

physicsworld | jobs

Recruitment solutions from *Physics World*

"We've been using Physics World for 10 years to advertise a variety of scientific roles for our diverse client base. They consistently perform, delivering quality candidates across the spectrum. The team there are knowledgeable and efficient, making them a pleasure to work with. I would highly recommend recruitment advertising with them to anyone looking to hire in a scientific capacity."

Gary Scott, director, Onefix Media

Physics World Jobs

Advertise your opportunities with us for direct access to highly qualified candidates with the skills to excel in many different roles.

Relaunched on a new platform in 2021, *Physics World Jobs* showcases roles in all physical-science disciplines and targets jobseekers at all career stages. Whether you're looking to recruit students, technicians, academic positions or senior hires, we can put together a package that meets your needs.

Target the most relevant candidates by posting your vacancies in the disciplines, job types and locations that best reflect your organization and the roles for which you're recruiting. Not only will your opportunity appear on *Physics World Jobs*, but all jobs posted will feature on our career-specific social-media channels and will appear against relevant articles on *Physics World*.

30,600

monthly pageviews

11,700

monthly users

8.5%

average response
rate

EXPAND YOUR SEARCH

Highlight your vacancies further with our high-impact advertising options:

- Featured opportunities appear on the homepage to provide a longer-lasting presence for your roles.
- Showcase your jobs within the most relevant *Physics World* newsletter. We publish a variety of alerts, including weekly highlights or subject-based titles, to help you promote your role in a way that works for you.
- Extend your campaign with adverts across the *Physics World* portfolio. If you're looking at hiring candidates for specific, technical roles, then we can also offer you advertising on our partner journals publishing platform.

The screenshot shows the Physics World Jobs website interface. At the top left is the logo 'physicsworld|jobs'. On the top right, there are navigation links: 'Home', 'Find a job', 'Job alerts', 'Search employers', and 'Careers advice'. The main heading is 'Search the latest jobs in physics and engineering'. Below this is a sub-heading: 'Find the perfect job for all stages of your career - whether you're a graduate, technician, researcher or industry professional'. There are three search input fields: 'Keyword', 'Location' (with a location pin icon), and 'Within 50 miles' (with a dropdown arrow). A green 'Find a job' button is to the right. Below the search bar, it says 'Browse jobs by:' followed by two cards. The first card is 'Get job alerts' with an envelope icon, described as 'Personalised job recommendations sent straight to your email.' The second card is 'View applications' with a person icon, described as 'Stay in control of your job search. Keep track of the jobs you have already applied for.'

Reaching the graduate market

Do you recruit graduates or early career researchers?

We have several opportunities available to help you reach this highly qualified

PHYSICS WORLD CAREERS



Encourage speculative enquiries by creating a branded profile in our annual *Physics World Careers* guide, the annual publication from *Physics World*. Packed with case studies, careers advice and an extensive employer directory it's a can't miss opportunity to reach physics graduates in this sought-after publication.

- Be seen in the “who's who” of physics employers, showcasing the range of opportunities available to physics and engineering students.
- Highlight your postgraduate positions, graduate careers programme or just the range of employment opportunities available at your organization.

In addition to branded profiles, we also have options for full-page adverts and a new directory option, so options are available for a range of recruiters.

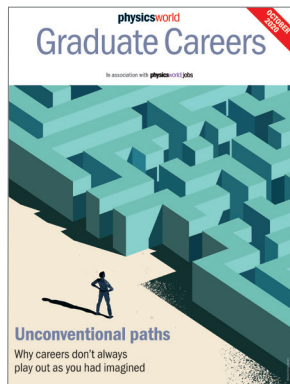
DIGITAL FIRST

Do you also have active roles to recruit for?

All *Physics World Careers* profiles will appear digitally as one of our employer profiles on *Physics World Jobs*.

Support your profile with a package of postings to help prospective candidates understand your organization more before they apply.

GRADUATE CAREERS SECTION PHYSICS WORLD



Our monthly magazine *Physics World* is distributed to all members of the Institute of Physics. Don't miss our graduate campaign in October that is packed full of career-focused content designed for students in their final year of university and those who have recently graduated.

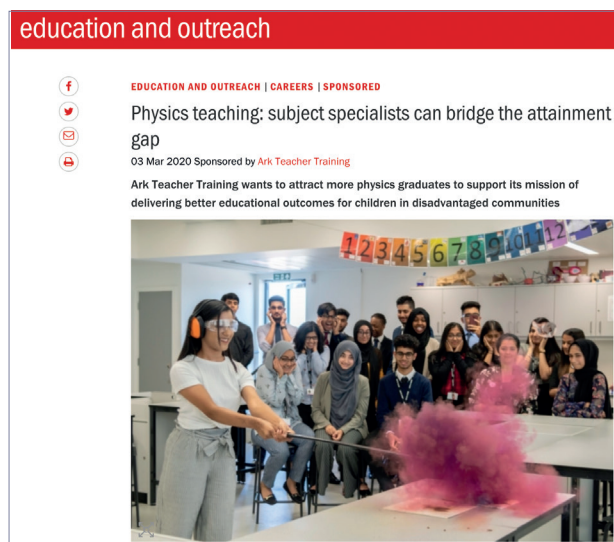
- Get your vacancy seen alongside our sought-after content and take advantage of the extra visibility offered in our graduate campaigns.
- Distributed at high-profile graduate careers events to get your advert seen by readers outside of the IOP membership.

Branded content

Our branded content options on *Physics World* are a unique opportunity to promote your organization to jobseekers who may not yet be thinking about a new position.

With approximately one million monthly pageviews, *Physics World* helps scientists working in academic and industrial research stay up to date with the latest breakthroughs in physics and interdisciplinary science.

NATIVE ADVERTISING



The screenshot shows a native advertisement on the Physics World website. At the top, there is a red header with the text "education and outreach". Below this, there are social media sharing icons for Facebook, Twitter, Email, and Print. The main text of the ad reads: "EDUCATION AND OUTREACH | CAREERS | SPONSORED", "Physics teaching: subject specialists can bridge the attainment gap", "03 Mar 2020 Sponsored by Ark Teacher Training", and "Ark Teacher Training wants to attract more physics graduates to support its mission of delivering better educational outcomes for children in disadvantaged communities". Below the text is a photograph of a woman in a white lab coat and safety glasses conducting a science experiment in a classroom, with a group of students watching. A banner with numbers 1-12 is visible in the background.

A unique opportunity to commission high-value content, showcasing your people and your capabilities:

- Work with a dedicated *Physics World* editor to tell your story. They will understand how this is best achieved as an article and will publish it at a time that best suits your objectives.
- Your article will be promoted through a variety of channels and can even be republished in print to reach an even wider audience.

Find out more about our native advertising programme by watching **our video**.

VIDEO



Bring your case studies or career opportunities to life and quickly engage with potential jobseekers by using our video production services.

A great way to really show what it's like inside your organization, we can get involved at all stages of video development and services include script-writing, storyboarding, interviews, production and voice-over artists.

WEBINARS



Give your prospective customers a chance to interact with you in real time and develop a personal connection with your brand.

- You're the expert – take the opportunity to personally highlight the selling points of your organization, the application and interview process or the types of candidates you're looking for.
- Each webinar benefits from an exclusive multichannel marketing campaign to provide you with as many attendees as possible.
- A recording of your webinar is available on demand for six months, giving you extra lead-generation opportunities for no extra effort.

Rate card

ADVERTISING PRICES

Our most popular packages

Name	Detail	Price (£)	Price (€)	Price (\$)
Silver	Half-page advert in <i>Physics World Careers</i> , plus two standard postings on <i>Physics World Jobs</i>	1250	1500	1810
Gold	Full-page profile in <i>Physics World Careers</i> , profile promoted on <i>Physics World Jobs</i> plus three standard postings	2500	3000	3625
Platinum	Full-page advert and full-page profile in <i>Physics World Careers</i> , promoted on <i>Physics World Jobs</i> plus six standard postings	4500	5400	6525

Online advertising

	Frequency	Price (£)	Price (€)	Price (\$)
Sitewide banner advertising on <i>Physics World Jobs</i>	Per month	1495	1795	2170
Sitewide banner advertising on <i>Physics World</i>	Per 1000 impressions	45	50	50
Subject targeted banner advertising on <i>Physics World</i>	Per 1000 impressions	65	70	70
Banner advertising on <i>Physics World Jobs</i> – by discipline	Per month	995	1195	1440
Featured employer tile on the careers page of <i>Physics World</i>	Per year	1500	1800	2175

Branded content options

	Price (£)	Price (€)	Price (\$)
Native article	4000	4800	5800
Webinar	7995	9500	11,590
Video (starting price)	1500	1800	2175
Podcast sponsorship (per month)	2000	2400	2900

Print advertising

	Price (£)	Price (€)	Price (\$)
Per single-column centimetre	60	75	90

CUSTOM PACKAGES

Custom packages are always available. Please get in touch for a consultation where we can explore your objectives and develop a proposal that is unique to you.

CERN COURIER

If you're looking to reach a pool of highly qualified high-energy physicists, consider extending your campaign onto *CERN Courier*.

With print and online advertising options available we can put together a bespoke package to help you reach your desired audience.

Rate card

ADVERTISING PRICES

Single job postings

If you're just looking to recruit for a single position, then these are the best options available. All jobs can be uploaded via our self-service portal, with results available through your own dedicated employer account.

Product	Duration	Price (£)	Price (€)	Price (\$)	
Standard	30 days	295	355	430	As standard all postings on <i>Physics World Jobs</i> include your employer logo and links to supporting documents. All jobs are included in relevant job alerts and are also visible on <i>Physics World</i> and <i>IOPscience</i> , IOP Publishing's journals platform.
Standard+	60 days	440	530	640	
Premium	30 days	595	715	860	Premium postings are recommended if you're looking for higher visibility; your job will appear above the standard postings within the search results.
Premium+	60 days	890	1070	1290	

Packages

If you're planning to recruit for a large number of positions then you might find a package works better for your needs. Packages are valid for 12 months from the date of purchase. In addition to our self-service portal we are also integrated with a number of multi-job posting platforms to make sending your job through to *Physics World Jobs* as easy as possible. For more detail about the multi-job posting platforms we work with, please get in touch.

Package	Duration	Price (£)	Price (€)	Price (\$)	Includes
Bronze	30 days	1995	2395	2890	6× 14-day basic postings 9× standard 30-day postings 3× premium 30-day postings
Bronze+	60 days	2990	3590	4335	6× 14-day basic postings 9× standard 60-day postings 3× premium 60-day postings
Silver	30 days	5995	7195	8690	12× 14-day basic postings 48× standard 30-day postings 12× premium 30-day postings
Silver+	60 days	8990	10,790	13,035	12× 14-day basic postings 48× standard 60-day postings 12× premium 60-day postings
Gold	A-la-carte packages are available, which could include additional branding opportunities, employer profiles or cross-over campaigns on <i>Physics World</i> .				

FREE TRIAL

Physics World Jobs offers a 14-day basic job posting as a free trial.

Contact us to discuss your options further.

CERN COURIER JOBS

All relevant jobs are automatically posted on *CERN Courier Jobs*, to extend the visibility of your campaign and to help you reach the highly qualified pool of high-energy physics candidates. If you think you qualify for this extension then please get in touch.

NB – these are our standard rates using the exchange rates set by IOP Publishing.

Contact us

RECRUITMENT ADVERTISING



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