically printed, social work magazine. PSW is delivered by the Royal Mail in alternating months six times a year, to all BASW members – approx 21,500.

#### PSW Online Digital:

Alternating in the months opposite PSW Printed – PSW Online is received by approx 21,500 BASW members directly to their email as a digital version. Just like the printed magazine, PSW Online covers news items and opinion affecting the Social Work sector.

*Use PSW to advertise specific / multiple job positions, to release information on new recruitment / retention initiatives and display advertising.*

### 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) approx 21,500 named emails. Please ask for the up to date figure when booking your advert. Just supply us with artwork and a web link.

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

**£700 plus VAT per insertion**

**We offer discounts for a series of 3 or more insertions**

*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@winterburnmedia.co.uk](mailto:heather@winterburnmedia.co.uk) / [david@winterburnmedia.co.uk](mailto:david@winterburnmedia.co.uk)

or visit [www.basw.co.uk/advertising](http://www.basw.co.uk/advertising)

## BASW Jobs Board

BASW Online Jobs Board [www.jobsbasw.co.uk](http://www.jobsbasw.co.uk)

### BASW Jobs Board Listings [www.jobsbasw.co.uk](http://www.jobsbasw.co.uk)

#### 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

#### 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

#### 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 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  
**Size:** 445 wide x 150 high (pixels) – PNG or JPEG.
- **Book a Skyscraper for £300 + VAT per month**  
– subject to availability  
**Size:** 150 wide x 305 high (pixels) – PNG or JPEG.

### 2 Day Annual BASW UK Conference

18 /19 June 2024 – Edinburgh,  
Dynamic Earth Conference Centre

**“Sustainability and Social Work  
– People, Profession, Planet”**

#### Exhibition stands:

- 1 Day: Charity £400,  
Non-Charity £800 plus VAT
- 2 Day: Charity £600,  
Non-Charity £1,200 plus VAT

**For more information or to book:  
phone 01309 690063 or email  
[heather@winterburnmedia.co.uk](mailto:heather@winterburnmedia.co.uk)  
or [david@winterburnmedia.co.uk](mailto:david@winterburnmedia.co.uk)**

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email: [heather@winterburnmedia.co.uk](mailto:heather@winterburnmedia.co.uk) / [david@winterburnmedia.co.uk](mailto:david@winterburnmedia.co.uk)  
or visit [www.basw.co.uk/advertising](http://www.basw.co.uk/advertising)

# Professional Social Work printed magazine (rates and data)

## Recruitment and display advertising

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
Half Page (colour)	One month	£1,875 + VAT	Horizontal: 190mm w x 134mm h Vertical: 90mm w x 277mm h
Quarter page (colour)	One month	£1,125 + VAT	90mm w x 134mm h
Eighth page (colour)	One month	£750 + VAT	90mm w x 62mm h

**Cover positions: Additional 15% on full page rate card.**  
**Series discounts available for multiple bookings.**  
**Loose leaf inserts available A4 or smaller – call for details.**

## Professional Social Work printed magazine 2024

Issue	Booking (12 noon)	Finished artwork	Publication Date
January/February 2024	8 January	10 January	18 January
March/April 2024	23 February	28 February	7 March
May/June 2024	19 April	24 April	2 May
July/August 2024	27 June	3 July	10 July
September/October 2024	23 August	28 August	5 September
November/December 2024	25 October	30 October	7 November

# Professional Social Work online (rates and data)

**Image sizes:** 534 x 400 pixels: £1,000 + VAT / 258 x 100 pixels: £700 + VAT – PNG or JPEG.

- Headline 8-10 words
- Stand first up to 30 max words

## Professional Social Work online 2024

Issue	Finished artwork	Publication	Issue	Finished artwork	Publication
February 2024	25 January	1 February	August 2024	25 July	1 August
April 2024	28 March	4 April	October 2024	26 September	3 October
June 2024	30 May	6 June	December 2024	28 November	5 December

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 or visit [www.basw.co.uk/advertising](http://www.basw.co.uk/advertising)