

# Media pack 2018

Directory of employers for actuarial trainees Actuarial apprenticeship directory



## How we reach young people

The Institute and Faculty of Actuaries (IFoA) exists to promote the actuarial profession and support the individuals within it. As such, the IFoA works year round, in schools and universities, to inform talented young people about the opportunities a career in our profession offers.



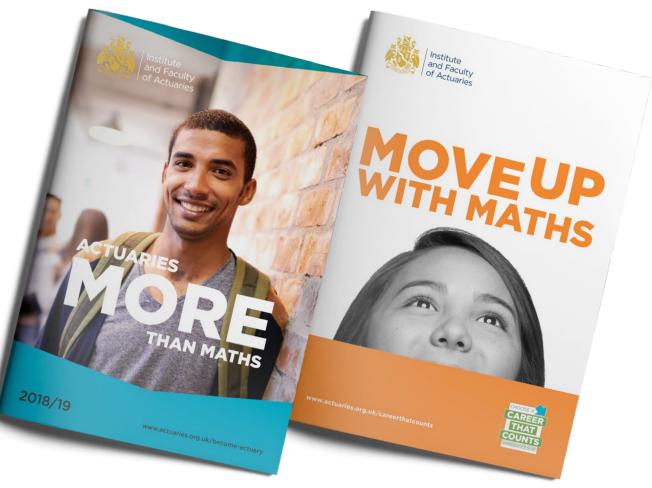


## The opportunity

#### The directory of employers for actuarial

**trainees** is an essential must-have reference guide for university students and graduates. It is a showcase for the best businesses in our industry and is widely acknowledged to be an exceptionally useful tool for the next generation of actuaries and actuarial analysts.

Our brand new **actuarial apprenticeship directory** is aimed at school leavers and will introduce you to a huge new audience, eager to hear more about you and your work.





# 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 directories will help draw in high calibre students from a number of different routes

- Our website www.actuaries.org.uk/become-actuary
  - Web pages reaching 201,769 unique users in 2017 for "Become an actuary" section
  - Web pages reaching 7,407 unique users in 2017 for "Obtaining an actuarial position"
  - Web pages reaching 12,891 unique users in 2017 for "Actuarial apprenticeships"
- Social media promotion
  - Via Facebook (24,181 total page likes)
  - Via Twitter @actuarynews 8,041 followers
  - Via Linkedin 5,716 followers



# The facts continued

- In print to over 100 events annually, excluding ad-hoc events that our members attend on our behalf – reaching an audience of students studying maths, actuarial science, economics, science and statistics students (as well as many more) via over 300 Career Ambassadors based globally
- In print to networks of teachers, career advisers and university lecturers through different institutions and direct mail
- Via sponsorship of The UK Maths Trust, an annual competition reaching over 650,000 from 4,500 schools
- Via online advertising opportunities in The Big Choice Group, The Student Room, Not Going to Uni and All About Careers





# opportunities





# 1. The directory of employers for actuarial trainees

Media pack

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2018/19



#### The directory of employers for actuarial trainees contains

listings of graduate 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** 

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2018

Company	Company FILL Address FILL Telephone FILL Website FILL	Company	Company FILL Address FILL
OVERVIEW	- The L		Telephone FILL Website FILL
Type of business	FILL	OVERVIEW	- And L
VACANCIES/APPLICATION		Type of business	FILL
How many actuarial trainee vacancies are t	there? Cit	VACANCIES/APPLICATION	
What qualifications do I need?	FILL	How many actuarial trainee vacancies are	there?
How should I apply?	FILL	What qualifications do I need?	FILL
Closing date for applications		How should I apply?	
Contact name for HR & applications	FILL		FILL
	FILL	Closing date for applications	FILL
ADDITIONAL INFORMATION		Contact name for HR & applications	FILL
Where are your UK vacancles?	FILL	ADDITIONAL INFORMATION	
here are your worldwide vacancies?	FILL	Where are your UK vacancies?	FILL
w many actuaries are in the firm?		Where are your worldwide vacancles?	
you offer internships?	FILL		FILL
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you offer work experience?	FILL	Do you offer internships?	
ou consider international can the	FILL	Do you offer sandwich placements?	FILL
sa restrictions may apply	FILL	Do you offer work experience?	FILL
		Do you consider international candidates	FILL
ite and Faculty of Actuaries		"visa restrictions may apply	FILL



#### The directory of employers for actuarial trainees 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.



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**Company case study** 

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Institute and Faculty of Actuaries

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www.actuaries.org.uk



#### The directory of employers for actuarial trainees 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



## **Directory of employers for actuarial trainees Rate card**

Business listing	£720
Company case study with business listing	£990
Full page advert*	£990
Business listing, case study and full page advert	£2,300

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.

\*If you do not have suitable artwork to supply, we will design an advertisement for an additional £600

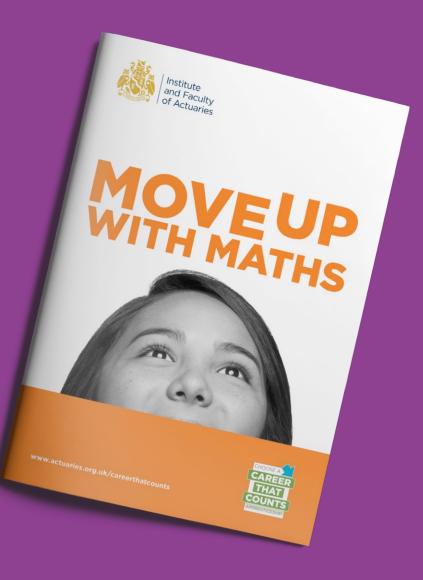


Your listing and a link to

Our exciting new web app.



# 2.The actuarial apprenticeship directory





The actuarial apprenticeship

**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** 

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date for applications	FILL	How should I apply?	FILL	
name for HR and applications	FILL	Closing date for applications		
		Contact name for HR and applications	FILL	
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#### The actuarial apprenticeship

directory 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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#### Why an actuarial career?

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#### Why LCP?

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#### MOVEUP WITH MATHS

For more info:

Any advice to future students? "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus id libero vel justo aliquet dignissim. Etiam elit diam, tincidunt id sagittis vel, gravida at ligula. Sed maximus, mauris ac tincidunt imperdiet, orci nibh vestibulum sapien, facilisis rhoncus odio elit sit amet est. Nullam in ligula ornare, mattis risus nec, commodo sem. Interdum et malesuada fames ac ante ipsum primis in faucibus. Duis at velit ut massa molestie aliquam. In laoreet diam magna, at pulvinar dolor pharetra a. Proin sagittis ut erat nec efficitur. Etiam ac sem urna. Vivamus posuere elit justo, sit amet mattis nibh tristique at. Mauris bibendum.

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#### Why LCP?

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#### Any advice to future students?

FILL

For more info

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#### The actuarial apprenticeship

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

> There's no better way of reaching your target audience than placing an advert in this guide

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Full page advert



## Actuarial apprenticeship directory Rate card

Business listing	£330
Company case study with business listing	£550
Full page advert*	£550
Business listing, case study and full page advert	£1,150

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.

\*If you do not have suitable artwork to supply, we will design an advertisement for an additional £600





# **3. Promote your organisation** in both publications

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 of our high quality publications.





## **Rate card for both publications**

Business listings	£900
Company case studies with business listings	£1,240
Full page adverts*	£1,240
Business listings, case studies and full page adverts	£3,200

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.

\*If you do not have suitable artwork to supply, we will design an advertisement for an additional £600 per submission.





## **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).



Media pack

Email your files to: ben@dekkoadvertising.com

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

Deadline for content submission 11 May 2018



Minimum size: 40mm wide at 300dpi

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



# Ad artwork specifications

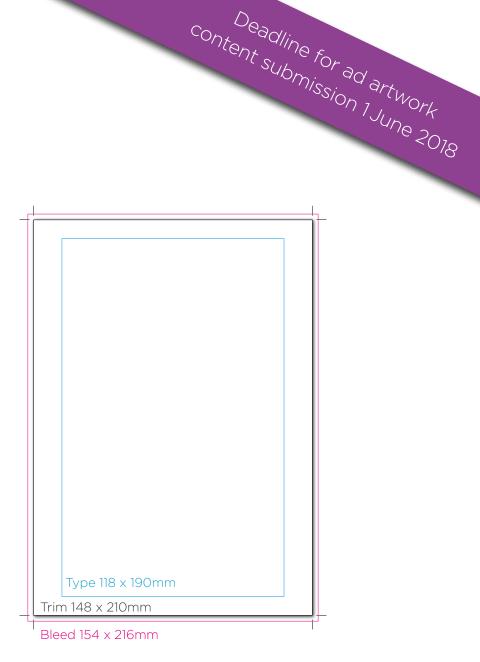
Full page advert with bleed	154 x 216mm
Full page trim area	148 x 210mm
Full page type area	118 x 190mm

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:** ben@dekkoadvertising.com

Media pack

2018



Deadline for ad artwork



# **Contact information**

For more information about a booking please contact: **dharmini.mistry@actuaries.org.uk** 

For more information about supplying artwork and files: **ben@dekkoadvertising.com** 

