

Recruitment Newspapers



Give your
recruitment
a boost
Anytime ► Anywhere

DESIGNED ► PRINTED ► DISTRIBUTED ► TRACKED

TAILORED SOLUTIONS FOR HIRING SUCCESS

Are you looking for a powerful and innovative way to hire new people?

Recruitment Newspapers place your job opportunities directly in front of thousands of potential candidates.

With 500 copies of your customised newspaper picked up at each Tesco, ASDA, Sainsbury's, Morrisons locations of your choice (2,657) sites available), you can supercharge your recruitment efforts in any UK location, at any time of the year.

2,657 locations across the UK

Sainsbury's
610 SITES

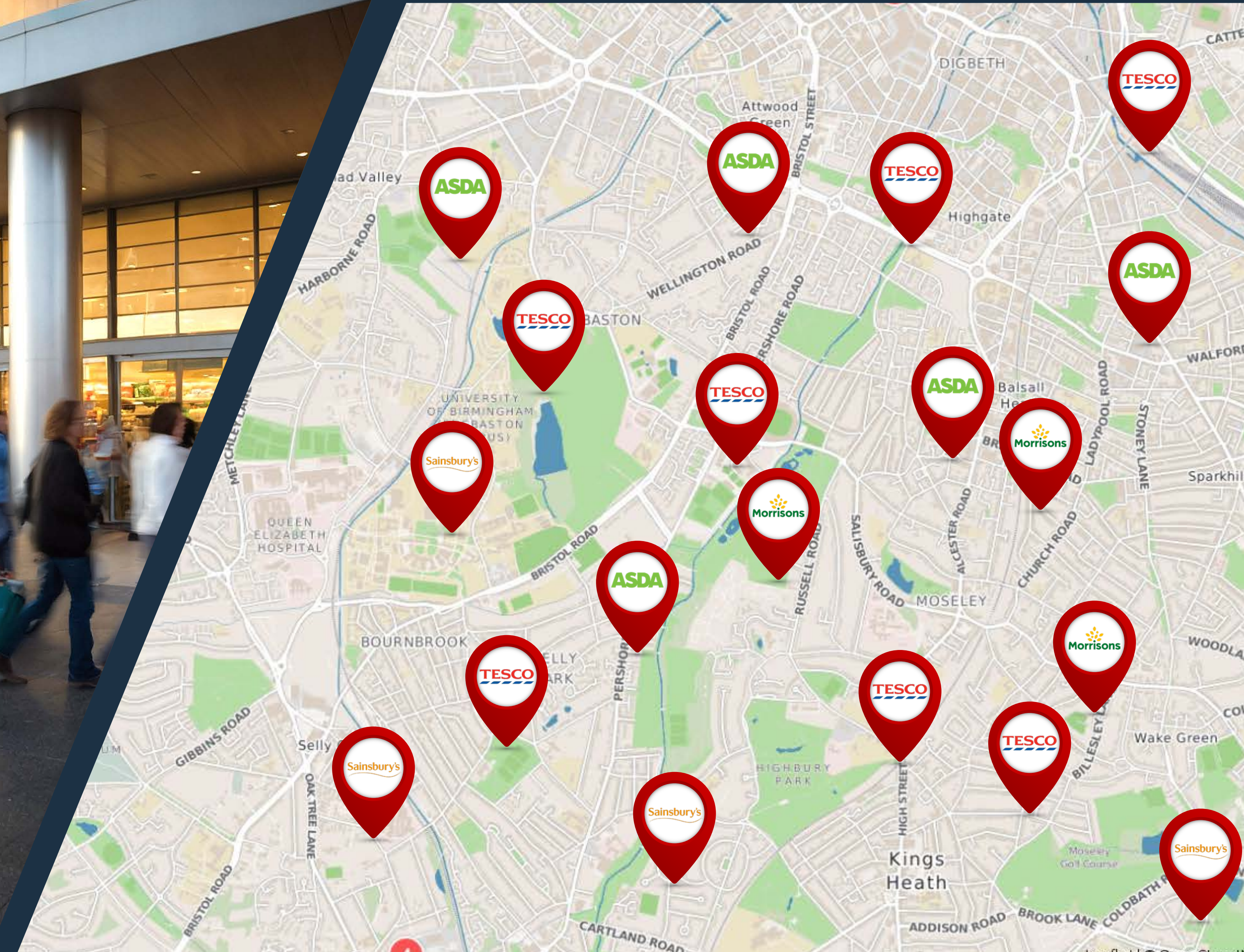
TESCO
907 SITES

Morrisons
498 SITES

ASDA
642 SITES



HAND PICK YOUR LOCATIONS



NEWSPAPER CONTENT

Your Bespoke Newspaper will exclusively feature information about your organisation and your career opportunities.

8 pages of content decided by you.

Some ideas for content:

- Forward from the CEO, HR Director, or General Manager.
- What a great company you are to work with.
- What your organisation does.
- QR Codes linked to career videos.
- Case studies on current employees.
- A day in the life of a current employee.
- Employee recommendations.
- Perks and Benefits.
- Vacancies and opportunities.
- How to apply.





WHO WILL PICK UP YOUR NEWSPAPER?

Every free copy is intentionally picked up by:

Active jobseekers

actively looking for their next career opportunity.



Passive jobseekers

who see your newspaper in their local supermarket and become intrigued by your company and vacancies.



Family and Friends

who share your newspaper with someone they know seeking a new job.



Your Online Digital Page-Turning Newspaper

Your recruitment newspaper isn't just printed. It's also:

➤ **Hosted online**
as a digital flipbook for easy viewing

➤ **Emailed directly**
to you with a sharable link

➤ **Perfect for sharing**
with your talent pool via email, on your social media platforms and website

Click to view our
latest newspaper



TRACKING YOUR SUCCESS

By featuring QR Codes linked to your careers page or vacancy pages you will be able to monitor the impact your newspaper has on your recruitment.

EMPLOYER CASE STUDY

serco

After running a targeted newspaper campaign in specific areas around their London hubs, Serco experienced a significant increase in applications, resulting in 124 new starters.

Building on the success of their first campaign, they have since launched six additional newspaper campaigns across Bristol, Beds, Bucks, Herts, and other London areas, achieving further successes and hires.



5 EASY STEPS



Reach Out for a Tailored Quote

Contact our team to receive a personalised quote based on your recruitment requirements.



Create Your Newspaper

Decide on the content and design you would like to include in your newspaper.



Print

Your newspaper is printed on 100% recycled paper and comes from FSC/PEFC certified sustainable resources.



Distribution and Photos

500 copies of your newspaper will be distributed to each of your handpicked supermarkets. As confirmation, you'll receive photos of each individual newspaper rack proudly displaying your publication.



See Results

Watch as your newspaper sparks interest and drives applications for your vacancies. All newspapers are usually picked up within the first 4/5 days.

EMAIL US TO GET STARTED

**Recruitment
Newspapers**



To see how your bespoke newspaper campaign could look contact our team for a free quotation

info@recruitmentnewspapers.co.uk

- 1** Please list the UK locations you are hiring in.
- 2** Let us know the best time for you to discuss your campaign.