

Countryside Jobs Service

The Original, the Biggest and the Best in the field

The Countryside Specialist

Advertisers Information Pack

Established in July 1994 as a jobs bulletin newsletter Countryside Jobs Service or CJS is the oldest such service for the countryside and conservation sectors. As part of our all round service, in addition to staff recruitment we advertise training courses and providers and goods, services and products.

Our readership is comprised of countryside, conservation and environmental professionals at all levels including those just starting in the profession. Our readers are across the UK. The website is open access and does sometimes attract international readers.

CJS is an ethical business publishing free and low cost information to promote countryside careers in the UK.

Classified Directory was launched online on 1 July 2003.

Since the first single page the Directory has grown to include many different areas and is steadily increasing in size and popularity especially since it was re-designed in 2010.

Training Directory has always been a part of CJS since the first edition was published in 1994 however with the advent of the internet it made sense to transfer all our information online and make it available to all. The Training Directory is now the largest such directory for the countryside and conservation sector with over 2000 different courses advertised each year.

It is possible to advertise basic details in both free of charge but larger adverts and logos make a bigger impact and convey more information to the reader.

You may also advertise training and events in CJS Weekly and Monthly. Classified adverts are carried in CJS Monthly.



CJS is endorsed by and is the official jobs service for the ranger associations of Scotland, England and Wales.

How to contact us:

Email: ranger@countryside-jobs.com

Tel: 01947 896007

Fax: 01947 896474

Post: CJS, The Moorlands, Goathland, Whitby, North Yorkshire YO22 5LZ

How to send copy to us:

Linage: as a text file by email. We will also accept submissions by post or fax.

Display: PDF (hi-res or print optimised) by email. If you work on PCs then most Office files are acceptable, please send copy by fax to confirm layout.

Logos: as GIF, JPEG or PDF by email.

Testimonials:

CJS has been a fantastic route for us to promote the Lantra Women and Work programme, they really understand their industry. Working with them has generated a huge response from good quality sources over the previous two years. We always receive a professional service from the team and the advertising rates are competitive. It is a pleasure to recommend CJS and we are confident that you will not be disappointed by using them for your marketing campaigns. Claire Layton, Angela Kimberly Training

On behalf of hundreds of RSPB volunteers, past and present, and many of our staff, thank you for providing THE recruitment paper for those looking for opportunities in the field of conservation. Your free volunteer ads are a boon, and paid adverts with you always produce incredibly high quality applicants. Kate Tycey, Volunteering Development Officer, RSPB

Many thanks CJS for all your years of service to the world of environmental conservation. Your high quality promotions have certainly helped many up and coming conservation professionals to find their way to our training centre in rural Wales and we deeply appreciate your efforts. Malcolm Magee, Denmark Farm Conservation Centre, Lampeter.

For 15 years CJS has provided an invaluable service to the countryside sector, promoting jobs and training and ensuring high standards within the industry. Losehill Hall

Reader profile:

Countryside Ranger / Warden and Countryside Officer posts are of interest to over 80% of the web users and form the main area of interest for more than half.

Arboriculture is of interest for a 1/3 of readers and for 6% is the main focus.

Rights of Way and access is the main search area for 9% of readers and is of interest to 65%.

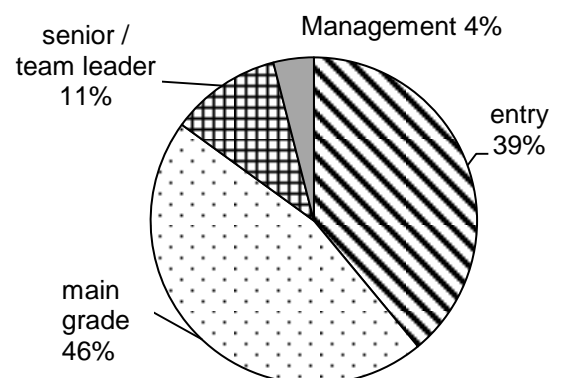
Zoology, Working with wildlife and animals (not research) is of interest to 71% of users and is the main focus for 18%. 60% of users would like to see more animal related posts.

Ecology is of interest to 80% of readers and forms the main focus for 41%

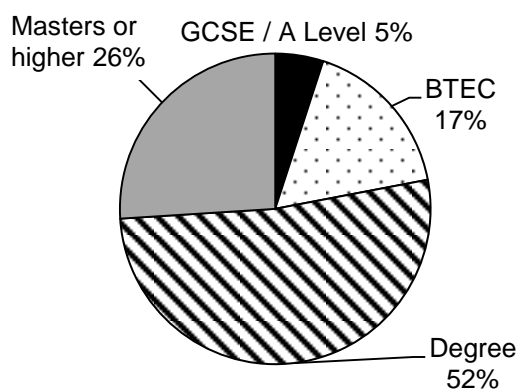
Environmental education is the major search area for 25% of users and is of interest to 75%.

Community involvement and project work is the main area for 17% of readers.

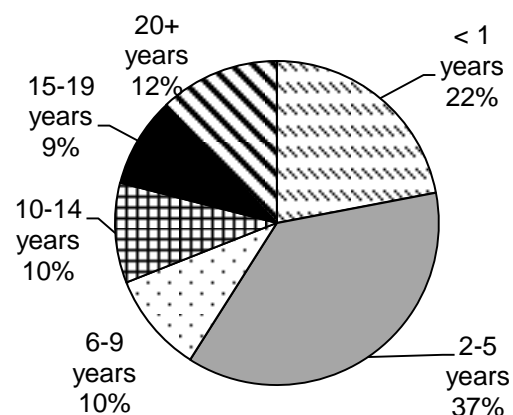
Next post preferred grade



Highest qualification achieved



Years of professional experience



Training directory usage:

47% of web users use the CJS Training Directory. 47% of Directory users have actively searched for a course and 15% have attended an event having seen it advertised in the Directory.

CJS Classified Directory

WEBSITE ADVERTISING: Always freely available - updated weekly
Country-side-jobs.com has an average of 3.5m hits per month

Free Option:

50 word description to include contact details

Paid Options:

Linage 100 words, including 50 free, £20. Additional words 35p each

Logo £40 each – add to any listing including free

Video Embed a video into your advert for £50

Full Display Adverts: Regular sizes (h x w, mm)

size	dimensions	cost
1/4	120 x 80	£120
1/2	120 x 170	£240
Full Page	250 x 170	£480

Other sizes are accepted, please ask for a quote.

All adverts are online for three months, discounted rates for longer runs.

NB: Adverts are placed on ONE page of the directory, duplicate posts at £10 per page plus 25% of the cost of any paid advertising.

Discounts:

- Advertise for one year and get 25% off
- Advertise for six months and get 12.5% off

BONUS: All adverts in CJS Classified have free hyperlinks. All new or upgraded adverts receive a brief listing in CJS Monthly.

Deadlines: None, website is updated weekly.

PRESS ADVERTISING: CJS Monthly

 For best coverage – digital newsletter

Plain Linage 300 words maximum £80

Linage + Logo 200 words plus one mono logo £95

Full Display Adverts (h x w, mm)

size	dimensions	CJS Monthly mono or colour
1/4	120 x 80	£135
1/2	120 x 170	£265
Full Page	250 x 170	£530

BONUS: published online in full with brief details on relevant page of the Classified Directory for one month..

READERSHIP: sent as a free digital newspaper to offices and sites of relevant authorities, agencies and major conservation charities. 1,200 copies sent by email. Total readership c.40,000

DEADLINES: Space 5pm Monday preceding

Copy Before 12noon Tuesday preceding

PUBLISHED: second Thursday each month

See website for exact dates or call to ask.

CJS Training Directory

WEBSITE ADVERTISING: Always freely available - updated weekly
Countryside-jobs.com has an average of 3.5m hits per month

Free Options:

Short Courses & Events: basic details and a 50 word description. Stays online until the week of the event.

Training Providers and Long Courses: 50 word lineage advert.

Paid Options:

Linage 100 words, including 50 free, £20. Additional words 35p each

Logo £40 each (add to any listing including free)

Full Display Adverts: Regular sizes (h x w, mm)

size	dimensions	cost
1/4	120 x 80	£120
1/2	120 x 170	£240
Full Page	250 x 170	£480

Other sizes are accepted, please ask for a quote.

All adverts are online for three months (or until the event whichever is sooner).

Discounts:

- Advertise for one year and get 25% off
- Advertise for six months and get 12.5% off

BONUS: All adverts in CJS Training Directory have free hyperlinks. Details of new adverts on the home page of the website.

Short Courses and Events: Full details are included in the monthly training calendar included in CJS Weekly and Monthly two months prior to start date.

Providers and Long Courses: New, upgraded and all paid adverts receive a brief mention in CJS Monthly.

Deadlines: None, website is updated weekly.

PRESS ADVERTISING: RATES

Plain Linage 300 words maximum £80

Linage + Logo 200 words plus one mono logo £95

Full Display Adverts (h x w, mm)

size	dimensions	mono cost	CJS Weekly		CJS Monthly mono or colour
			full colour cost	mix & match *	
1/4	120 x 80	£125	£200	£155	£135
1/2	120 x 170	£250	£400	£315	£265
Full Page	250 x 170	£500	£800	£625	£530

* mix & match options. Mono advert in the paper copy, colour in the electronic.

PRESS ADVERTISING: PUBLICATIONS DETAILS

CJS WEEKLY – for highly targeted advertising.

READERSHIP: c. 8,500 readers including every National Trust site, many RSPB and Wildlife Trust sites, university careers departments but mostly to individuals. ¾ sent electronically.

DEADLINE: Space 5pm every Thursday Copy 12 noon every Friday

PUBLISHED: every Monday (except Christmas)

CJS MONTHLY – for best value and greatest coverage, digital publication

BONUS: published online in full with brief details on relevant page of the Training directory for one month. Edited details of all adverts included in CJS Weekly.

READERSHIP: sent as a free digital newspaper to offices and sites of relevant authorities, agencies and major conservation charities. 1,400 copies sent by email. Total readership c.40,000

DEADLINES: Space 5pm Monday preceding Copy Before 12noon Tuesday preceding

PUBLISHED: second Thursday each month See website for exact dates or call to ask.