

UNRIVALED ACCESS TO A PLANNING AUDIENCE

The official membership magazine of the Royal Town Planning Institute. Distributed monthly to the full RTPI membership of over **23,000**

Planner Jobs are promoted to **983k** visitors per month on the Planning Portal and included on the email communications to the Professional Planning user database.

All jobs posted on the Planner Jobs are posted on the RTPI website, viewed by **132k** people each month.

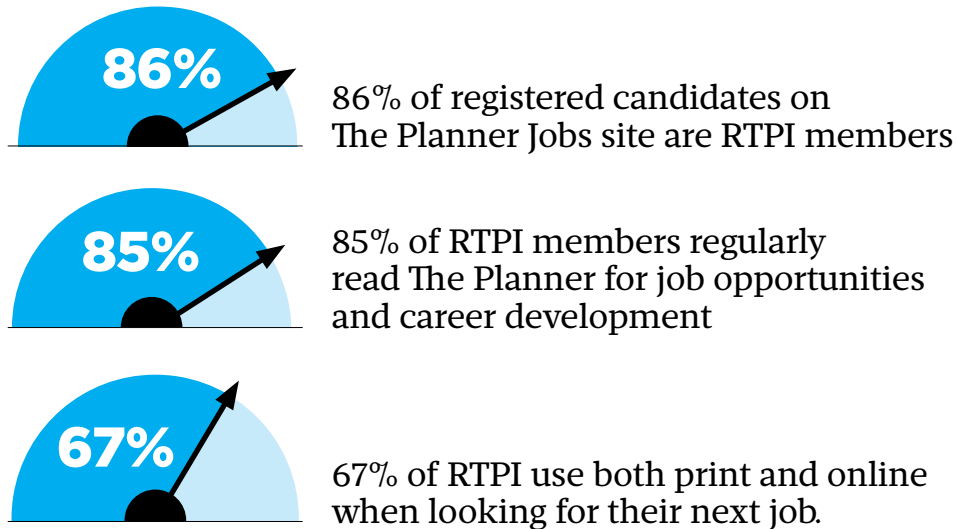


2017 RECRUITMENT RATE CARD

RTPI is Europe's largest town planning membership body with over 23,000 members. The designation Chartered Town Planner is a requirement for many employers. As RTPI's official magazine and jobs site, The Planner and The Planner Jobs are the only titles to reach the entire RTPI membership and give you unique access to the largest possible audience of Chartered Town Planners in the UK and Europe.



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When looking at The Planner recruitment section **35%** of readers are actively seeking a new job. **65%** are browsing; open to key opportunities and checking their current package is competitive.

SECTOR

LOCAL AUTHORITY

51%

CONSULTANCY

29%

CHARITY/NOT-FOR-PROFIT

4%

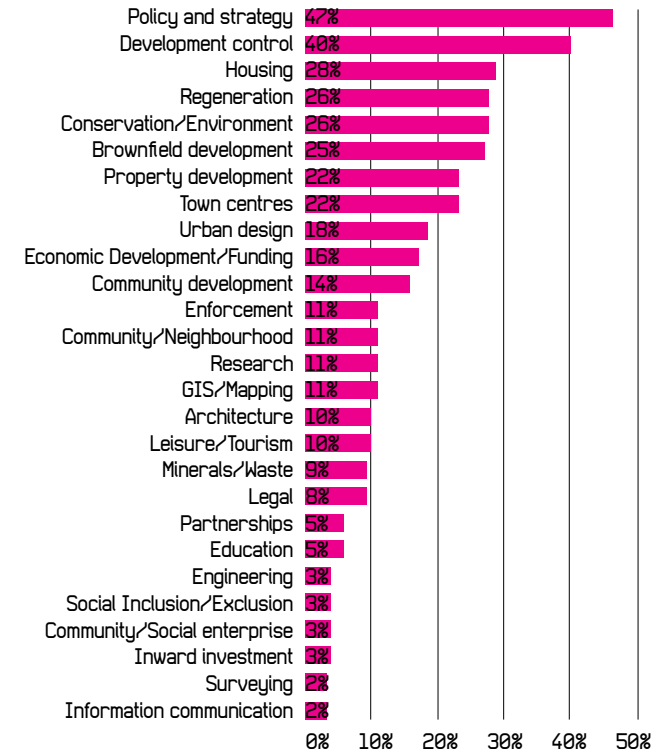
GOVERNMENT AGENCY

4%

HOUSING

4%

DISCIPLINE



JOB LEVEL



PRINT DEADLINES

Advertising with The Planner is the only way to reach the entire 23,000 strong membership of the RTPI.

Advertising in print also includes advertising online on jobs.theplanner.co.uk giving a combined audience of over 54,000 Planning professionals.

Choose from one of the following packages included in the price of your print advert.

Branded

- Job listing and logo
- Jobs site banner
- Recruiting now button
- Rate card value £1,365

Targeted

- Job listing and logo
- Targeted email up to 500 registered job seekers
- E-Newsletter sent to over 19,000 subscribers
- Rate card value £1,480

ISSUE DATES AND DEADLINES 2017

Issue	Issue date	Booking deadline (1.30pm)
January	5th January	20th December
February	2nd February	20th January
March	9th March	24th February
April	6th April	24th March
May	5th May	21st April
June	2nd June	19th May
July	29th June	16th June
August	3rd August	21st July
September	1st September	18th August
October	5th October	22nd September
November	2nd November	20th October
December	30th November	17th November

SIZES (H X W)

Full Page	
230mm x 184.5mm	
Mono	£8,100
Colour	£9,900

Half Page (vertical)	
230mm x 90mm	
Mono	£4,410
Colour	£4,900

Half Page (horizontal)	
113.5mm x 184.5mm	
Mono	£4,410
Colour	£4,900

Quarter Page	
113.5mm x 90mm	
Mono	£2,385
Colour	£2,650

REGIONAL FOCUS SCHEDULE 2017

Issue	Regional Focus
March	East of England
April	East Midlands
May	North East
June	North West
July	South East
August	South West
September	West Midlands
October	Yorkshire
November	Ireland
December	Scotland
January 2018	Northern Ireland

Artwork deadline by 10am the day following booking deadline.
Cancellations are only accepted up to 1.30pm on the booking deadline

JOB LISTING AND LOGO


£950

ADDITIONAL JOBS




£250





BRANDED SOLUTIONS

1	Jobs site banner	Run of site animated campaign that links through to any number of vacancies	+£500
2	Job of the week	Home page and run of site campaign featuring client branding and key job details	+£350
3	Recruiting now button	Client branded logo campaign that links through to any number of vacancies	+£500
4	MPU	Home page animated campaign that links through to any number of vacancies	+£375
	JBE Banner	Sponsorship of all jobs by email sent to registered job seekers for a week. On average 300 sent every day.	+£350

TARGETED SOLUTIONS

	Targeted email	Target up to 500 active job seekers by level, location, salary and discipline	+£500
	Job level search	Ensure your job is at the top end of any relevant search by specialism	+£200
	Sponsored keyword search	Sponsor up to 5 key words to ensure your job is at the top of any relevant search	+£200


CONTENT & SOCIAL SOLUTIONS

	RTPI The Planner newsletter	Job included on e-newsletter sent to over 19,000 subscribers	+£500
	Weekly Jobs E-newsletter	Job included on email to send to all active job seekers	+£350




CREATIVE PACKAGES TO MAXIMISE YOUR RESPONSE

(INCLUDES 1 JOB LISTING, ADDITIONAL JOBS £250)

BRANDED PACKAGE £1,765 (30% DISCOUNT, RATE CARD £2,525)

1	Job of the Week	Home page and run of site campaign featuring client branding and key job details
2	Jobs site banner	Run of site animated campaign that links through to any number of vacancies
3	Recruiting now button	Client branded logo campaign that links through to any number of vacancies
	JBE Banner	Sponsorship of all jobs by email sent to registered job seekers for a week. On average 300 sent every day

TARGETED PACKAGE £1,480 (20% DISCOUNT, RATE CARD £2,050)

	Targeted email	Target up to 500 active job seekers by level, location, salary and discipline
	Job level search	Ensure your job is at the top end of any relevant search by specialism
	RTPI The Planner e-newsletter	Job included on e-newsletter sent to over 19,000 subscribers



THE PLANNER



CREATIVE CONTENT SOLUTIONS TO MAXIMISE YOUR RESPONSE

SPONSORED CONTENT (£2,500 +VAT)

To be featured on the Careers advice tab jobs.theplanner.co.uk/careers

All content is subject to approval of the RTPI

Opportunity to work with The Planner editorial team should you need assistance with producing content – P.O.A.

Images, GIFs and URLs are permitted

+ £1,000 to feature this on a solus email – sent out to over 19,000 newsletter subscribers (see right for further details)

Leaderboard/Banner to be uploaded as image in article, to include tracking link – stats to be reported after one month of upload

Logo to be featured next to the article title on jobs.theplanner.co.uk/careers



SOLUS EMAIL (£2,000 +VAT)

To be sent out to over 19,000 newsletter subscribers

All content is subject to approval of the RTPI

Leaderboard and Skyscraper banner to be included on solus email – banners to include tracking link

Opportunity to work with The Planner editorial team should you need assistance with producing content – P.O.A.

Sent out early morning of agreed date

Stats to be reported back within one week of email being sent out

