

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 Manger.
- 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

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 **42**
21,000 copies

Sheffield **32**
16,000 copies

Edinburgh **28**
14,000 copies

Bristol **24**
12,000 copies

Leicester **20**
10,000 copies

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.

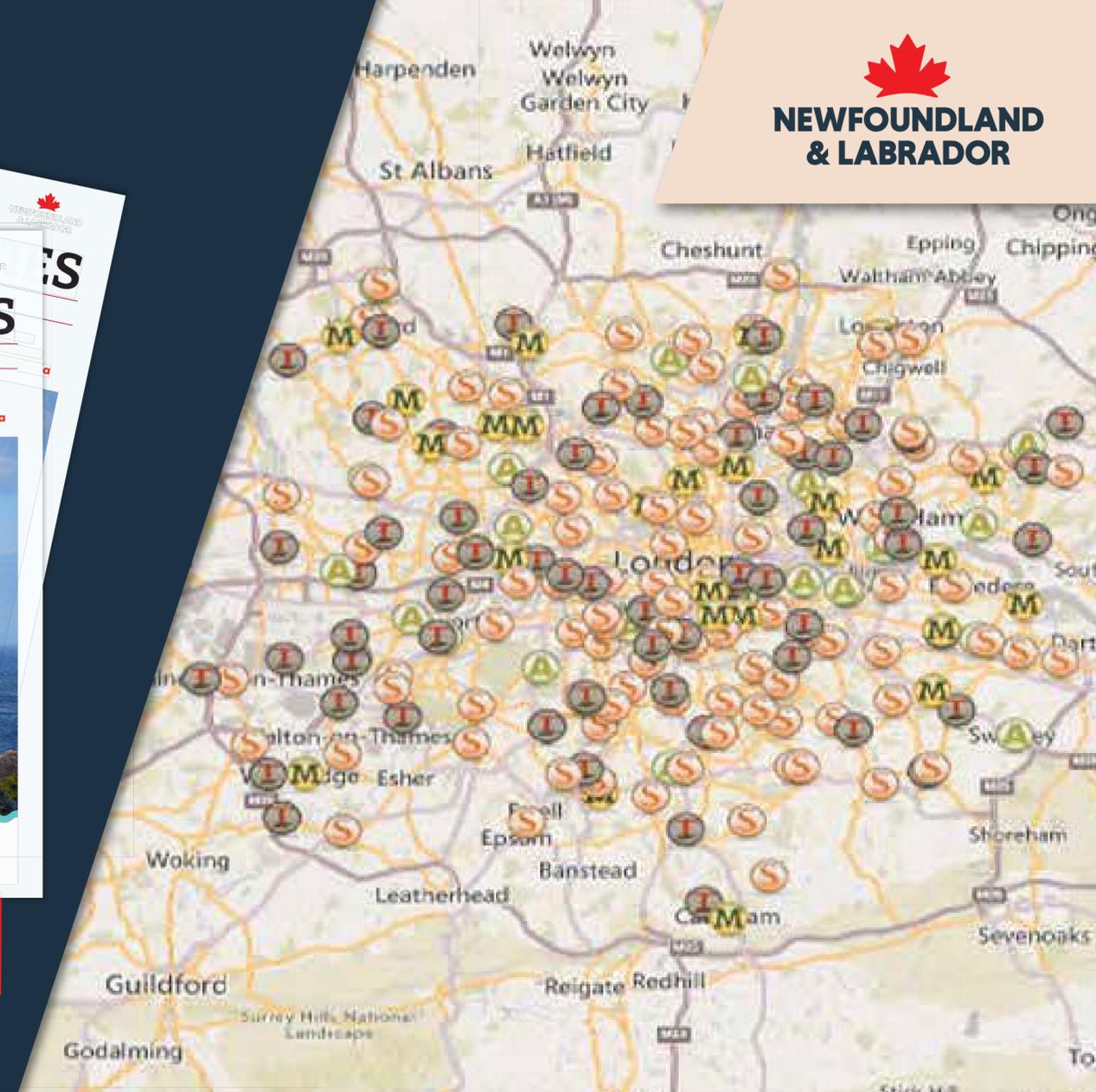


Results

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



[Click here to view this newspaper](#)



“ 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.



[Click here to view this newspaper](#)



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.

“ 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

RAF

Goal

To promote our presence at the London Job Show at Westfield Stratford, we partnered on a targeted newspaper campaign designed to highlight the wide range of careers available in the RAF.

Campaign

The publication showcased opportunities across Engineering, Cyber, Aviation and Logistics, as well as our apprenticeship schemes, training programmes and the many benefits of working in the RAF. Real-life case studies helped bring these roles to life, and each page clearly directed readers to visit our stand at the London Job Show.



20,000
Newspapers



40
Superstores

Results

The response was extremely strong, generating 3,037 QR code scans and driving significant interest in RAF careers.

At the event itself, our team of 20 aviation specialists were speaking to visitors continuously over the two days. Many attendees told us they had come specifically after reading the newspaper, which resulted in thousands of meaningful conversations with potential candidates.



[Click here to view this newspaper](#)

“ The campaign proved highly effective in generating awareness and attracting motivated individuals to engage with us face to face. Because of its success, we are now seriously considering using similar newspaper campaigns to promote future RAF open days and recruitment events. ”

ROYAL AIR FORCE
REGULAR & RESERVE



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.



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](#)



serco

“ 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

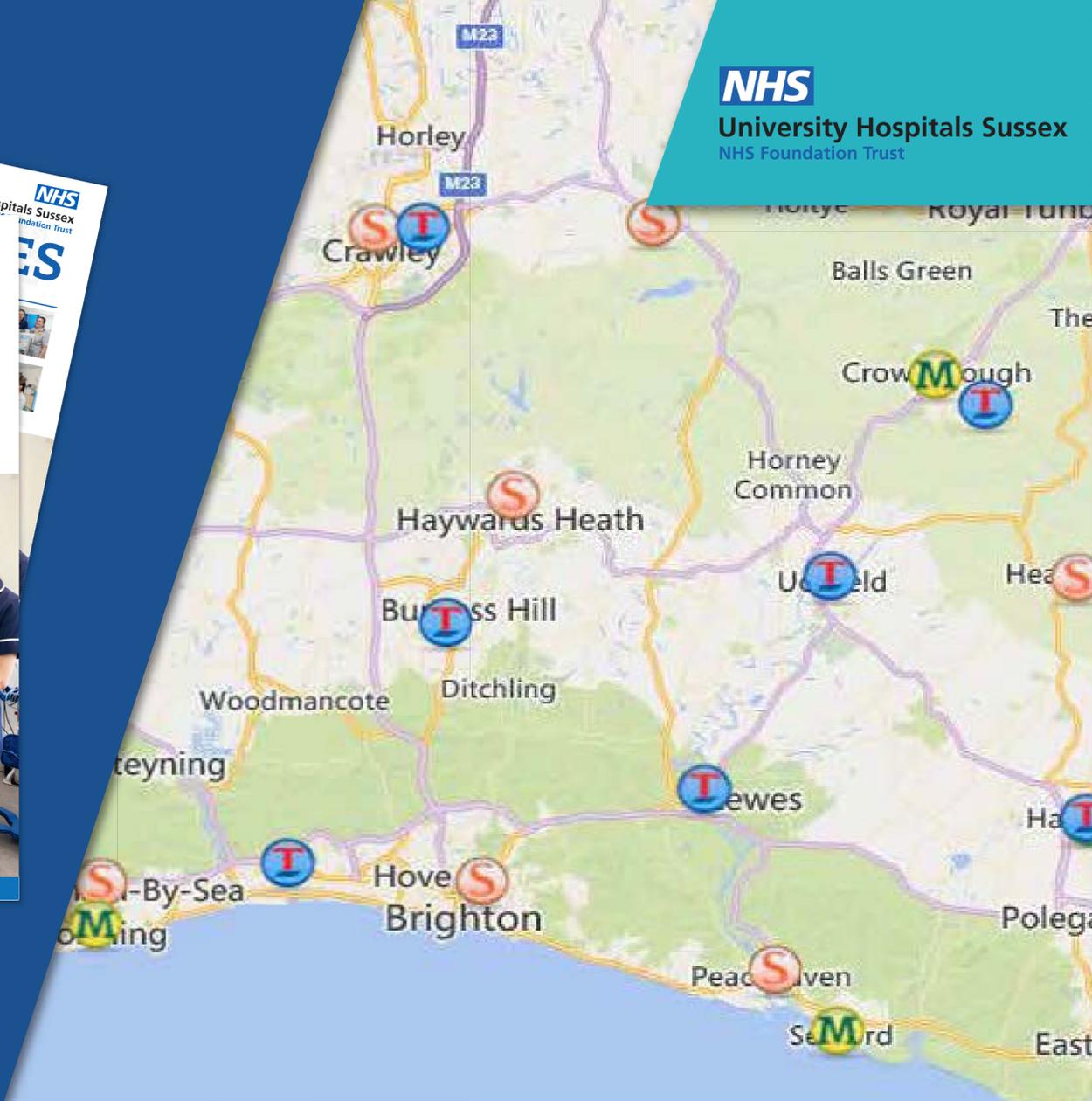
“The newspaper significantly increased visibility among local audiences we could not reach through other channels. With 1,692 QR codes scanned, the publication was well-received internally and externally, generating strong interest and applications.”



Excellent care starts with you

Join University Hospitals Sussex

Click here to view
this newspaper



NHS
University Hospitals Sussex
NHS Foundation Trust

“ 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**



[QR Code](#)

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.



[QR Code](#)

JS MEDIA NEWFOUNDLAND & LABRADOR

FREE NEWSPAPER

BAE SYSTEMS

JOB OPPORTUNITIES

WWW.JOBSEARCH.BAESYSTEMS.COM

ARE SURFACING WEST MIDLANDS

Our greatest national endeavour is moving into the future.



[QR Code](#)

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

