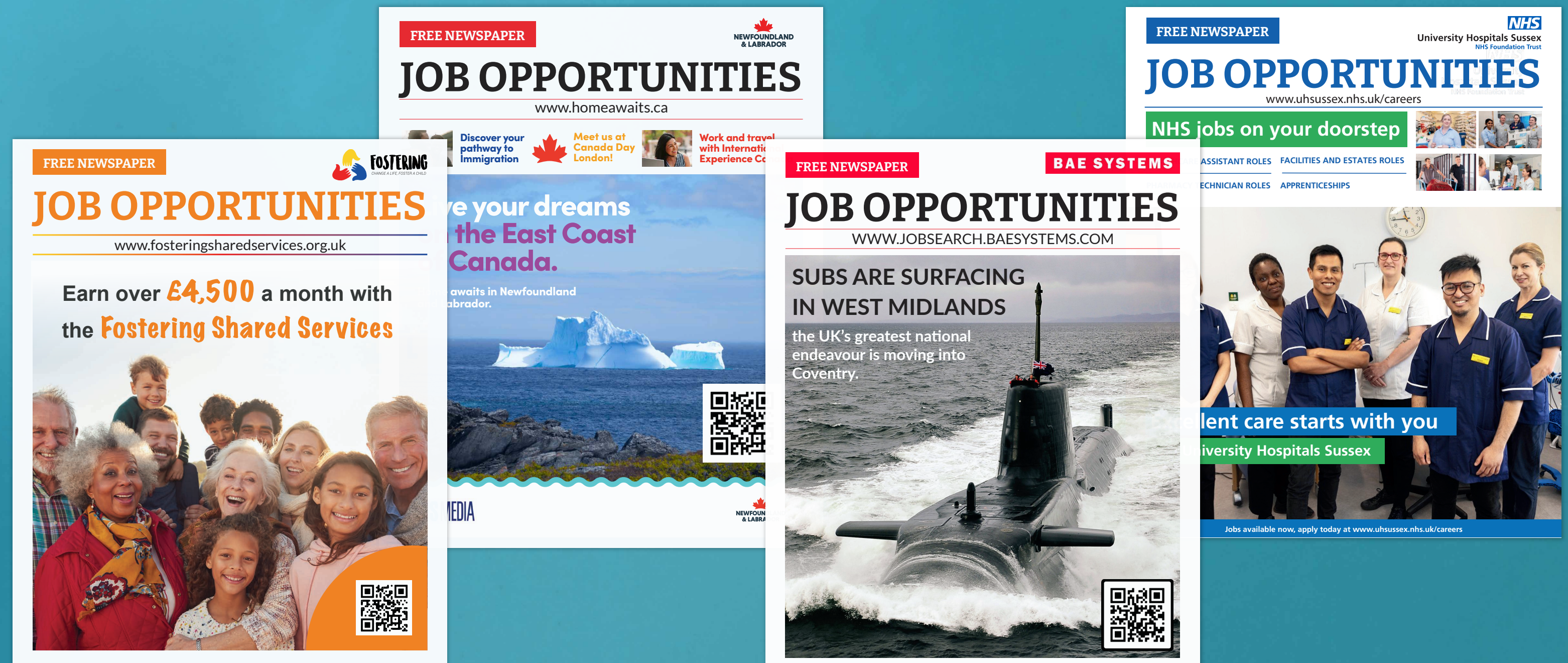


BESPOKE RECRUITMENT NEWSPAPERS

REDISCOVER THE POWER OF PRINT



DESIGNED ► PRINTED ► DISTRIBUTED ► TRACKED

Recruitment
Newspapers

STAND OUT WITH YOUR VERY OWN BESPOKE RECRUITMENT NEWSPAPER

8 pages all about your company, your people, and your jobs.

- 📍 Handpick from 2,657 supermarket locations across the UK
- 📄 Printed & distributed where your candidates shop
- 🚀 500 copies picked up from each supermarket of your choice
- 100% 100% pick-up rate - displayed in-store until fully collected (typically 4–5 days)
- 🎯 Genuine interest from active and passive jobseekers, as well as friends & family
- ♻️ Printed on 100% recycled paper from FSC/PEFC certified sustainable resources
- 📱 Measure success instantly with QR codes linked to your careers page
- 🏆 No competition – exclusive focus entirely on your organisation

2,657 locations across the UK


610 SITES


907 SITES


498 SITES


642 SITES



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.
- Perks and Benefits.
- Vacancies and opportunities.
- How to apply.

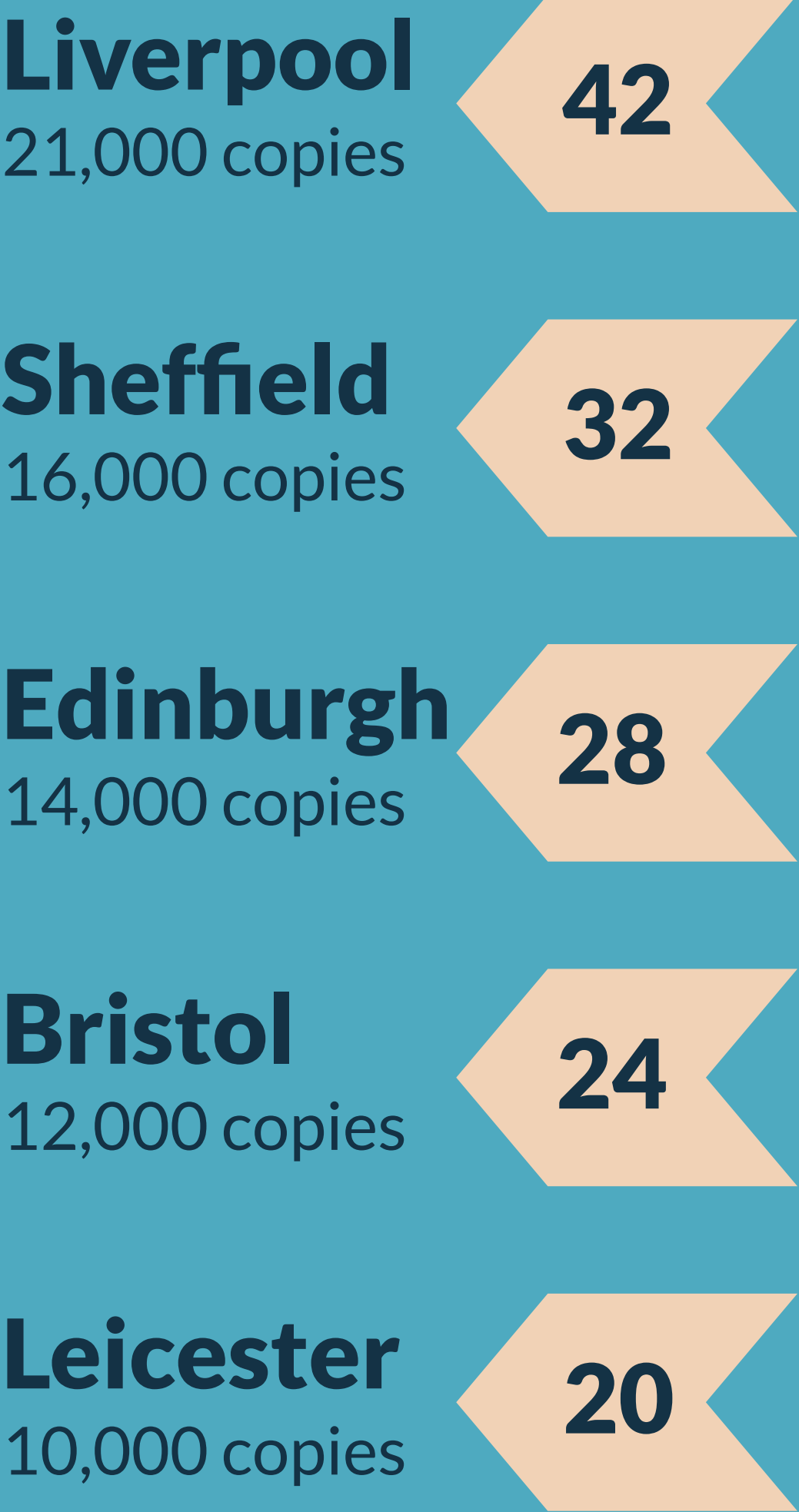
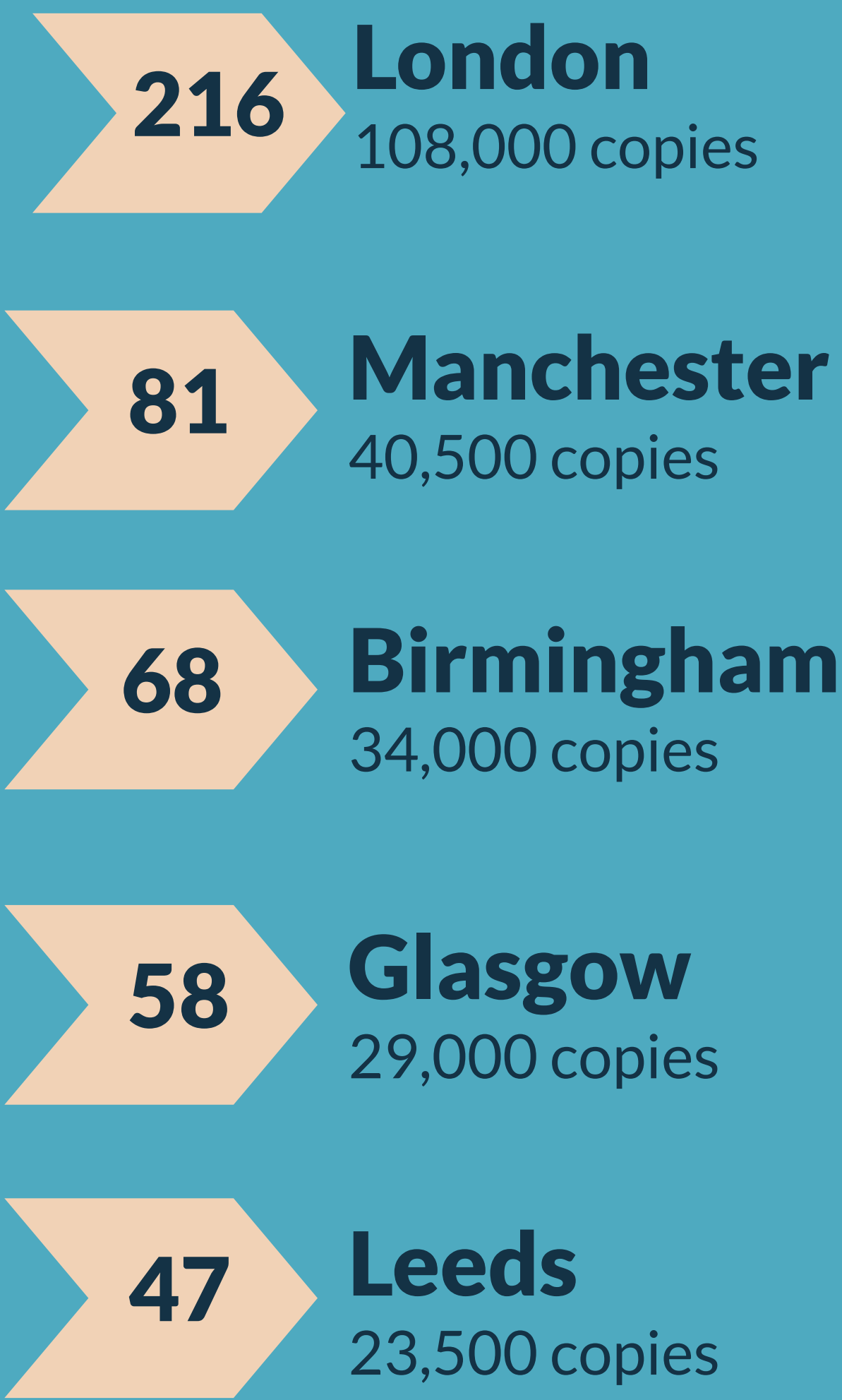


HAND PICK YOUR LOCATIONS

Recruitment
Newspapers

We have stores in every area of the uk. These are the numbers in these cities.

Please contact us with the areas you are interested in



EMPLOYER CASE STUDY

The Province of Newfoundland and Labrador

Goal

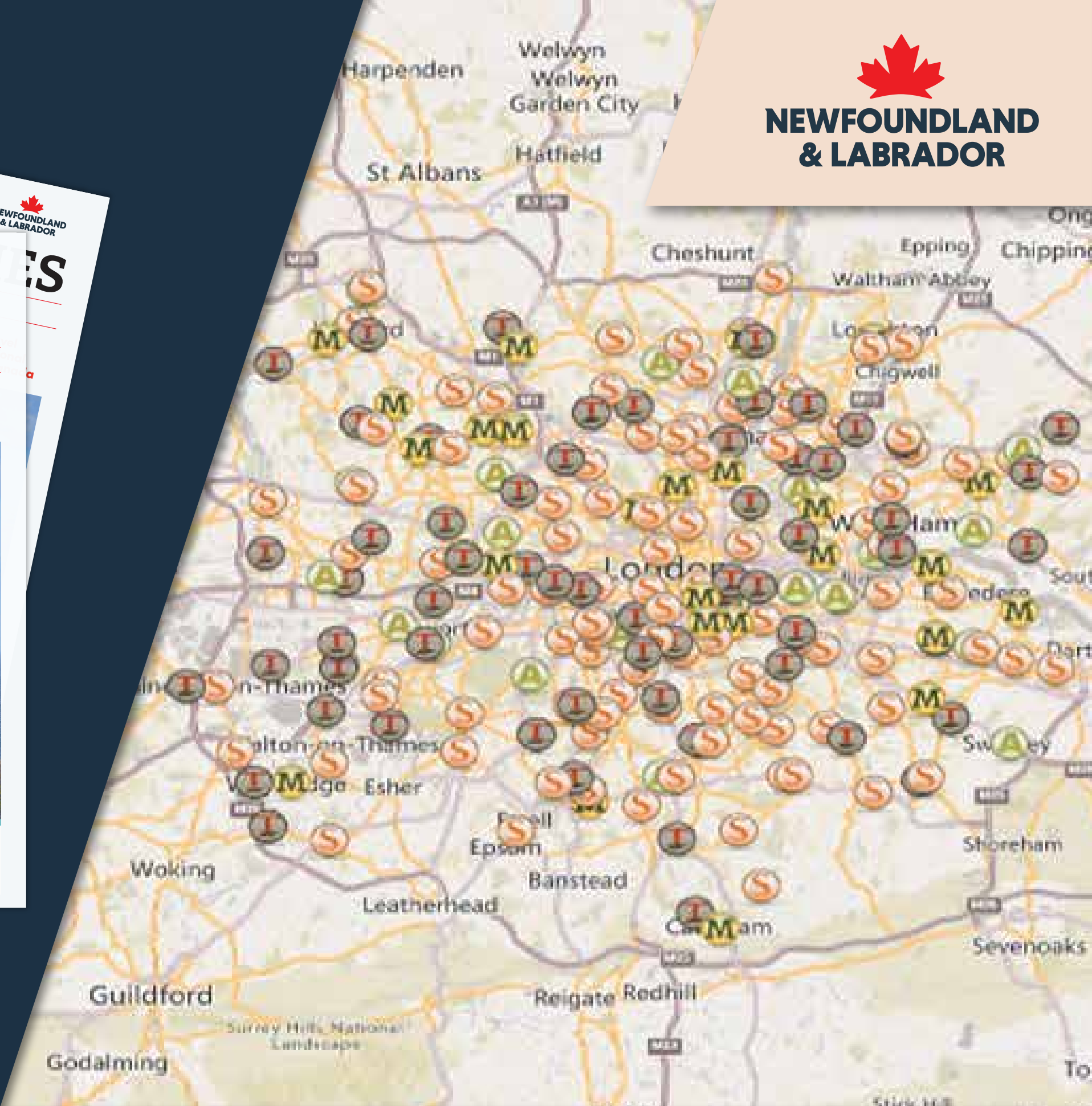
To share positive messages and detailed information about career opportunities and life in Newfoundland and Labrador, and encourage skilled professionals to relocate to the province.

Campaign

Live your dreams on the East Coast of Canada, Canada's Happy Place. We wanted to promote a range of opportunities, immigration information, how to apply and next steps. We were also able to highlight what a great place Newfoundland & Labrador is to live. We also invited potential new residents to visit us at Canada Day London, held in Trafalgar Square.



Click here to view this newspaper



100,000
Newspapers



200
Superstores

Results

We are at various stages with over 3,000 people looking to emigrate to Canada directly from the newspaper and Job Shows.

“ We’re thrilled by the response from the newspaper and Job Shows, and are now planning campaigns for the next three years. ”

EMPLOYER CASE STUDY

Fostering Shared Services

Goal

To share positive messages and detailed information about fostering with the local population, encouraging more people to consider becoming foster carers.

Campaign

We designed and distributed an eight-page newspaper dedicated to fostering, featuring real-life case studies, FAQs about fostering and steps on how to apply and the rewards involved. To maximize reach, we printed an extra 5,000 copies for council premises, events, and open days.



20,000
Newspapers



40
Superstores

Results

1,975 QR code scanned, showing strong engagement and interest. The campaign received positive feedback from readers and council teams and increased awareness and inquiries about fostering opportunities.



[Click here to view this newspaper](#)



“ Following the success of this campaign, we are already in discussions about producing the next edition of the fostering newspaper to continue building momentum. ”

Serco

Goal

Recruitment campaign to target people from a wide range of communities in various areas of London to train to become Prison Escort Officers.

Campaign

Our first newspaper covered key hot spots across London where we were stepping up our numbers. Editorial included;

- Role Importance: Why these positions matter.
- Case Studies: Sharing real stories from current team members.
- Successes: Highlighting Serco's reputation and achievements.
- Expectations & Package: Detailing what to expect and benefits.
- Training Program: Explaining the thorough training provided.



60,000
Newspapers



120 Superstores

Results

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.



[Click here to view this newspaper](#)



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

EMPLOYER CASE STUDY

University Hospital Sussex

Goal

As an anchor employer, we wanted to recruit local people into NHS roles while ensuring inclusivity and reaching traditionally hard-to-reach groups.

Campaign

Newspapers were distributed across key sites in the local region, with full pickup achieved at all locations.



20,000
Newspapers



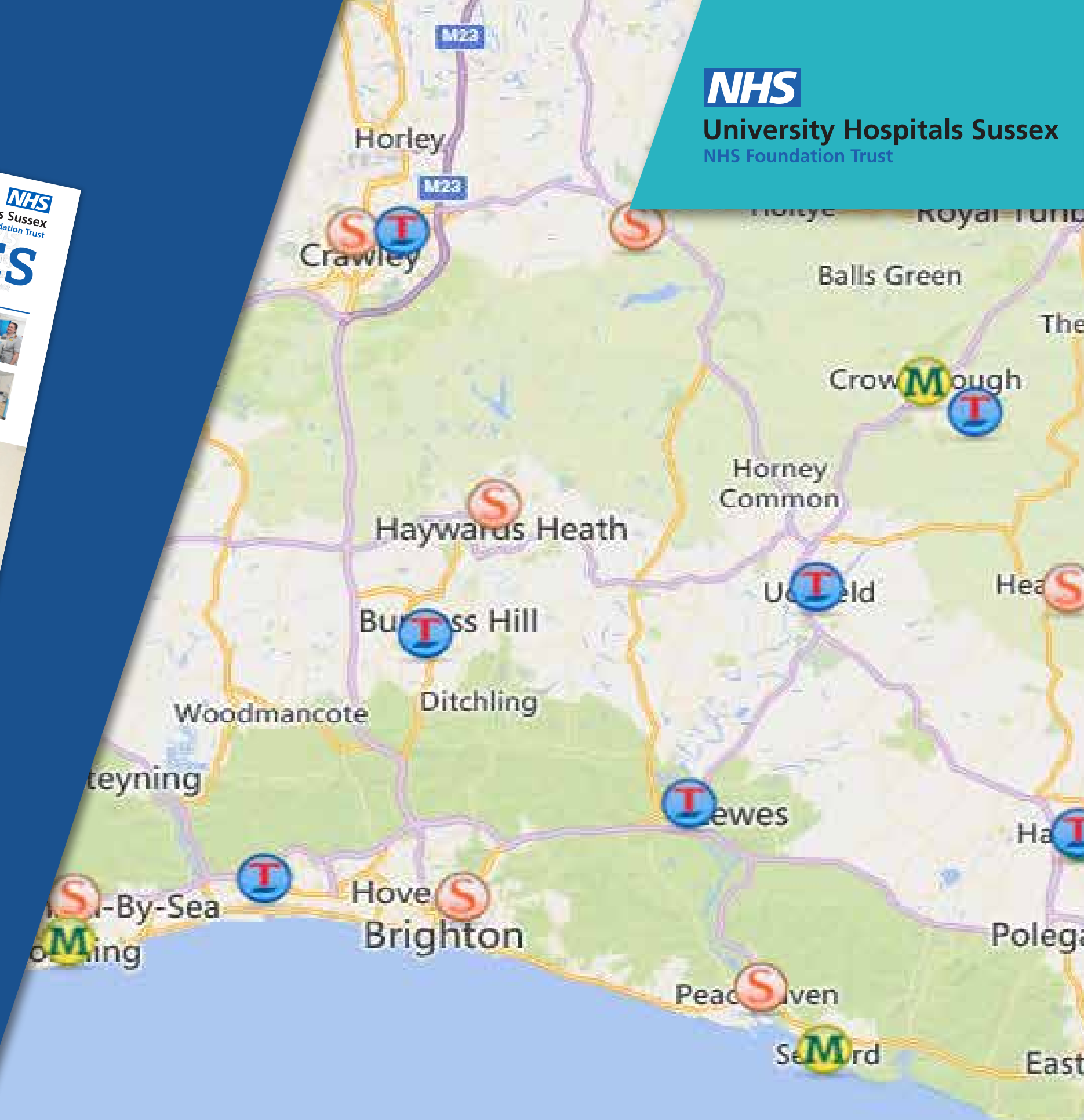
40
Superstores

Results

“The newspaper significantly increased visibility among local audiences we could not reach through other channels. With 1,692 QR codes scanned, the publication was well-received internally and externally, generating strong interest and applications.”



Click here to view
this newspaper



“ Given the success of this initiative, we will definitely be repeating our newspaper as a strategic recruitment tool and recommend this approach to other anchor institutions and local businesses seeking to grow their brand and connect with their communities. ”

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 newspapers**



IMAGINE WHAT YOUR NEWSPAPER COULD LOOK LIKE

FREE NEWSPAPER

NHS

University Hospitals Sussex
NHS Foundation Trust

JOB OPPORTUNITIES

www.uhsussex.nhs.uk/careers

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FREE NEWSPAPER

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FREE NEWSPAPER

NEWFOUNDLAND
& LABRADOR

JOB OPPORTUNITIES

www.homeawaits.ca

Discover your pathway to Immigration

Meet us at Canada Day London!

Work and travel with International Experience Canada

Live your dreams on the East Coast of Canada.

Home awaits in Newfoundland and Labrador.





JS MEDIA

NEWFOUNDLAND & LABRADOR

WSPAPER

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JOB OPPORTUNITIES

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Our greatest national our is moving into y.



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**Recruitment
Newspapers**



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