

2021 RECRUITMENT RATE CARD

UNRIVALLED ACCESS TO PLANNING PROFESSIONALS

The ONLY official membership magazine of the Royal Town Planning Institute. Distributed monthly to the full RTPI membership of **over 25,000+ members**.

Planning jobs are promoted to **over 80,000 visitors per month** across multiple online platforms, including Planning Portal, *The Planner* e-news/ solus emails to the Professional Planning user database (from RTPI).

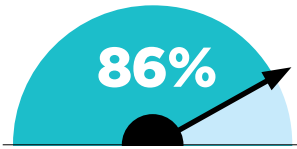
All jobs posted on *The Planner Jobs* are posted on The Planning Portal website, viewed by **132,000 people each month**.



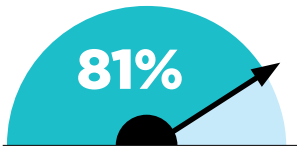
THE PLANNER JOBS



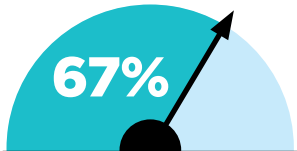
THE PLANNER IS PUBLISHED MONTHLY AND DISTRIBUTED TO OVER 25,154 PLANNING PROFESSIONALS THROUGHOUT THE UK AND INTERNATIONAL AUDIENCE. UNIQUE USERS TO THE PLANNER JOB BOARD AVERAGES 9,000 PER MONTH



86% of registered candidates on The Planner Jobs site are RTPI members



81% of RTPI members regularly read *The Planner* for job opportunities and career development

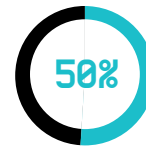


67% of RTPI use both print and online when looking for their next job.

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.

Source: Latest readership survey

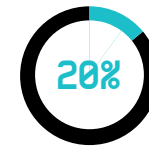
JOB LEVEL



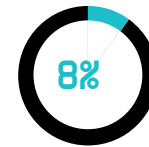
Officer/ Advisor



Manager/ Executive

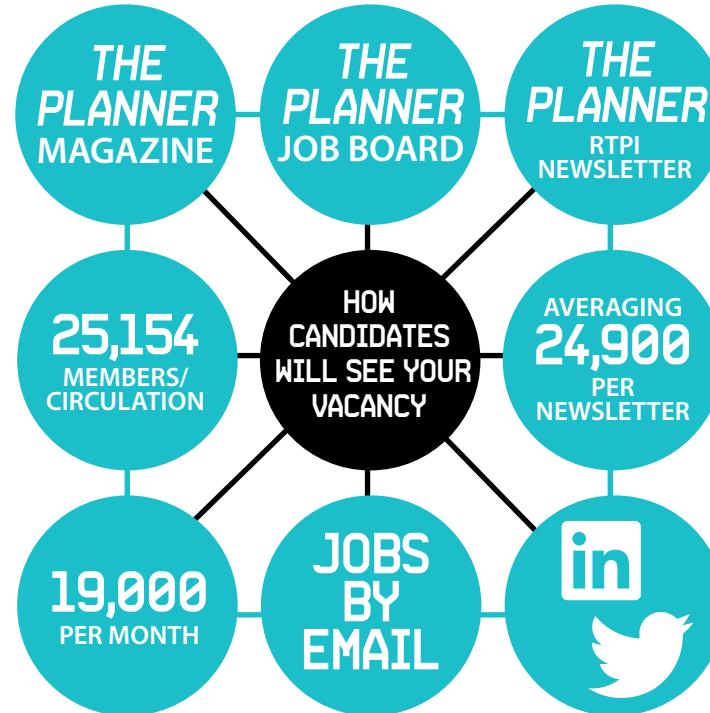


Director



Head of department

HOW CANDIDATES WILL SEE YOUR VACANCY



STANDARD JOB LISTING £995+VAT

- Includes your job details and company logo online for up to 4 weeks

PREMIUM JOB LISTING £1,560+VAT

- Includes **standard job listing** plus your job displayed in a background tint making it stand out
- This ensures your job is featured towards the top of any relevant search.
- Also includes your job on *The Planner* e-newsletter to over **24,900 subscribers** three times a week

TARGET JOB LISTING £1,310+VAT

- Includes **standard job listing** and **targeted email**
- Reaching candidates by location, salary level and job level, a unique visual targeted email reaching jobseekers on the site who have requested jobs that match client needs

BRANDED JOB LISTING £1,680+VAT

- Includes **standard job listing**
- Featured **recruiter button** on the homepage – leading to your jobs online
- **Top banner** (advertisement on the site) on the homepage leading to your jobs online giving you maximum visibility and branding of your company
- Additional jobs at **£500** per role

MAGAZINE - 12 ISSUES PER YEAR

Advertising in *The Planner*, the RTPI magazine gives you the entire reach of the full 25,000+ membership.

- **Quarter page** - £2,780+VAT
113.5mm high x 90mm wide
- **Half page** - £5,145+VAT
Horizontal 113.5mm high x 184.5mm wide
Vertical 230mm high x 90mm wide
- **Full page** - £9,450+VAT
230mm high x 184.5mm wide

Dates and deadlines on request

BESPOKE PACKAGES AND
MULTIPLE JOB POSTINGS AVAILABLE
ASK US FOR DETAILS

To book any of these options call:
020 7880 6232
or email jobs@theplanner.co.uk

PRINT DATES, DEADLINES
AND DIMENSIONS ON REQUEST