

BASW

The professional association for
social work and social workers

advertising
rate card **2021**

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 **21,500** 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

**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 or david.nelmes@basw.co.uk
or visit www.basw.co.uk/advertising

Ratesanddata Professional Social Work magazine

Recruitment and Run of paper

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
	10 months	£2,656 + VAT per month	
Full Page (mono)	One month	£2,435 + VAT	
	10 months	£2,070 + VAT per month	
Half Page (colour)	One month	£1,875 + VAT	Horizontal: 190mm w x 134mm h Vertical: 90mm w x 277mm h
	10 months	£1,595 + VAT per month	
Half Page (mono)	One month	£1,500 + VAT	
	10 months	£1,275 + VAT per month	
Quarter page (colour)	One month	£1,125 + VAT	90mm w x 134mm h
	10 months	£955 + VAT per month	
Quarter page (mono)	One month	£900 + VAT	
	10 months	£765 + VAT per month	
Eighth page (colour)	One month	£750 + VAT	90mm w x 62mm h
	10 months	£640 + VAT per month	
Eighth page (mono)	One month	£600 + VAT	
	10 months	£510 + VAT per month	

Cover positions – Additional 15% on full page rate card

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

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

Professional Social Work 2021

Issue	Booking (12 noon)	Finished artwork	Publication Date
December 2020/January 2021	1 December 20	3 December 20	10 December 20
February 2021	22 January 21	25 January 21	1 February 21
March 2021	18 February 21	22 February 21	1 March 21
April 2021	19 March 21	23 March 21	30 March 21
May 2021	20 April 21	22 April 21	29 April 21
June 2021	24 May 21	26 May 21	2 June 21
July/August 2021	1 July 21	5 July 21	12 July 21
September 2021	19 August 21	23 August 21	1 September 2021
October 2021	21 September 21	23 September 21	29 September 21
November 2021	20 October 21	22 October 21	28 October 21
December 2021/January 2022	29 November 21	2 December 21	9 December 21
February 2022	18 January 22	21 January 22	28 January 22

BASW Jobs Board

BASW Online Jobs Board – www.basw.co.uk/home/vacancies

BASW Jobs Board

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

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 2021

Month	Booking	Finished artwork	Proof	Send
January 2021	13 January	15 January	18 January	22 January
February 2021	10 February	12 February	15 February	19 February
March 2021	10 March	12 March	15 March	19 March
April 2021	7 April	9 April	12 April	16 April
May 2021	12 May	14 May	17 May	21 May
June 2021	9 June	11 June	14 June	18 June
July 2021	7 July	9 July	13 July	16 July
August 2021	12 August	14 August	17 August	20 August
September 2021	8 September	10 September	14 September	17 September
October 2021	13 October	15 October	19 October	22 October
November 2021	10 November	12 November	16 November	19 November
December 2021	8 December	10 December	14 December	17 December
January 2022	12 January	14 January	18 January	21 January

Advertising Sales :

Call 01309 690063 and ask for Heather or David
Heather Ward: Email: heather.ward@basw.co.uk

David Nelmes Email: david.nelmes@basw.co.uk

www.basw.co.uk/advertising

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