



Promotional Opportunities Pack

January 2021 – March 2022



Communicate your Message to Career Development Professionals

The Career Development Institute (CDI) is the single UK-wide professional organisation for everyone working in the fields of career education, career information, advice and guidance, career coaching and career management.

The CDI offers a range of opportunities to allow you to communicate your message to the key players in the careers industry today. With an opportunity to suit any budget, this pack will give you details on how sponsorship, exhibiting or advertising with the CDI can help you reach thousands of career development professionals.

Who are the members of the Career Development Institute?

Career Development Professionals provide activities and services which help individuals to make effective transitions in learning and work. They operate in a wide range of different contexts which include schools, colleges, universities, training organisations, talent management, the private sector, public employment services, and/or community/voluntary settings. The CDI currently has around 4,800 members from across the UK.

How can you get your message to our members?

Opportunities we offer to reach our members and other career development professionals include:-

- Sponsorship or exhibiting at one of our events
- Promoting your job vacancies on the CDI Jobs Board
- Website advertising
- Advertising in Career Matters
- Emailing our list of members



Please read through the media pack for further details and related costs.

To book any of the opportunities listed in this pack or to discuss other opportunities, contact Joanne Thorniley at joanne.thorniley@thecdi.net or call 01384 445627

www.thecdi.net



Sponsor and Exhibit at one of our Events

The CDI provides a well-developed annual programme of skills training and events ranging in size from small regional meetings to our large biennial conference of over 200 delegates. Recently this offering has also incorporated virtual events using state of the art technology to give a fully comprehensive conference package.

Sponsoring and exhibiting at an event are great ways to raise your profile, communicate your key message, network with your target market and develop new professional contacts. Please visit our events calendar regularly for an update on forthcoming events – www.thecdi.net.

There are a variety of ways to ensure your presence at one of our events including:

- **Full Event Sponsorship**
- **Sponsorship of bags and folders**
- **Sponsorship of reception events**
- **Exhibition Stand**
- **Delegate inserts or seat placements**
- **Promotional Items**

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The CDI events are important dates in the Prospects exhibition calendar. It is imperative in today's market to showcase our products and services to like-minded key professionals, who are actively involved in improving the world of careers. These events allow me to keep up to speed with ever-changing legislation, network effectively

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and help to source products that respond to customer needs.

[Jonathan Lightfoot, Prospects Education Resources](#)



2021 Events include the CDI Techfest, UKCDA Awards and The CDI National Conference. If you are interested in taking up headline sponsorship of one of these high profile events, exhibiting or sponsoring an individual award please email joanne.thorniley@thecdi.net for details

Costs for sponsorship/exhibiting vary widely depending on the event so please contact us to discuss the event and your budget.

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Promote Job Vacancies on the CDI Jobs Board - Careers in Careers

Careers in Careers

The UK's Top Recruitment Website for the Careers Sector

Why advertise?

- The CDI is the largest professional body for career guidance practitioners, careers educators, career coaches and talent managers in the UK making Careers in Careers the ideal place for advertising any guidance and employment related posts.
- As well as the CDI jobs that appear on the site, relevant vacancies are also imported from Indeed meaning jobseekers no longer have to trawl through a number of different sites.
- The jobs board receives an average of 4,000 individual job views each month.
- As well as being advertised on the website, all vacancies are included on the Careers in Careers bulletin emailed weekly to all 4,800 CDI members.
- Vacancies are shared with our 6,800 followers on the CDI twitter feed.
- We have a range of packages for advertising your vacancies which we believe offers outstanding value.

”I was really surprised by the impressive range of varied jobs in the careers profession – great to see the variety of jobs that really do exist in one place.”

”Navigates like a long standing service. I am genuinely impressed and members will love it.”

”It's great having everything in one place: the enhancements like job alerts and the ability to post your CV make the experience dynamic for users.”

How much will it cost?

Advertising a vacancy starts at just **£175 for 7 days**, **£295 for 14 days** and **£445 for 30 days**. There are also opportunities to ensure your vacancy appears at the top of the list and/or on the home page.

If you are a large employer in this sector take a look at the **unlimited packages** we offer which allow you to post as many vacancies as you wish over a 3, 6 or 12 month period.

To view all prices visit <http://jobs.thecdi.net> and click on 'Products.'

Recruiters can now set up their own account and upload jobs themselves, however if you would like help setting up your vacancies or have any queries please contact Joanne Thorniley at joanne.thorniley@thecdi.net or call 01384 445627

www.thecdi.net



**Advertise on our
Website**
www.thecdi.net

The CDI website www.thecdi.net will be the leading portal for the Career Development sector, containing the latest news affecting career guidance, research documents and reports, current job vacancies, information on CDI events and a wealth of other useful information.

Why will the CDI website attract such a high volume of traffic?

The CDI website receives on average 14,000 visitors per month, of which 7,000 are unique visitors.

The top 6 visited pages are:

- Jobs
- Skills and Training Events
- Qualification in Career Guidance
- Home
- Professional Register
- About

Why does the CDI website attract such a high volume of traffic?

Because it:

- covers the latest news from the sector on its Home Page
- features free to access job vacancies for the sector via our vacancy service Careers in Careers
- runs important policy and professional statements from the Institute
- contains regular information on events, for which participants book online
- lists useful training information for prospective career guidance practitioners
- is the leading UK website for career development professionals used by over 4,500 CDI members and thousands of non-members
- merges information from the 4 founding organisations' websites

How much does it cost?

	Button on One Page	Button on Five Pages
Monthly Rate	£400	£800
Quarterly Rate	£900	£1,800
6-Month Rate	£1,350	£2,700
12-Month Rate	£2,025	£4,050

Please note all prices are subject to VAT



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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 4,800 CDI members provide a link to millions of people making important career and training decisions.

Why Advertise?

- An effective way to reach over 4,800 career professionals: advisers, teachers and coaches
- 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	£950 + VAT	305mm x 218mm including 4mm bleeds, or 297mm x 210mm if no bleed required
Half page	£650 + VAT	136mm x 191mm (landscape)
Insert	£495 + 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 Joanne Thorniley at joanne.thorniley@thecdi.net or call 01384 445627

www.thecdi.net



Email our Members

The Career Development Institute is the largest professional association of career guidance practitioners in the UK.

We offer organisations the opportunity to email information on resources, events, career sectors etc to our membership database.

”Our marketing activities with the CDI are always an important part of our annual marketing plan. The emails to their members consistently result in response rates up to four times as high as our email campaigns to other groups.”

Christine Buccella, BestCourse4Me

Email

We can send your email to our members (reaching about 3800 of our membership) who are named individuals at organisations including chief executives, managers, careers information, advice and guidance professionals and QCG/QCGD students.

The offer to email our members is an exclusive one, we send a maximum of two third party emails a week so you can be sure your email is the only one sent to our members on that day.

Emails are sent via an online service provider and will provide you with open and click through statistics so you can keep track of how your emails are performing. Averages for third party emails sent in 2020 were 28.6% unique open rate and 7.8% unique click through rate.

How much does it cost?

Single Email	£550
Package of 4 Emails	£1,900

Please note all prices are subject to VAT

Emails to be provided as full html files with images and links fully coded.

Members are drawn from all sectors including:

- Schools
- Further Education
- Universities and Higher Education Institutions
- Youth Support Services
- Careers Services
- Adult Guidance Services
- Talent Management
- Welfare to Work
- Private Practice
- Voluntary Sector

CDI is a UK-wide Institute. Its members include the following national organisations:

- Careers Wales
- Skills Development Scotland
- Careers Service Northern Ireland
- National Career Services in England
- Careers / Connexions Services in England

To discuss membership mailings or emails or to discuss other opportunities, contact Joanne Thorniley at joanne.thorniley@thecdi.net or call 01384 445627

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Join the Career Development Institute

Become an affiliate member of the CDI and join the most influential UK-wide professional association for career development professionals.

Launched in April 2013, we are a new, contemporary body, with a growing membership - currently over 4,500.

We promote the benefits that careers education, information, advice, guidance and career management bring to individuals, society and the economy. We are an awarding body, with a Professional Register and provide a variety of activities to support members and non-members in their CPD. We aim to be at the forefront of debates on career development policy, lobbying hard on behalf of our members and the profession, promoting the value of effective and impartial careers support.

We are delighted to welcome into the Institute organisations that have an interest in promoting and supporting the work of our members.

The cost to become an affiliate organisation member is £190.

”Membership of the CDI has led us to work with some of the most expert and committed career advisers in the UK. We hugely value being part of this influential network.”

Alex Kelly, Unifrog

Benefits for Affiliate Members include:

- 1 Access for one named employee to receive the full benefits of CDI membership, including News by Email bulletins and Career Matters subscription and purchasing training/events for that person at the member price
- 2 Use of the CDI's Affiliate Organisations logo on your corporate literature
- 3 Communications and networking:
 - Annual lunch for Affiliate Members - opportunity to meet key players in the CDI and wider career development profession to explore issues of mutual interest
 - Introductions to other Affiliate Members to facilitate networking and business development
 - Invitations to special events including high profile launches and receptions
- 4 Sponsorship and advertising opportunities:
 - 10% discount off recruitment advertising in Careers in Careers
 - 10% discounted rate when exhibiting at CDI events
 - Your own information 'page' on the CDI website, featuring your company logo, a brief (100-word) description of your products and services, and a link to your own website.
- 5 Certificate of membership



To discuss affiliate membership or to discuss other membership opportunities, contact Dan Hope at dan.hope@thecdi.net or call 01384 376464.

www.thecdi.net



Price Schedule 2021/22

The cost of sponsoring or exhibiting at events varies depending on the size. Please request specific event packages for full details.

The CDI Jobs Board

	7 days Member/Non-Member	14 days Member/Non-Member	30 days Member/Non-Member
Vacancy Posting	£175 / £295	£295 / £415	£445 / £565

We also offer a 30 day enhanced listing which ensures your vacancy is pinned at the top of the search results (£545/£645) and a 30 day premium listing which ensures your vacancy is pinned at the top of the search results AND appears on the job board home page (£655/£775)

	3 months Member/Non-Member	6 months Member/Non-Member	12 months Member/Non-Member
Unlimited Package	£1300 / £1500	£2200 / £2500	£3500 / £4000

Website

	Monthly	Quarterly	6-months	12-months
Button on 1 Page	£400	£900	£1,350	£2,025
Button on 5 Pages	£800	£1,800	£2,700	£4,050

Career Matters

	One Advert	Two Adverts	Four Adverts
Back Cover – Full Page	£1,300	£2,350	£4,250
Inside front/back cover – Full Page	£1,100	£1,990	£3,600
Full Page	£950	£1,680	£2,900
Half Page	£650	£1,100	£1,950
Inserts	£495		

Emails

One e-mailing	Four e-mailings per year
£550	£1,900

Please note all prices are subject to VAT

Prices valid until 1st April 2022

To discuss or book any of our commercial opportunities,
contact Joanne Thorniley at joanne.thorniley@thecdi.net or call 01384 445627

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