



# Countryside Jobs Service

**The Original, the Biggest and the Best in the field**  
UK Market Leaders for countryside and environmental staff

## Advertisers Information Pack

Countryside Jobs Service was established in July 1994.

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

Originally a specialist publication for Countryside Rangers focusing on staff recruitment. Since then CJS has grown to become the market leader with three publications all aimed at countryside, conservation and environmental professionals and also at those just starting in the profession. Our readers, some 40,000 per month throughout the UK, are the staff involved with implementing nature conservation 'on the ground'.

CJS advertises posts in conservation, countryside and environment sectors. In 2007 the publications carried adverts for over 4,800 paid UK vacancies across all disciplines. As the name suggests CJS specialises in countryside and land-based recruitment. However, in addition to countryside ranger and countryside officer posts we advertise vacancies in: arboriculture, countryside and species research work, ecology, environmental education, farm conservation and diversification, field sports (eg gamekeepers and ghillies), horticulture, organic farming and horticulture, research into and promotion of organic methods, promotion and fundraising for conservation charities and projects, recycling and waste minimisation related posts, rights of way, sustainability projects (which used be known as Local Agenda 21 and similar).

Type of jobs	Number of posts advertised during 2007
Administration	117
Arboriculture	305
Countryside Officer, includes policy & decision makers.	463
Community project work	190
Countryside Ranger	516
Education and training includes environmental education and lecturers in higher and further education	477
Farm conservation / management	47
Field sports	138
Engineer, Geologist, Landscape Engineer	76
Horticulture	44
Sustainability Projects (previously LA21)	246
Manual workers	70
Manager, Director, Chief Executive level vacancies	305
New Deal Officer / work and Volunteer Co-ordinators	99
Project Officer / work [non LA21]	382
Promotion, fundraising and membership recruitment	350
Countryside & species conservation / research	387
Public Rights of Way / access posts	102
Student Placements & apprenticeships	104
Visitor services	102

Waste minimisation, recycling, pollution control	207
wildlife and Zoology work (not research)	37
Miscellaneous, unusual posts not normally within CJS remit	102
Grand Total	4,866

CJS Weekly and Daily Online publications also carry volunteer opportunities, apprenticeships and new deal training placements.

Our readers are across the UK and in the case of CJS Daily Online international. We advertise vacancies based anywhere in the UK.

In addition to recruitment advertising the website (countryside-jobs.com) also carries an Training and Classified adverts sections. It is possible to advertise in both free of charge, paid options are available for greater prominence, please ask for more details. 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](mailto: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**, by post, fax or email, we prefer email.

**Display** ads, we prefer a PDF (hi-res or print optimised) by email. If you work on PCs then most Office files are acceptable, or JPEG / GIF graphic files.

Logos (for Daily Online only): as GIF, JPEG or PDF or in the body of the text in a word document; all by email.

**Our advertisers say:**

- A fast, efficient service, we always get a good response to adverts with CJS. (Government Agency)
- It's a simple but effective system for getting the advert out to the industry - sort of the 'Ronseal effect', straight forward and does exactly what it says on the tin! (County Wildlife Trust)
- Applicants via CJS usually have a better idea of what the post entails. (Borough Council)
- CJS adverts work well, it's good to advertise for staff without massive costs. (private country estate)

95% of advertisers will use CJS again.\*

80% of advertisers say the response is as good as other publications.\*

53% of advertisers say the response is better than from other publications.\*

63% of advertisers say the standard of applicants from adverts in CJS is higher than average.\*

\*Replies to CJS Biennial Advertisers Satisfaction Survey 2006.

**Our readers say:**

- ◆ It's an excellent publication. (Country Park)
- ◆ An excellent source of current job vacancies within the environmental sector, ranging from volunteers to directors.
- ◆ CJS is the best thing since organic GM-free, Soil Association approved wholegrained sliced bread!



# PRESS ADVERTISING:

## CJS Weekly.

**First Published:** July 1994

**Availability:** On a subscription only basis.

**Readership:** Is estimated at 8,500 based on figures supplied in our biennial customer satisfaction survey 2007. Is read by those already employed but looking to move on and people looking for their first professional post.

**Why choose CJS Weekly:** Offers highly targeted advertising. Is the only one of the three publications to carry free advertising in the form of Standard Linage, these are text adverts edited to the in-house style. Advert appears initially in CJS Weekly Update (main section), in following weeks as standard (free) lineage in CJS Weekly: Existing Opportunities until edition nearest the closing date, therefore, no need to pay for multiple insertions.

**Published:** Every Monday except over Christmas and New Year.

**Deadlines Booking:** For artwork only, 5pm Thursday.

**Copy:** 12 noon Friday.

**Rates:** + VAT@17.5%

**Plain Linage** 300 words maximum £55

**Linage + Logo** 200 words plus one mono logo £65

### **Full display adverts**

size	dimensions (h x w, mm)	mono cost	full colour cost	mix & match *
1/4	120 x 80	£90	not available	£135
1/2	120 x 170	£180	£290	£235
Full Page	250 x 170	£360	£575	£475

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

**Leaflet Inserts:** by arrangement, please phone for details.

Guide price - For flat A4 or A3 folded to A4, £50 insertion fee to cover electronic copies + £20 / hundred insertion in paper copies.

96% of advertisers in CJS Weekly will use CJS again.\*

73% of advertisers in CJS Weekly say the response is as good as other publications.\*

49% of advertisers in CJS Weekly say the response is better than from other publications.\*

56% of advertisers say the standard of applicants from adverts in CJS is higher than average.\*

\*Replies to CJS Biennial Advertisers Satisfaction Survey 2006.

### Our advertisers say:

- We were extremely pleased with the response from our CJS advert and will definitely use it again. (private company)
- Employed a very strong candidate who responded to our CJS advert. (National conservation charity)
- Excellent service and the best option for small organisations, especially for part time and short term contracts where advertising is not always cost effective. CJS cuts out inappropriately qualified applicants. (Local biodiversity partnership)
- Excellent service, speed with which ads can be placed is a definite bonus. (FT 100 company)
- Response has been good and we have appointed good staff. (Heritage Coast)

### Our readers say:

- ◆ The only source I use to look for countryside jobs - I look forward to its arrival every week.

- ◆ My career would be completely different without ten years of CJS - Thank you!!
- ◆ A great service which has served as a reliable method of securing employment for me over the last ten years. It continues to go from strength to strength.
- ◆ Very useful to all our staff, thanks for a consistent and reliable service. (a county countryside service)
- ◆ Used by everyone I know in the industry.
- ◆ A university careers services said - Greatly appreciated by all our students.

### **Quarterly Special Edition Supplements**

18 February 08	Volunteer Work
May 08	Rights of Way
August 08	Biodiversity & Habitat
November 08	Environmental Education

Deadlines for the Quarterly Supplements are a week in advance, ie 10 days prior to publication, more details available closer to the date and also online.

## PRESS ADVERTISING:

### CJS Monthly.

**First Published:** July 1999

**Availability:** Sent as a free newspaper to the UK public sector including relevant Government Departments, Government Agencies, Local Authorities, National Parks, Forest Parks, Country Park, National Nature Reserves, Heritage Coast, AONBs and major conservation charities offices & sites (eg RSPB, BTCV and the Wildlife Trusts). Also appears in full on our website.

**Readership:** Is estimated at 30,000 based on figures supplied in a readership survey conducted during 2007. 52% of recipients pin a copy to the office notice board or make it available to other staff, 78% of recipients forward a copy to other offices within their organisation. Details of CJS Monthly are circulated via RSS. We also offer an email version available on an opt-in basis or instead of receiving the paper copies.

**Why choose CJS Monthly:** Offers best value with the adverts appearing in full online and details as standard linage in CJS Weekly you reach all three of our audiences for the cost of just one advert.

**Published:** Second Thursday of every month

**Deadlines Booking:** 5pm Monday preceding publication

**Copy:** 12 noon Tuesday preceding publication

Please see enclosed for exact dates, or online.

**Rates:** + VAT@17.5%

**Plain Linage** 300 words maximum £55

**Linage + Logo** 200 words plus one mono logo £65

#### **Full display adverts**

size	dimensions (h x w, mm)	mono cost	full colour cost	mix & match *
1/4	120 x 80	£90	not available	£135
1/2	120 x 170	£180	£290	£235
Full Page	250 x 170	£360	£575	£475

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

**Leaflet Inserts:** by arrangement, please phone for details.

Guide price - For flat A4 or A3 folded to A4, £50 insertion fee to cover electronic copies + £20 / hundred insertion in paper copies.

96% of advertisers in CJS Monthly will use CJS again.\*

82% of advertisers in CJS Monthly say the response is as good as other publications.\*

59% of advertisers in CJS Monthly say the response is better than from other publications.\*

76% of advertisers say the standard of applicants from adverts in CJS is higher than average.\*

\*Replies to CJS Biennial Advertisers Satisfaction Survey 2006.

#### **Our advertisers say:**

- The nearest thing to a trade paper that rangers in the UK has. (Borough Council)
- We have always filled our Countryside Ranger posts from CJS. (Borough Council)
- Very happy with your service. (Government Agency)
- It was very efficient and clearly popular with potential employees in this field. (County Council)
- Always get a good response with adverts in CJS. (Borough Council)

# WEBSITE ADVERTISING:

## CJS Daily Online

**First Published:** July 2000

**Availability:** Is freely available worldwide every day.

**Readership:** The website as a whole has an average of 45,000 hits per day, equivalent to 1.3 million per month. The Daily Online section has an average of 27,000 hits per day. 23% of readers also subscribe to CJS Weekly. The majority of readers are UK based but 3% are international readers. (See next page for more details.)

**Why choose CJS Daily Online:** For speed, adverts are online within one working day and usually the same day. We can embargo adverts until a specific date to correspond with your campaign. CJS Daily Online is much more flexible than the paper copies. This is the only publication that carries full colour advertising.

All adverts have free hyperlinks to email and web address and if you do not want your email address to appear online we offer the option of an online form for applicants to complete to request information. Details from this form are sent direct to your chosen email address without ever being disclosed to applicants. We can also host job descriptions and person specification details online. Package includes free hyperlinks, brief details in the news feed (RSS) and daily email bulletin; also edited details as standard (free) linage in CJS Weekly.

Adverts stay online for up to four weeks or until the closing date whichever comes sooner. Longer runs by arrangement.

**Published:** Every weekday (including Bank Holidays) except over Christmas and New Year when the office is closed for two weeks.

**Deadlines Booking:** none

**Copy:** none

**Rates:** + VAT@17.5%

**Linage** 200 words £40

Additional words per 100 £15

**Logo** mono £20 each

colour £30 each

### **Full Display ads: Regular sizes**

Size	Dimensions (h x w, mm)	Mono cost	Full colour cost
1/4	120 x 80	£85	£105
1/2	120 x 170	£170	£210
Full Page	250 x 170	£340	£420

Other sizes are accepted, please ask for a quote.

**NEW** **Job of the Day:** banner for Job of Day, links direct to your advert. Cost £25  
Sample:

<b>Job of the Day: Monday 1 January 2008</b> Countryside Ranger with CJS
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Add your logo to your Job of Day banner. Cost: mono £10 or colour £15

### **Additional online recruitment advertising options**

**NEW** **Microsite:** all your online adverts with CJS in one place.  
Cost £25 per month plus initial set up £50. Minimum term three months.

**Employer profile:** 300 words text plus one logo; includes links to your website and from adverts on Daily Online (or microsite). Cost £100 per calendar month, minimum term three months. 10% discount for subsequent months.

**NEW**

**Rolling banner logo** on CJS Daily Online linking to your microsite or Employer Profile.  
Cost £25 per month.

**Job Specification / application form.** We can host your Job Spec as a downloadable / printable PDF linked to your advert. Cost from £30

94% of advertisers in CJS Daily Online will use CJS again. \*

82% of advertisers in CJS Daily Online say the response is as good as other publications.\*

58% of advertisers in CJS Daily Online say the response is better than from other publications.\*

67% of advertisers say the standard of applicants from adverts in CJS is higher than average.\*

\*Replies to CJS Biennial Advertisers Satisfaction Survey 2006.

### **Readership**

- 23% of web viewers also subscribe to CJS Weekly
- 23% of CJS Daily Online readers visit every day
- 84% of CJS Daily Online readers visit at least once a week
- 70% are currently employed and looking to move on
- 35% are seeking a countryside ranger post
- 4% at managerial level
- 14% are looking for an educational vacancy
- 18% are seeking a countryside officer type post
- 5% are looking for research work

### **Our advertisers say:**

- The quality of candidates responding to CJS adverts means that I don't have to do much other advertising to get a decent shortlist for interview. Value for money second to none. (City Council)
- The Service reaches the job market we require and are very satisfied. (Government Agency)
- Very satisfied with the speed, efficiency and costs involved throughout the entire advertising process. (Government Department)
- Impressed with the promptness of the advert going onto the internet and subsequent speed of the first interest coming through on email, first enquiry came through in the afternoon of the advert being placed. (Private Zoo)
- The best response that we have received, excellent coverage. (County Council)
- Effective, rapid and cheap, I recommend its use to colleagues for filling vacancies. (National consultancy)
- We had a very good response to the advert and thank you for your assistance. (Royal Estate)

### **Our readers say:**

- ◆ A daily routine, thank you for giving such consistently good service to environmental job hunters.
- ◆ By far the leading website for providing career opportunities in the countryside management sector.
- ◆ My first port of call when looking for a job.
- ◆ The leading conservation jobsite on the net and one renowned throughout the ecological and biological world.
- ◆ Probably the one and only site worth looking at for jobs in the conservation sector.
- ◆ The one stop shop for all environmental jobs.

## **CJS Monthly Deadlines for 2008**

<b>Issue</b>	<b>Booking 5pm Monday</b>	<b>Copy 12noon Tuesday</b>	<b>Published</b>
January 2008	7/1/08	8/1/08 VERY PROMPT!	10/1/08
February 2008	11/2/08	12/2/08	14/2/08
March 2008	10/3/08	11/3/08	13/3/08
April 2008	7/4/08	8/4/08	10/4/08
May 2008	NB: Bank Holiday Monday - FRI 2/5/08	6/5/08	8/5/08
June 2008	9/6/08	10/6/08	12/6/08
July 2008	7/7/08	8/7/08	10/7/08
August 2008	11/8/08	12/8/08	14/8/08
September 2008	8/9/08	9/9/08	11/9/08
October 2008	6/10/08	7/10/08	9/10/08
November 2008	10/11/08	11/11/08	13/11/08
December 2008	8/12/08	9/12/08	11/12/08