

WOMEN IN STEM

**MEDIA
PLANET**

TO MARK NATIONAL WOMEN IN STEM DAY ON 23RD JUNE, MEDIAPLANET WILL LAUNCH THE 2015 WOMEN IN STEM COMBINED PRINT AND DIGITAL CAMPAIGN WITH WES AND WISE THROUGH WWW.WOMENINSTEM.CO.UK AND THE INDEPENDENT NEWSPAPER.

With the latest industry figures showing that only 6 per cent of the UK's STEM workforce is made up of females, the need to focus efforts and business practice on encouraging more women into the industry is imperative.

This motivating campaign will reach out to the most relevant market, captivating the attention of a highly targeted audience investing interest in the topic.

This will stand as an opportunistic platform to showcase your leading position in supporting and celebrating women in STEM to transform and re-brand the industry, and gain a powerful presence across highly targeted print and digital channels.

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EDITORIAL FOCUS AREAS

Entry routes into STEM

An exploration of the options available when pursuing a career in STEM, highlighting what avenues are accessible to young females and how they can develop the necessary skills to excel.

The business benefits of an Apprenticeship in STEM

An insight into the business case for employing diversity in the workplace, encouraging and facilitating the ability for women to progress, develop and lead in STEM through Apprenticeships and training.

Pushing the boundaries of diversity in STEM

A discussion exploring the debate between whether times are now changing or whether the diversity prejudice remains rife in STEM.

Retaining and retraining talent

Whilst more women are entering STEM than ever, retention is still shockingly low. Here, attention will be drawn to the imperative to encourage women to continue a career in STEM careers and will explore what can be done to help them back into the industry after a career break.

Inspiring the next generation

A roundtable with the industry's leading ladies, discussing their routes into the industry, their views on the current and future climate and what needs to be done to transform and re-brand it.

WHO WE ARE, WHAT WE DO

Mediaplanet specialises in the production and distribution of content marketing campaigns covering a variety of key topics in the areas of health, business, finance, lifestyle, technology, corporate social responsibility, industry, and education.

We provide our readers with insightful and educational editorial in the fields of their interest, designed to motivate them to take action. Our unique ability to pair the right leaders, with the right readers, in the right platforms, has made Mediaplanet into a global powerhouse in content marketing over the last 13 years.

We continue to explore and expand our network of partners and clients through the shared interest of providing our readers the best experience possible.

PRINT

The report will be distributed nationally within The Independent.

READERSHIP	391,000
CIRCULATION	69,055
FORMAT	Tabloid
PAGES	8–16 pages

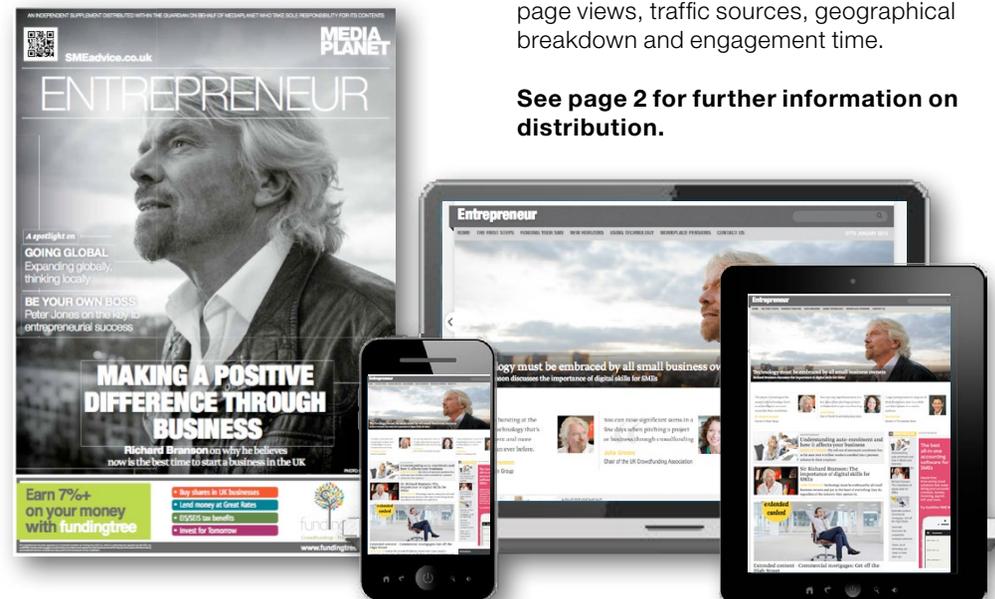
DIGITAL

Alongside the print report, we will create a custom campaign site featuring exclusive digital content.

We drive traffic through high quality networks including some of the most credible news sites in the UK such as The Telegraph, The Guardian, The Daily Mail, BBC News, Sky News and many more.

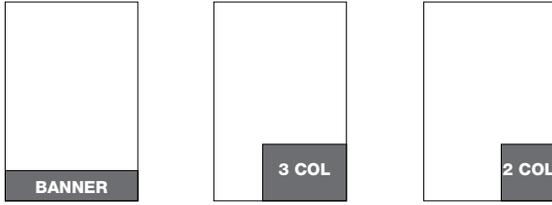
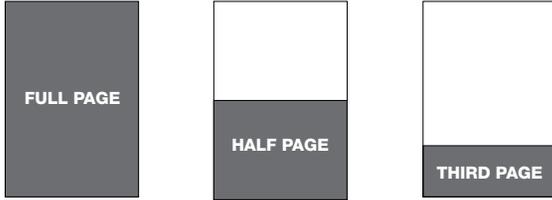
A traffic breakdown is provided to those involved in the digital campaign, including page views, traffic sources, geographical breakdown and engagement time.

See page 2 for further information on distribution.



RATE CARD

PRINT



BACK PAGE/PAGE 3 (265mm x 340mm)	£12,109
FULL PAGE ADVERT (265mm x 340mm)	£10,535
HALF PAGE ADVERT (265mm x 168mm)	£5,418
THIRD PAGE ADVERT (265mm x 112mm)	£4,212
FRONT PAGE BANNER (265mm x 50mm)	£4,556
3 COLUMN (157mm x 112mm)	£2,667
2 COLUMN (104mm x 112mm)	£1,872

COMMERCIAL FEATURES/ADVERTORIALS

FULL PAGE ADVERTORIAL (265mm x 340mm)	£14,742
HALF PAGE ADVERTORIAL (265mm x 168mm)	£8,353

PRINT PACKAGES INCLUDE

- Complimentary hard copies for PR/promotional use
- Distribution within: The Independent

DIGITAL



LARGE PACKAGE: £8,950

- 10,000 guaranteed readers
- 3 display adverts
- 3 exit links
- 1 widget
- Exclusivity alongside a relevant article of your choice

MEDIUM PACKAGE: £4,950

- 5,000 guaranteed readers
- 3 display adverts
- 3 exit links
- 1 widget
- Exclusivity alongside a relevant article of your choice

SMALL PACKAGE: £2,850

- 2,500 guaranteed readers
- 3 display adverts
- 3 exit links
- Exclusivity alongside a relevant article of your choice

CONTENT CREATION

- We have a dedicated team of professional specialist journalists who are able to write a custom piece for our campaign site for a small extra cost. Please ask for more details.

DIGITAL PACKAGES INCLUDE

- Full license to the digital campaign for promotional use
- Detailed analytics upon digital campaign's conclusion
- Online distribution through our vast partner network including: The Telegraph, The Daily Mail, BBC News and many more.

CLIENT, PARTNER AND READER FEEDBACK

'It was an absolute pleasure working with Mediaplanet. They have a great team who reflect the perfect balance of creativity, enthusiasm, editorial and journalistic talent and business sense. The end product was fantastic and will become a key piece of collateral for us. I hope to work with them again in the future.'

Kirsten MacKenzie, Creative Skillset

'Working with Mediaplanet has enabled QA Apprenticeships to promote our brand and raise awareness of apprenticeships in a respected newspaper, The Guardian. Mediaplanet were very easy to communicate with, quite flexible and always willing to assist when required.'

John Lestourgeon, QA Apprenticeships

'The World Diabetes Day report which IDF worked with Mediaplanet on was simply amazing. The editorial team made it easy for us to convey our messages and stories. The report website layout was great and very user friendly. All-in-all an impressive experience.'

Sara Webber, International Diabetes Federation

'It was a pleasure doing business with you and Mediaplanet. You are customer focused, pro-active and you have a clear overview on your project. Thanks for your great support!'

Nathalie Geets, Dafra Pharma International

'We've have had very strong feedback from the article about our Tech City Apprenticeships scheme in the Creative Careers Guardian supplement. The journalist who contacted us and wrote the piece was clearly a professional — which for me separated this high quality publication from some of the lesser 'advertorial' opportunities in the press. We are proud to be a part of this project. Thank you.'

Ruth Lomax, Hackney College

'The supplement on Skills for Growth in City AM was fantastic and really conveyed our key messages around youth unemployment and skills development. Thanks once again for this, I hope we will be able to work together again the future.'

Isabel Allanwood, CIPD