

theguardianweekly



PASSPORT

**YOUR PASSPORT TO THE WORLD OF
RECRUITMENT AND COURSES**



The Guardian Weekly has a worldwide readership

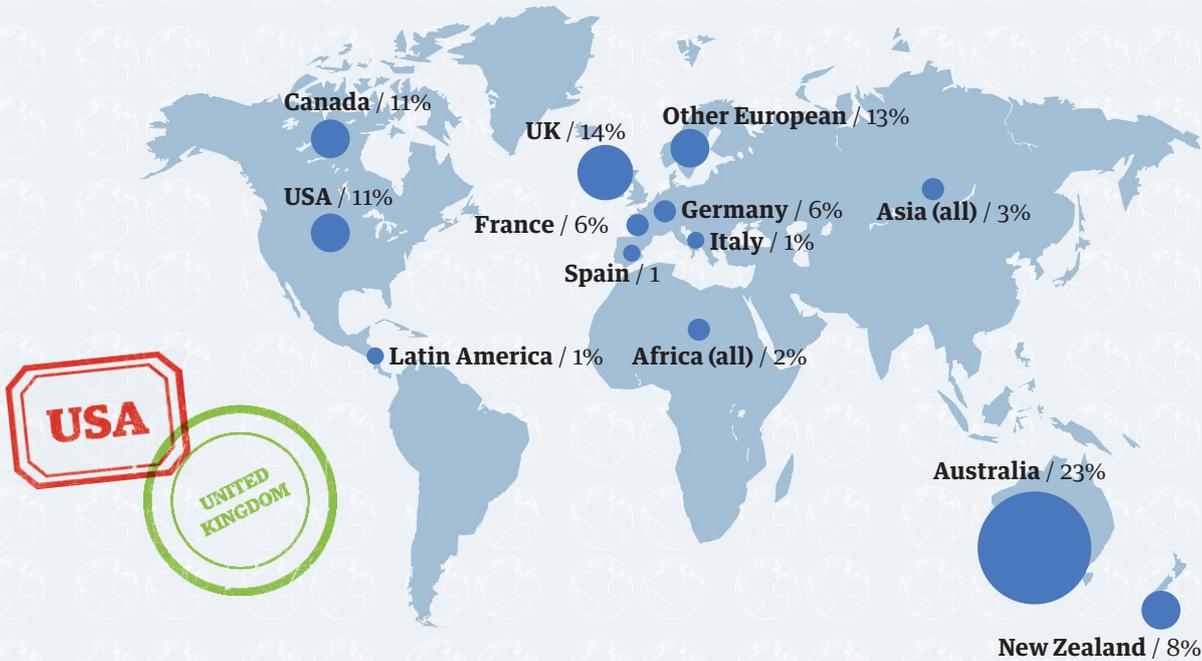
Published every Friday with a global circulation of 67,533 in over 180 countries, Guardian Weekly offers a unique blend of news, analysis, features and book reviews from the Guardian and Observer as well as articles from leading liberal titles, The Washington Post and Le Monde.



PROFILE OF A GUARDIAN WEEKLY READER

Worldwide Audience

Guardian Weekly Readers (subscribers and non-subscribers)



Working Status

- 27% of readers may change jobs in the next 6 months
- 83% would be willing to relocate overseas for work

Highly Educated

Guardian Weekly readers are highly qualified - 46% have a degree or professional qualification and 45% have a postgraduate qualification or doctorate.

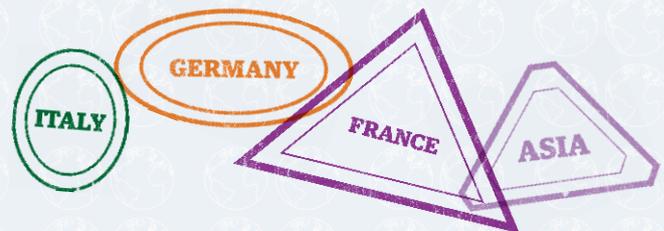
Loyal Readership

Guardian Weekly readers are regular and loyal readers who have a strong relationship with their newspaper. They place a high value on receiving quality, in-depth and unbiased views on world events, international issues and UK news.

- 31% don't subscribe to or read any other weekly publication
- 86% of readers read or look at 4 out of 4 issues every month
- 60% have been reading Guardian Weekly for more than 10 years
- 81% of readers say they read Guardian Weekly because it offers a concise summary of world events and 77% say they trust its analysis and reporting

"The Guardian Weekly perfectly fits our needs as International Aid Workers: a focus on International news and geopolitical analysis, along with plenty of job opportunities."

Stéphane Grégoire, Director of Operations, War Child Netherlands



**For more information, contact
Lauren Prince-Wright**

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E: lauren.prince-wright@guardian.co.uk

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Ratecard and Specifications

Print Advertising Rates **SCC**

Recruitment & Courses with additional insertion in the South African Mail & Guardian Full Colour	£31
Spot Colour	£41
	+25%
	+15%
Advertise on guardianjobs.co.uk for an additional:	
Single Job/Course (1 week)	£350
Single Job/Course (1 month)	£600
PrintPlus	£100

Bridge the gap between print and online - PrintPlus links the digital edition of your Guardian Weekly print advert to your chosen online content.

TEFL Update Email

Skyscraper £800

Delivered once-a-month to over 17,000 subscribers' inboxes, our TEFL Update email offers advertising space in a specialist news-based classroom materials and English language teaching environment.

Column Widths & Sizing

	1	2	3	4	5	6
mm	33	68	103	138	173	208

Quarter Page	140 x 103mm
Half Page	140 x 208mm
Full Page	280 x 208mm

Booking and Copy Deadline

Published: Fridays (weekly)
Booking/Copy: Friday, 7 days prior to publication



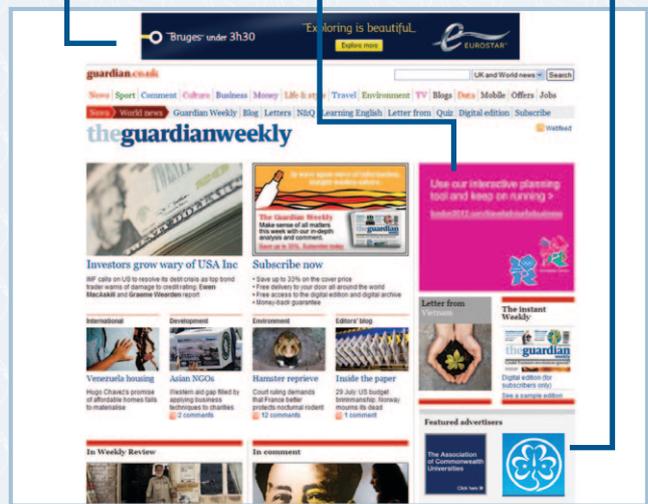
Extend your reach online with guardianweekly.co.uk

Online Inventory

1 Banner: £25 p/th page impressions

2 MPU: £25 p/th page impressions

3 Button: £300 (1 week) £600 (month)



Terms and Conditions

Acceptance

Orders are accepted subject to the current Standard Conditions of insertions of advertisements in newspapers in membership of the NPA incorporated hereunder with exception of Clauses 9 and 11. Particulars of the Standard Conditions are available on request from the NPA, telephone number 020 7207 2200. Acceptance is conditional upon the warranty from the Advertiser (Which expression means the person placing the order for the insertion of the advertisement with the Guardian whether such person be the Advertiser of the product or service promoted therein or the advertising agency or media buyer for the Advertiser) that the advertisements do not contravene any of the provisions of Trade Descriptions Act 1968, are not libellous or obscene.

Payment

Payment for advertisements must be made in accordance with the terms laid down by Guardian Media Group plc. Copies are available on request.

Liability

The Guardian can accept no liability for any loss or damage caused by error or inaccuracy in the printing or omission of any advertisements. Advertisements normally appear in all editions. However, at the Company's discretion, the newspaper reserves the right for production or legal reasons to omit certain advertisements from the international edition. The Editor reserves the right to move advertisements at his discretion.

Rights

Guardian Newspaper Limited owns the copyright in all advertisements written or designed by us on our behalf. It is a condition of placing an advertisement with us that we have the right to reproduce the advertisement in other media at any time until the expiry of one month from the date the advertisement was last published in the Guardian Weekly. Any reproduction of a selection of or all of the advertisements published in the Guardian Weekly is expressly forbidden.

Cancellation Policy

Any advertisement cancelled after 4pm on deadline day will be liable for the full cost of the advertisement.

These rates are subject to addition of VAT at 20%.

VAT No. 145 774445

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Recruitment

By advertising in our recruitment pages, and online, you can reach a highly educated, professional global audience.

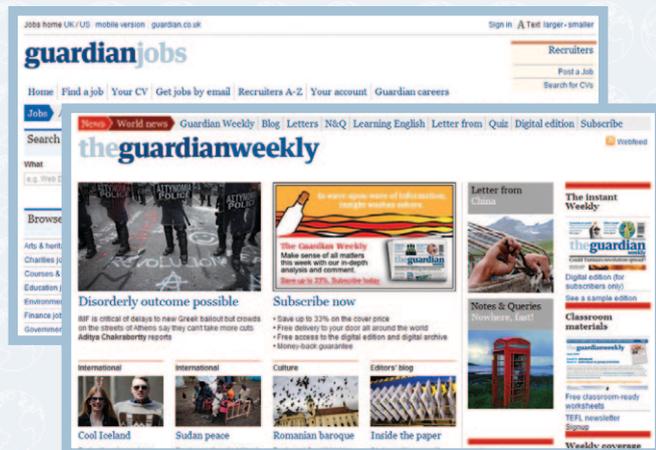
- **91%** of readers are educated to degree level or higher, with **45%** holding a professional or postgraduate qualification
- **26%** of readers are qualified professionals in their field
- **83%** would be willing to relocate overseas for work
- **31%** have spoken or presented at conferences

Extend your reach online with guardianweekly.co.uk and guardianjobs.co.uk

The guardianweekly.co.uk site is a dedicated sub-site of guardian.co.uk. Advertising online as well as in print gives you access to an additional 15,000 monthly unique browsers.

guardianjobs.co.uk user profile

- **Highly Educated:** 70% are degree qualified or higher. 27% are at middle manager level or above
- **Top 3 Sectors:** Education **135,000**, Charity/NFP **108,000** and Local Gov/Social Sciences **104,000**
- **Unique Reach:** 81% of users do not read the Guardian in print



Testimonials

Client: International HIV Aids Alliance
Roles Advertised: Senior Technical Advisor and Senior Finance Officer

"At the moment we are doing quite a high level of recruitment due to the current needs of the organisation. We normally use our website, plus publications such as Guardian Weekly which reach our target areas. It is invaluable for us as we like to reach the key skills and experience of candidates in the UK and abroad, and find that suitable applicants come through Guardian Weekly."

Client: Oxfam International
Roles Advertised: Emergency Food Security and Livelihood Specialists

"Oxfam were really impressed by the response received and the quality of candidates who came through, and were able to recruit seven members of staff. The Guardian Weekly and guardianjobs.co.uk provided creative solutions to a traditionally difficult area of recruitment."

Nicholas Sargent, Account Executive on behalf of Oxfam

Client: Save the Children
Roles Advertised: Relief and Development Professionals

"Advertising in the Guardian Weekly is an effective way to reach our target audience of experienced Overseas Relief and Development Professionals."

Maggie Reid, Overseas Personnel Manager, Save the Children

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Courses

By advertising your courses in Guardian Weekly and on guardianweekly.co.uk, you can reach an audience of highly educated professionals who are keen to hear about professional qualifications to help them to further their careers.

- 91% of readers are educated to degree level or higher, with 45% holding a professional or postgraduate qualification
- 26% of readers are qualified professionals in their field

Keen Learners

Guardian Weekly readers are keen to gain additional qualifications in order to rise to the top of their professions.

Type of course have taken/are considering (% of readers):

Short/summer: 47%*

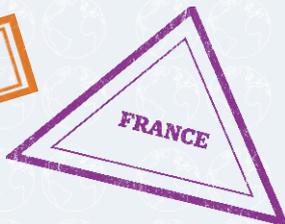
MBA/Other postgraduate: 45%*

Distance learning/
correspondence: 41%*

English as a foreign
language: 37%*

Internationally Mobile Students

Many of our readers are based in areas of the world where access to good higher education is restricted, so are interested in studying abroad, 61% of those considering a course would study outside their country of residence*.



Testimonials

"We ran a successful campaign for our summer course, across the Guardian Weekly (print) and the Guardian Student and Graduate Ad Network (online). We understand that AKU received an above-average response - our online ad garnered more than double the average click-through rate."

Anne Czambor, Programme Administrator,
Aga Khan University Institute for the Study
of Muslim Civilisations



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