



# Advertise in Career Matters

## The magazine for the Career Development Sector

Career Matters is the official magazine of the Career Development Institute. Sent to all CDI members 4 times a year, the magazine is packed with sector updates, LMI features, articles on career sectors and more.

Advertising in Career Matters is a very effective way to promote learning and career opportunities, useful resources and websites to a key audience of career development professionals. CDI members are qualified experts in offering careers education, information, advice and guidance and talent management services to individuals of all ages about learning opportunities, gaining skills and the labour market – the 4000 CDI members provide a link to millions of people making important career and training decisions.

### Why Advertise?

- An effective way to reach over 4500 career guidance professionals
- Regarded as an essential reference document – so advertisements have a long shelf life
- Supported by CDI conferences, events and emails
- Contains thoroughly researched, impartial, quality features, informing and equipping members in their diverse roles
- Eagerly anticipated by members and read widely
- Outstanding value for money



Position	Rate	Dimensions
Back cover	£1300 + VAT	315mm x 218mm which includes 4mm bleeds
Inside front / back cover	£1110 + VAT	305mm x 218mm which includes 4mm bleeds
Full page	£890 + VAT	305mm x 218mm including 4mm bleeds, or 297mm x 210mm if no bleed required
Half page	£580 + VAT	136mm x 191mm (landscape)
Quarter page	£385 + VAT	136mm x 93mm (portrait)
Insert	£365 +VAT	Up to 1 sheet, A4

Artwork to be supplied as high resolution CMYK printable PDFx1A:2001

“Notifying careers advisors and teachers of our new website through Careers Matters certainly improved interest in our quality offering in building services engineering and helped increase traffic to our website, both from among those involved in providing careers advice and information, as well as those who come to careers professionals for advice.”

Richard Allen, JTL

“We decided to advertise in Careers Matters as a way of accessing large number of potential Apprentices through exposure to the Career Professionals. The team at Career Matters have also been very helpful and upfront with the costs involved, I would recommend them.”

Carol Casey, British Racing School

To book an advertisement in Career Matters or to discuss other opportunities, contact Rachael Murray at [rachael.murray@thecdi.net](mailto:rachael.murray@thecdi.net) or call 01384 445627.

[www.thecdi.net](http://www.thecdi.net)