

The Parents' Guide to Media Pack (2024-2025 edition)

Contact

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ABOUT US:

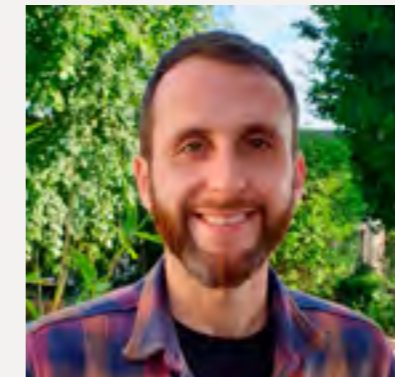
THE PARENTS' GUIDE TO is exclusively for parents of 14-19 year olds, providing them with the information they need to help their teenage children make the right choices after GCSE and sixth form.

We offer advice through social media, articles, newsletters, free downloads, and specialist guides, all presented in a style that's easy to understand.

Our first guide was released in 2019, and since then, The Parents' Guide to has continued to grow. We reach parents directly, through our network of school and college subscribers, and via our website, www.theparentsguideto.co.uk.



 **Vanessa Green**
Co-founder



 **Darius Bluck**
Co-founder

Our Reach / Networks:

THE PARENTS' GUIDE TO reaches a vast audience, via multiple platforms including website, partner websites, social media and our extensive subscriber network

NEWSLETTER:

School newsletter: **2,000+** school subscribers (48% open rate)
 Parent/carer newsletter: **7,000+** parent subscribers (65% open rate)

WEBSITE:

Unique annual visits: **100,000+**
 Backlinks on school websites: **4,000+**

PARTNER PLATFORMS:

National Careers Week, Talking Futures (The Gatsby Foundation), The Careers and Enterprise Network, Uni4me

MEMBER GROUPS:

Career Leaders **19,000+** members
 School Leaders **120,000+** members
 11-19 Education **33,000+** members

ADVERTISE WITH US:

Promote your organisation or event in one of our annual publications:

- » The Parents' Guide to National Apprenticeship Week
- » The Parents' Guide to National Careers Week
- » The Parents' Guide to What's Next

Each specialist guide helps our network of school, college and parent subscribers support teens in understanding what choices are available after GCSE and sixth form. Helping young people make informed choices gives them the best chance of selecting the career pathway that is right for them. We share each guide through direct email, on our website, via social media and on our partner platforms for 12 months each year.

Parents are significant influencers in the decisions teens make post 16 and post 18. We want every parent to have access to information that helps them feel more comfortable talking to their teens about the opportunities ahead – so we don't charge for any of these guides.



The Parents' Guide to NAW

For National Apprenticeship Week 2025 (digital guide)

ABOUT THE GUIDE:

An in-depth look into apprenticeship options at every level for students at 16 and 18 years old. Released in time for National Apprenticeship Week and promoted throughout the year 2023/2024

PUBLISH DATE:

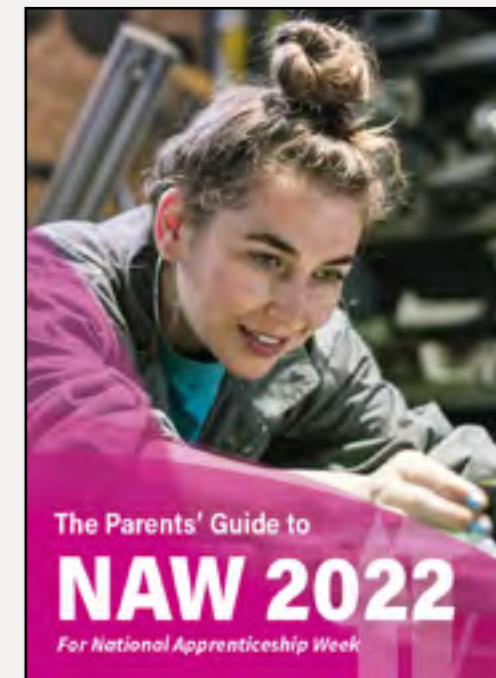
January 2024 (available to download for 12 months)
Copy needed by December 2023

REACH:

Over 21,000 downloads in 2023

PREVIOUSLY ADVERTISED:

Amazing Apprenticeships, Department for Education ("Get the Jump" campaign), Deloitte, Green Careers Week, Kronecranes, National Apprenticeship and Education events, National Carers Week



The Parents' Guide to NCW

For National Careers Week 2025 (digital guide)

ABOUT THE GUIDE:

An in-depth look into careers and education routes for students at 16 and 18 years old. Released in time for National Careers Week and promoted throughout the year 2023/2024

PUBLISH DATE

February 2024 (available to download for 12 months)
Copy needed by January 2024

IN PARTNERSHIP WITH:

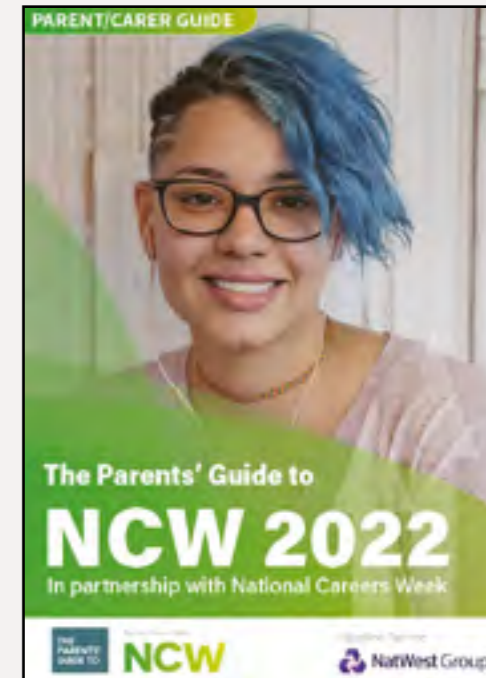
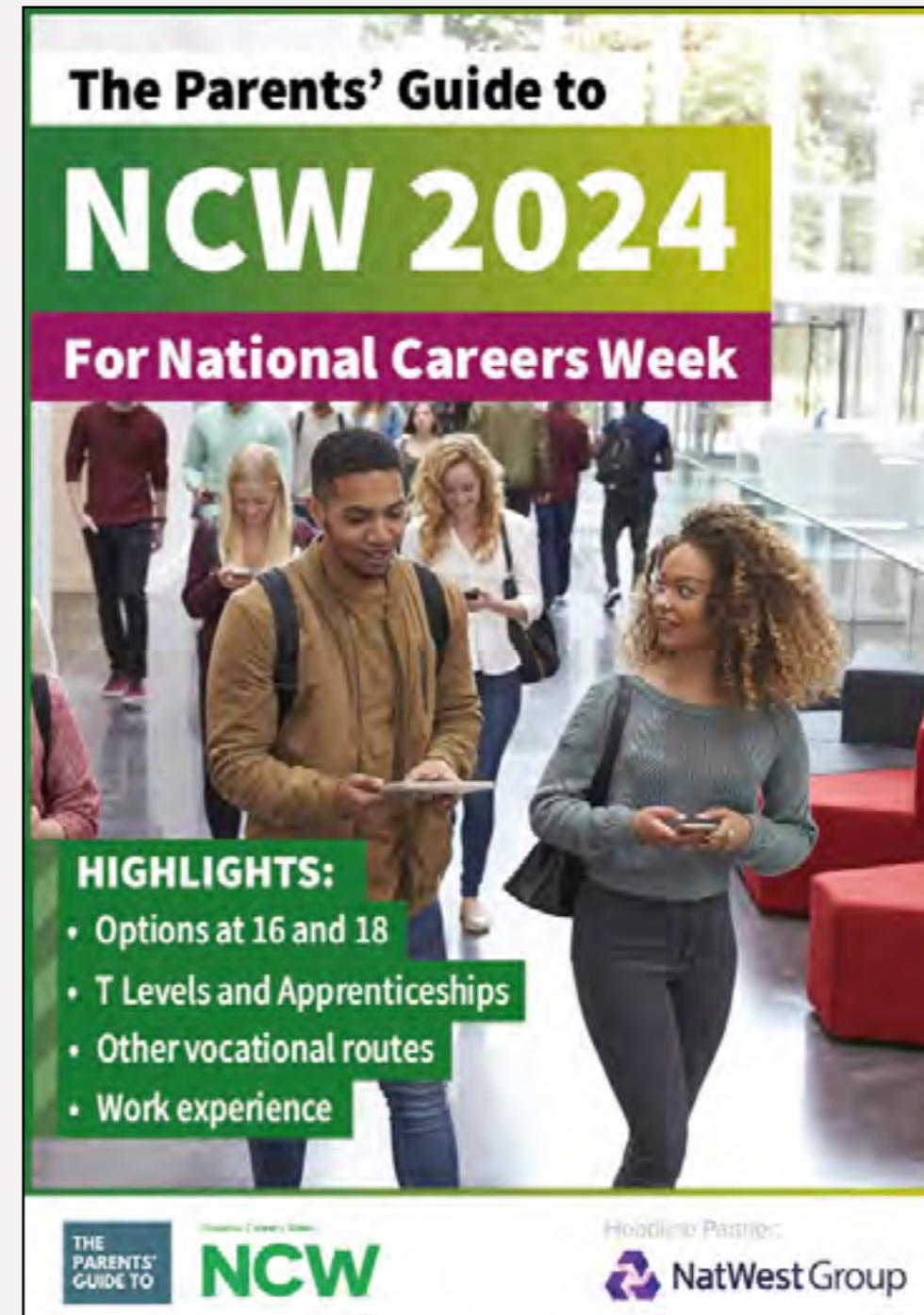
National Careers Week (co-branded & official parent resource for NCW 2024)

REACH:

Over 50,000 downloads in 2023. The most popular download on the NCW website

PREVIOUSLY ADVERTISED:

Amazing Apprenticeships, Department for Education (“Get the Jump” campaign), Deloitte, Kronecranes, Green Careers Week, National Apprenticeship and Education events, Regent’s Business School London, University of Plymouth



The Parents' Guide to What's Next

July 2025-2026 (digital guide)

ABOUT THE GUIDE:

A summary for parents of all options Post16 and Post18, so if results don't go to plan in August, they can help their teen work out a different route to success

PUBLISH DATE

July 2024 (available to download for 12 months)
Copy needed by June 2024

REACH:

Over 11,000 downloads in 2023 (mostly schools and colleges)

PREVIOUSLY ADVERTISED:

Amazing Apprenticeships, Department for Education ("Get the Jump" campaign), Deloitte, Green Careers Week, National Apprenticeship and Education events, Regent's Business School London, University of Plymouth



The Parents' Guide to GCW

For Green Careers Week 2024 (digital guide)

ABOUT THE GUIDE:

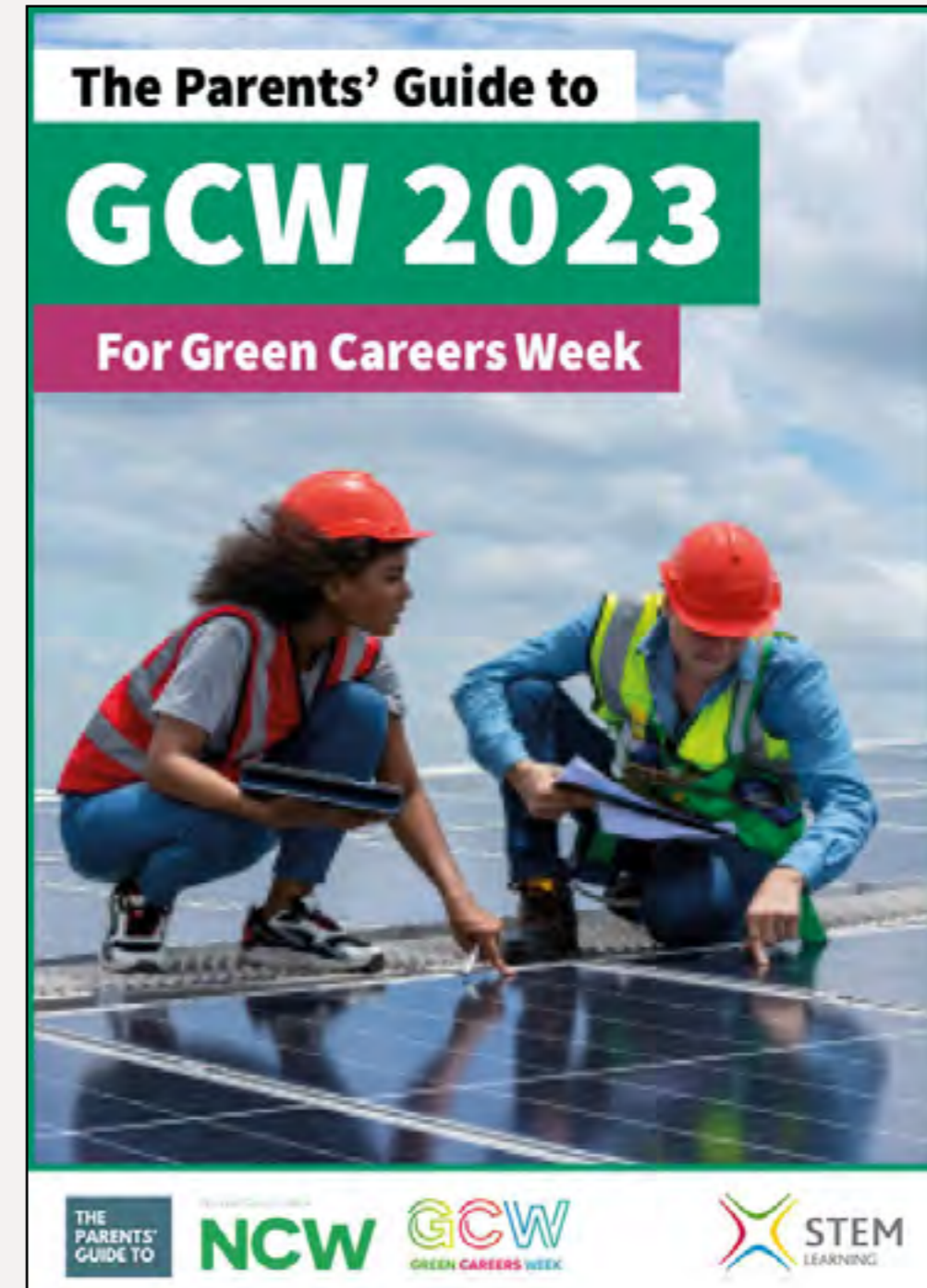
An in-depth look into green careers and education routes for students at 16 and 18 years old. Released in time for Green Careers Week and promoted throughout the year 2023/2024

PUBLISH DATE

September 2024 (available to download for 12 months)
Copy needed by August 2024

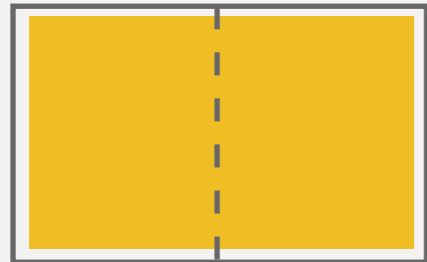
IN PARTNERSHIP WITH:

National Careers Week and Green Careers Week



Advertising rates & artwork specifications

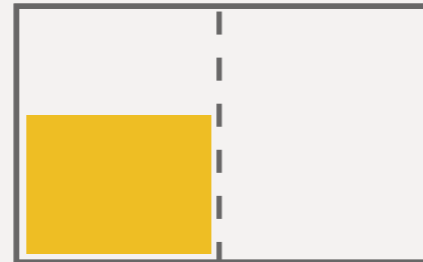
AD SPACE IN DIGITAL MAGAZINE (12 MONTHS):



Double page spread
£2500 (420 x 594mm)



Full page
£1750 (210 x 297mm)



Half page
£1000 (210 x 148mm)

YOUR ADVERTISING REACH:

- Adverts are featured within each guide for 12 months
- Each guide is permanently featured on our website’s “Free Resources” page
- Each guide will be the primary feature on our website’s “Home” and “What’s Next” page (our two most viewed pages!)
- Digital guides are emailed directly to our school/college subscribers, over 2,000+ contacts who then onward share with 600,000+ parents across years 10-13
- Digital guides are emailed directly to our parent subscribers, over 7,000 contacts
- Each guide is featured on our partner sites – Careers and Enterprise Network Resource Directory, Talking Futures (The Gatsby Foundation) and National Careers Week
- We promote our guides across social media and relevant support groups and community forums

ADVERTISING:

| | |
|---------------------|-------|
| Double page spread: | £2500 |
| Full page: | £1750 |
| Half page: | £1000 |

PREMIUM POSITIONS:

| | |
|---|-------|
| Headline sponsor (front cover and logo throughout): | £3000 |
| Inside front cover: | £1800 |
| Outside back cover: | £1800 |

SOCIAL MEDIA AND DIGITAL POSTS:

| | |
|--|------------------------------|
| School/college newsletter post: | FREE (with any of the above) |
| Parent/carer newsletter post: | FREE (with any of the above) |
| Guest blog post (minimum 12 month visibility): | FREE (with any of the above) |
| Social media posts: | FREE (with any of the above) |

DISCOUNTED PRICING:

We know times can be tough right now, and that’s why we provide discounted prices for charities, CICs, social enterprises, and start-ups, along with special rates for multiple orders. Feel free to drop us a message, and we’ll be more than happy to discuss your options.

