



Media Pack

2021



www.blsmmedia.co.uk



The Education & Careers Guide

BAME publication is the definitive Educational Careers Guide answering and explaining the most frequently asked questions and concerns of young people researching their future chosen subjects/colleges/universities and work options. BAME will cover applications, finance, loans and relocating, among other relevant youth education and lifestyle issues affecting 16-25 years olds from the BAME community.

Each section will be introduced by a governing authority and will often include individual profiles focusing on career paths in the sector. We aim to not only offer young readers and parents the very best choice in higher education and employment but to provide as much information as possible to assist their decision making process.

BAME is featuring progressive, forward thinking educational institutions and businesses. These organisations are contributing their own thought leadership articles on how best to change the current employment landscape into one without prejudice or discrimination, where talent and leadership can be developed. Together, we are assisting the development of the next generation of leaders from minority groups who will bravely break down social, cultural and economic barriers therefore providing easier access for those who will follow in their footsteps.

BAME also aims to inform, inspire and raise the aspirations of young people within a perceived trusted editorial environment.



Typical Sections include:

- Hospitality
- Teaching
- Health
- Uniform careers
- Arts, Culture & Media
- STEM
- Finance and banking
- Law
- Land based courses
- Apprenticeships
- Traineeships
- Work placement
- Lifestyle

Plus Careers Opportunities in:

- Retail
- Finance / Accounting
- Public sector
- Manufacturing
- Charity appeals
- Sports
- Business



Advertising specific recruitment and career opportunities in BAME: The Education and Careers Guide will:

1. Provide accessible, interesting and important information to a targeted audience;
2. Allow applicants to respond quickly, which will help to speed up the whole enrolment / recruitment process;
3. Give more cost effective profiling than local / national press;
4. Provide a larger, more diverse talent pool;
5. Provide an online presence with company profile, including videos, to further engage candidates.

The Careers Guide will be distributed to educational institutions with repeated distribution at careers fairs and events. All Guides will be available online throughout the year, which means accessibility is further increased.

Distribution is well researched and thorough. 20,000 copies will be distributed to:

Schools, Colleges and Universities, including the Russell Group's 24 members
Selected UK Online Career Fairs & Exhibitions
Public Libraries
Main Job Centres
Law Society and BME legal bodies
Citizens Advice Bureau
Diversity and HR Managers
Careers Advisors

Equality and inclusion will be ensured by distribution to:

BME Groups and Associations
Disability Groups and Associations
LGBT Groups and Associations
Religious & Cultural Groups and Associations
Women's Groups and Associations
Cultural BAME Associations
LGBT History Month (February)
Women's History Month (March)
Black History Month Events (October)
Disability Month (November/December)

Online platforms including Social Media.



The companies in the top quartile of ethnic diversity were **33% more** likely to have financial returns that were above their national industry median...



- McKinsey & Co

ABOUT OUR MAIN PARTNER:

BSN
Black Solicitors
Network

Formed in 1995, and then recognised as a Law Society Group in July 2003, a not-for-profit company, the Black Solicitors' Network aims to be the primary voice of black solicitors in England and Wales.

The BSN is committed to achieving equality of access, retention and promotion of black solicitors within the sector.

Membership had grown to over 5,500 by 2007 and now stands at well over 7,000. An inclusive rather than exclusive organisation, our reputation is such that we also attract, and welcome, members from across the cultural and diversity spectrum.

BSN is very much about empowerment and that means access to timely and relevant information and guidance.

We think it is important that young people get good advice at the time they are thinking about GCSE and A-level options, higher education and apprenticeships.

The aim of this publication is to inform, inspire and raise the aspirations of young people who are primarily, but not exclusively, of BAME background looking at a wide range of career and development opportunities at an early age. This includes further study, apprenticeships and higher education.

OUR OTHER PARTNERS:



Rate Card

SPECIAL COSTS ARE AS FOLLOWS:

PACKAGE A:

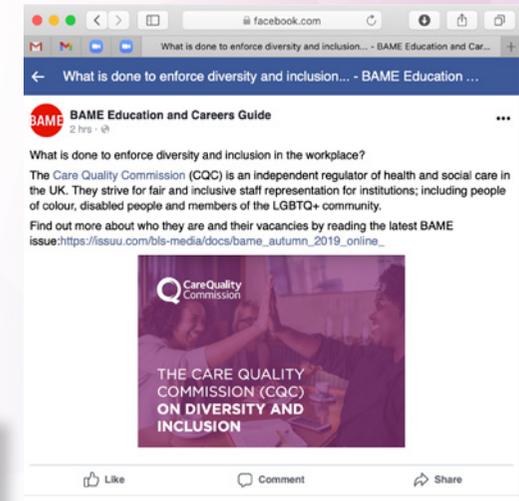
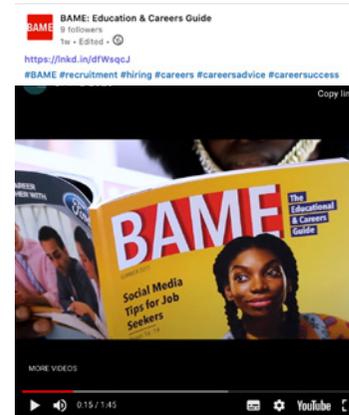
- > FULL PAGE - THOUGHT LEADERSHIP OR RECRUITMENT - DIGITAL AND PRINT
- > VIDEO BOOST TO OUR 8000+ FOLLOWERS SOCIAL MEDIA PLATFORMS
- > EDM 50,000 OPT IN SUBSCRIBERS
- > 3 MONTHS CAMPAIGN

TOTAL COST £3950

PACKAGE B:

- > DOUBLE PAGE - THOUGHT LEADERSHIP OR RECRUITMENT - DIGITAL AND PRINT
- > VIDEO BOOST TO OUR 8000+ FOLLOWERS SOCIAL MEDIA PLATFORMS
- > EDM 100,000 OPT IN SUBSCRIBERS
- > 5 MONTHS CAMPAIGN

TOTAL COST £7250





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