



Institute
and Faculty
of Actuaries

Media pack 2020

The Actuarial Employer Directory



How we reach young people

The Institute and Faculty of Actuaries (IFoA) promotes the actuarial profession and supports members and individuals in its community.

The careers education team works year-round, in schools, colleges and universities, to educate young people about becoming an actuary and promote opportunities for starting their career.

The IFoA is a trusted source of advice for early career students seeking actuarial opportunities with top companies.



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The opportunity

The Actuarial Employer Directory is an essential reference guide for school leavers and university students/graduates, and for employers to reach talented recruits.

It is a showcase for the best businesses in industry and provides company information, advice and tips from professionals, and details of opportunities relevant to budding actuaries beginning their career.



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Talented early career students

The Actuarial Employer Directory attracts students from finance, accounting, economics, science, physics, as well as mathematics and actuarial science subjects:

- School-leavers seeking apprenticeships
- First and second year undergraduate university students seeking work placements
- Third-year students seeking graduate employment

The 2020/21 guide will clearly explain the key steps to becoming a qualified actuary ready for employment: education, training and examination and signposts the best businesses in industry to aspire to.



The facts

We are the UK's only chartered professional body dedicated to educating, developing and regulating actuaries, based both in the UK and internationally. The Actuarial Employer Directory will help draw in high calibre students from a number of different routes

- Website views for Aug 2019/2020
 - Become An Actuary pages: 115,468 pageviews
 - Obtaining an Actuarial role pages: 5,479 pageviews
 - Apprenticeships pages: 11,786 pageviews
 - Total Downloads: 6,233
- Social media promotion for 2019/2020
 - Via Facebook: 27,300 followers
 - Via Twitter @actuarynew: 11,600 followers
 - Via LinkedIn: 21,327 followers



What's different?

Following employer feedback and the impact of Covid-19 on face-to-face events, we have decided to move to a digital friendly publication with an option to print on demand. These changes help us to deliver better value without reducing the quality of the publication.

The costs for print on demand are not final and will depend on the overall demand for print. Approximate costs for print on demand are in the region of £2-£3 per publication.

If you are interested in receiving printed copies of the Employer Directory, please contact tessa.mcauliffe@actuaries.org.uk with the approximate number of copies to confirm the final cost.



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1. Feature in the Graduate section of the Actuarial Employer Directory



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The Graduate section of the Actuarial Employer Directory contains listings of graduate-level entry roles from some of the most significant actuarial employers. Presented for quick reference, the information you supply will help students make fully informed choices about their applications.

Business listing

CONSULTANCY

LOGO

Company FILL
Address FILL
Telephone FILL
Website FILL

OVERVIEW

Type of business FILL

VACANCIES/APPLICATION

How many actuarial trainee vacancies are there? FILL
What qualifications do I need? FILL
How should I apply? FILL
Closing date for applications FILL
Contact name for HR & applications FILL

ADDITIONAL INFORMATION

Where are your UK vacancies? FILL
Where are your worldwide vacancies? FILL
How many actuaries are in the firm? FILL
Do you offer internships? FILL
Do you offer sandwich placements? FILL
Do you offer work experience? FILL
Do you consider international candidates?* FILL

*visa restrictions may apply

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www.actuaries.org.uk

LOGO

Company FILL
Address FILL
Telephone FILL
Website FILL

OVERVIEW

Type of business FILL

VACANCIES/APPLICATION

How many actuarial trainee vacancies are there? FILL
What qualifications do I need? FILL
How should I apply? FILL
Closing date for applications FILL
Contact name for HR & applications FILL

ADDITIONAL INFORMATION

Where are your UK vacancies? FILL
Where are your worldwide vacancies? FILL
How many actuaries are in the firm? FILL
Do you offer internships? FILL
Do you offer sandwich placements? FILL
Do you offer work experience? FILL
Do you consider international candidates?* FILL

*visa restrictions may apply

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The Graduate section contains case studies of young people working within a business or studying at university. This is an opportunity to outline the roles and responsibilities on offer at your organisation and to demonstrate your investment in talented young people.

Company case study





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The Graduate section contains adverts from businesses and recruitment agencies. This is an invaluable opportunity to ensure that your company's brand and offer stands out to ensure you receive applications from the largest number of the most talented applicants.

Full page advert

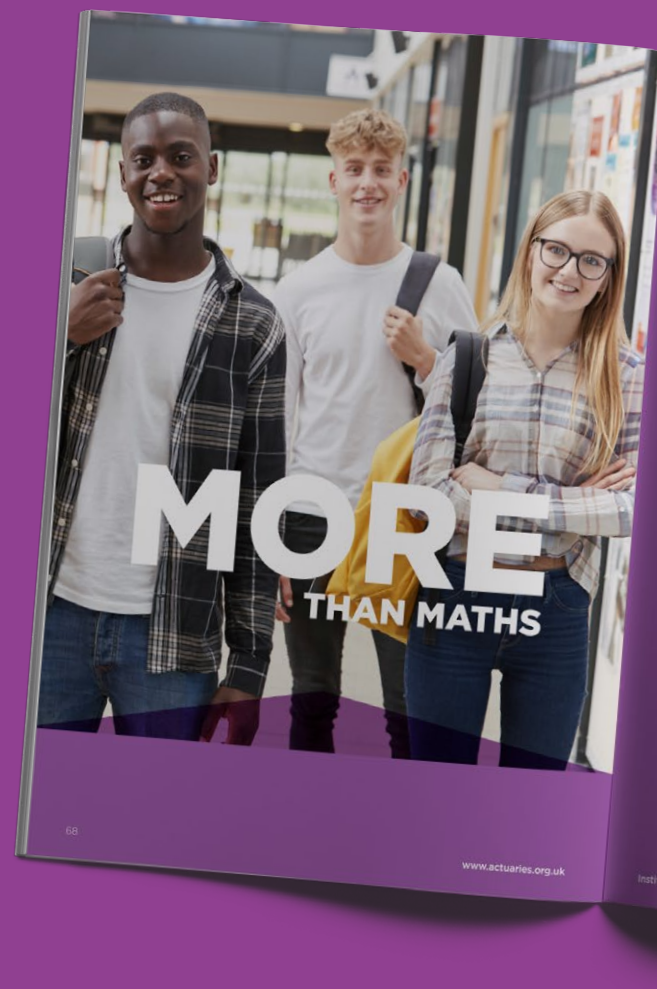


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2. Feature in the Apprenticeship section of the Actuarial Employer Directory



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The **Apprenticeship section** of the Actuarial Employer Directory will contain listings of actuarial employers who run apprenticeship schemes. Presented for quick reference, the information you supply will help school leavers make fully informed choices about their applications.

Business listing

LOGO

Company FILL
Address FILL
Telephone FILL
Website FILL

OVERVIEW

Type of business FILL

VACANCIES/APPLICATION

How many actuarial trainee vacancies are there? FILL
What qualifications do I need? FILL
How should I apply? FILL
Closing date for applications FILL
Contact name for HR & applications FILL

ADDITIONAL INFORMATION

Where are your UK vacancies? FILL
Where are your worldwide vacancies? FILL
How many actuaries are in the firm? FILL
Do you offer internships? FILL
Do you offer sandwich placements? FILL
Do you offer work experience? FILL
Do you consider international candidates?* FILL

*visa restrictions may apply

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LOGO

Company FILL
Address FILL
Telephone FILL
Website FILL

OVERVIEW

Type of business FILL

VACANCIES/APPLICATION

How many actuarial trainee vacancies are there? FILL
What qualifications do I need? FILL
How should I apply? FILL
Closing date for applications FILL
Contact name for HR & applications FILL

ADDITIONAL INFORMATION

Where are your UK vacancies? FILL
Where are your worldwide vacancies? FILL
How many actuaries are in the firm? FILL
Do you offer internships? FILL
Do you offer sandwich placements? FILL
Do you offer work experience? FILL
Do you consider international candidates?* FILL

*visa restrictions may apply

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The **Apprenticeship section** will contain case studies of young people combining work and study during their apprenticeship. This is an opportunity to outline the roles on offer at your organisation and to demonstrate your commitment to apprenticeships.

Company case study





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The **Apprenticeship section** will contain adverts from businesses. It's the best way to promote your brand to the newest arrivals on the jobs' market.

Full page advert



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3. Promote your organisation in both sections

Reach an engaged audience of young people with a powerful message about your organisation. We offer a worthwhile discount if you choose to promote yourself in both sections of The Actuarial Employer Directory



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Individual Promotional Options - Rate Card

Case study with option of video link	£300
Full page advert with option of video link	£300
Graduate Listing with webpage embedded links	£450
Apprenticeship Listing with webpage embedded links	£450

Prices include VAT

Please note, the IFoA is a not for profit membership organisation and this is reflected in the rate card costs. Agency discounts for booking will not apply.



Combined Promotional Options - Rate Card

Graduate and Apprenticeship Listing	£800
Graduate and Apprenticeship listing with Case Study or Advertl	£1000
Graduate and Apprenticeship listing with Case Study and Advert	£1200

Prices include VAT

Additional Options

Graduate Opportunities included in IFoA email to IFoA early careers mailing list	£450
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Prices include VAT

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Business listing

Please complete the supplied briefing form and return via email, with your logo.

Case study

Supply a maximum of 390 words outlining what your organisation is, what you do and how actuaries work within your firm. This could include a personal profile of an actuary within your organisation to add a personal element.

Remember to include your web address and logo.

Image

Ensure the image is print quality (300dpi and at least 67mm wide).



Please supply a logo as **pdf, tiff, jpeg, eps or psd**.



Minimum size:
40mm wide at 300dpi

Please ensure the accuracy of the copy you supply. Author's amends will incur a £100 artwork charge.



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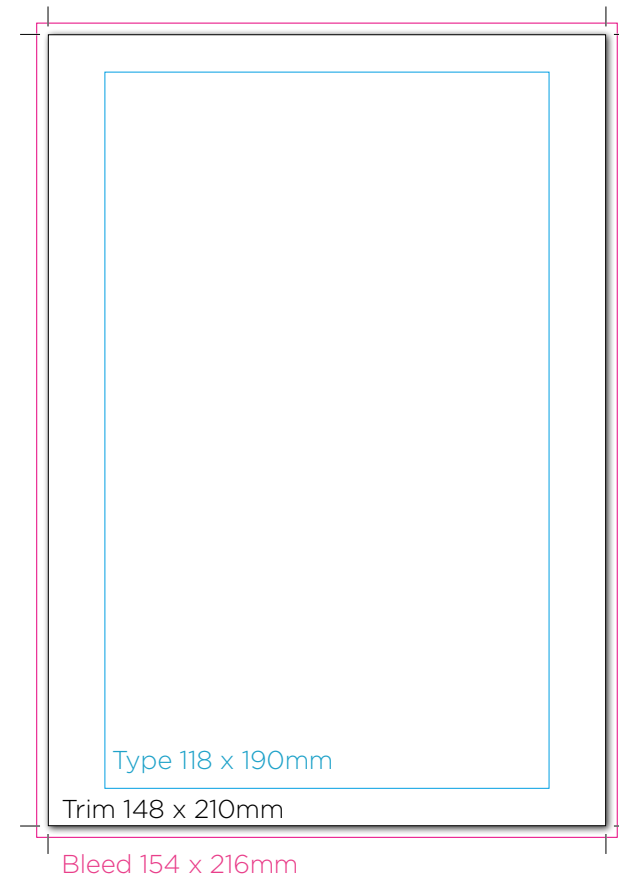
Ad artwork specifications

Full page advert with bleed	154 x 216mm
Full page trim area	148 x 210mm
Full page type area	118 x 190mm

All artwork for print-ready ads must be 300dpi, cmyk, and in one of the following formats: **pdf, tiff, jpeg**, (with all fonts rasterised). All full page ads must have 3mm bleed.

Email your files to:

kate@dekkoadvertising.com



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Contact information

For more information about a booking
please contact:

tessa.mcauliffe@actuaries.org.uk



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