

BESPOKE RECRUITMENT NEWSPAPERS

REDISCOVER THE POWER OF PRINT

Four examples of bespoke recruitment newspapers are shown side-by-side. 1. **Fostering Shared Services**: Headline 'JOB OPPORTUNITIES', sub-headline 'www.fosteringsharedservices.org.uk', text 'Earn over £4,500 a month with the Fostering Shared Services', image of a diverse group of people, QR code. 2. **Home Awaits**: Headline 'JOB OPPORTUNITIES', sub-headline 'www.homeawaits.ca', text 'Discover your pathway to Immigration', 'Meet us at Canada Day London!', 'Work and travel with Internation Experience Co.', image of an iceberg, QR code. 3. **BAE Systems**: Headline 'JOB OPPORTUNITIES', sub-headline 'WWW.JOBSEARCH.BAESYSTEMS.COM', text 'SUBS ARE SURFACING IN WEST MIDLANDS', 'the UK's greatest national endeavour is moving into Coventry.', image of a submarine, QR code. 4. **University Hospitals Sussex**: Headline 'JOB OPPORTUNITIES', sub-headline 'www.uhsussex.nhs.uk/careers', text 'NHS jobs on your doorstep', 'ASSISTANT ROLES', 'FACILITIES AND ESTATES ROLES', 'TECHNICIAN ROLES', 'APPRENTICESHIPS', image of a group of healthcare workers, QR code.

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% 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
- QR 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

Sainsbury's
610 SITES

TESCO
907 SITES

Morrisons

498 SITES

ASDA
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.

The image displays four pages from a Bespoke Newspaper, arranged in a collage. The top page is a 'FREE NEWSPAPER' titled 'JOB OPPORTUNITIES' with the website 'www.homeawaits.ca'. It features a large image of an iceberg in the ocean, a QR code, and text encouraging readers to 'Live your dreams on the East Coast of Canada.' The bottom-left page is titled 'JOB OPPORTUNITIES' and features a photo of two people in a landscape, with text about the International Experience Canada (IEC) program. The bottom-right page features a photo of a couple outdoors and text about opportunities in Newfoundland and Labrador. The middle page is titled 'JOB OPPORTUNITIES' and shows a photo of a coastal town with text about the province's welcome and virtual job fairs. Each page includes a QR code and the 'NEWFOUNDLAND & LABRADOR' logo.

HAND PICK YOUR LOCATIONS

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

Recruitment Newspapers

216	London	108,000 copies
81	Manchester	40,500 copies
68	Birmingham	34,000 copies
58	Glasgow	29,000 copies
47	Leeds	23,500 copies

Liverpool
21,000 copies

Sheffield
16,000 copies

Edinburgh
14,000 copies

Bristol
12,000 copies

Leicester
10,000 copies

42

32

28

24

20

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.



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



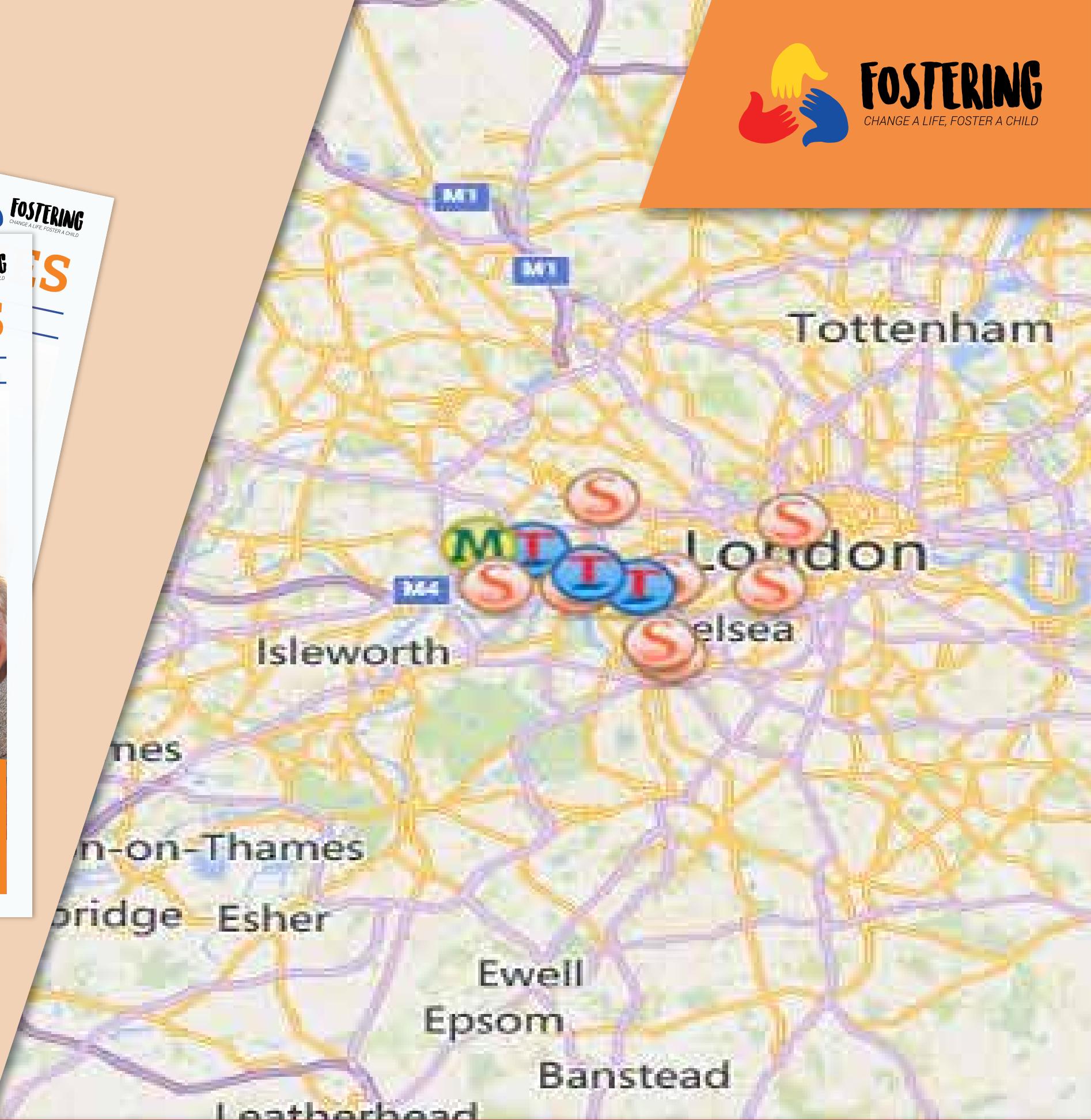
40
Superstores



Results

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

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



EMPLOYER CASE STUDY

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.



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.



“ 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. ”

serco

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.

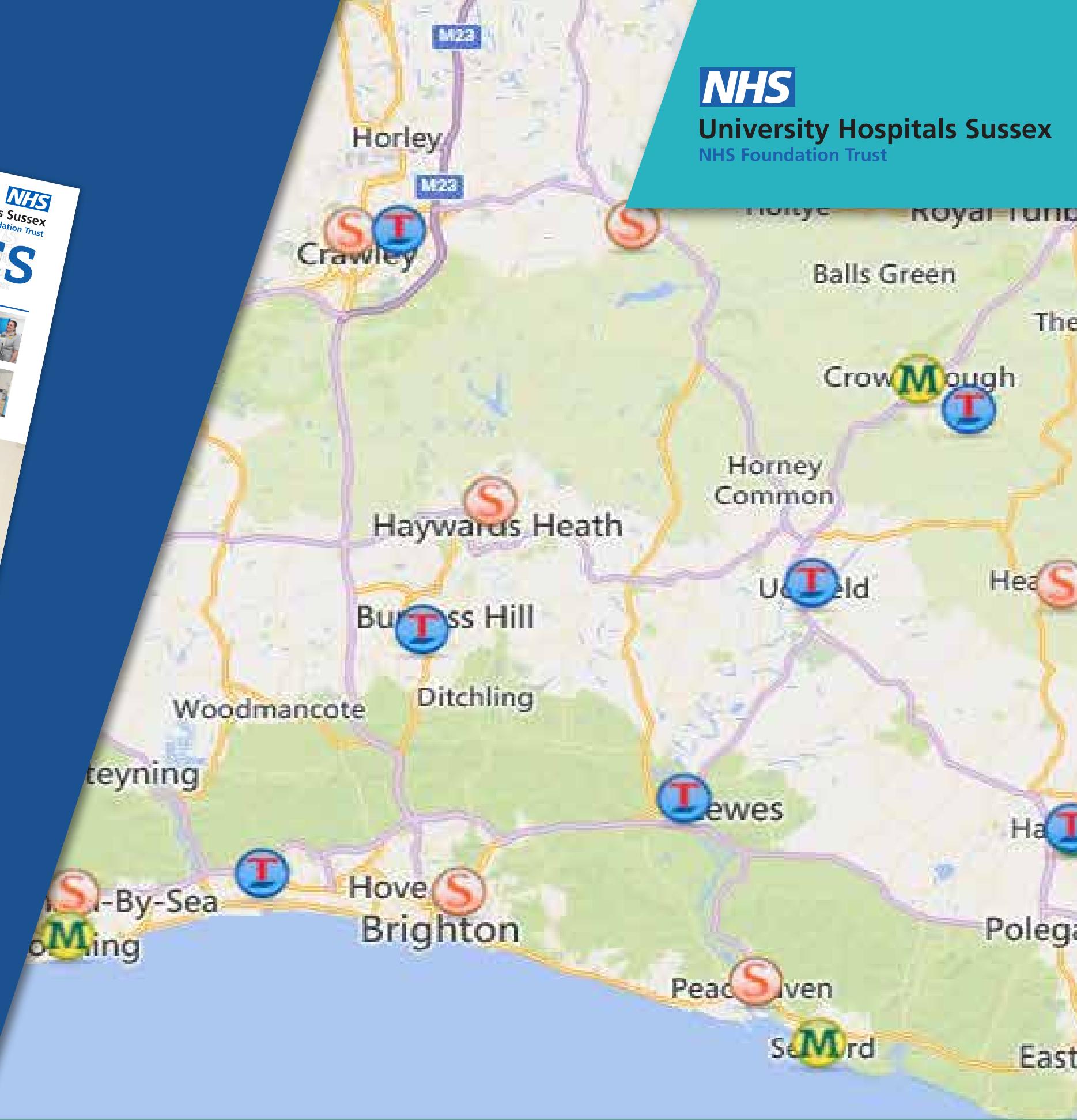
Campaign

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



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.”



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

NHS jobs on your doorstep

HEALTHCARE ASSISTANT ROLES FACILITIES AND ESTATES ROLES
PHARMACY TECHNICIAN ROLES APPRENTICESHIPS



Excellent care starts with you
Join University Hospitals Sussex

Jobs available now, apply today at www.uhsussex.nhs.uk/careers

FREE NEWSPAPER

FOSTERING
CHANGE A LIFE, FOSTER A CHILD

JOB OPPORTUNITIES

www.fosteringsharedservices.org.uk

Earn over **£4,500** a month with
the **Fostering Shared Services**



US MEDIA



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



Home awaits in Newfoundland and Labrador.

US MEDIA

NEWFOUNDLAND & LABRADOR

FREE NEWSPAPER

BAE SYSTEMS

JOB OPPORTUNITIES

WWW.JOBSEARCH.BAESYSTEMS.COM

WE ARE SURFACING
IN THE WEST MIDLANDS

BAE Systems greatest national employer is moving into the West Midlands.



US MEDIA



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