

EMPLOYER E-MAILSHOTS COST

The cost of your email is calculated using the below tables and based on the average recipient numbers per year group and industry sector of interest.

| Number of students | Cost |
|--------------------|--------|
| 0–200 | £75 |
| 201–500 | £200 |
| 501–1000 | £300 |
| 1001–2000 | £600 |
| 2001–3000 | £850 |
| 3001+ | £1,150 |

Plus, a £50 administration fee per email.

Prices are exclusive of VAT.

Reduced rates for Employer Engagement Network members

Partner members of our [Employer Engagement Network](#) can send 3 targeted E-mailshots for free each academic year.

There are reduced rates for Associate members of our Employer Engagement Network, with members receiving a 20% discount on their total bill for 3 mailshots per academic year.

PLEASE NOTE

These figures are correct as of 18 October 2024 and are subject to small fluctuations if students opt in or out of employer communications. We update this grid on an annual basis.

Number of student recipients by year group: UNDERGRADUATES

| Occupation Interest | Undergraduate Student Numbers by Graduation Year | | |
|---|--|------|------|
| | 2026 | 2027 | 2028 |
| Accountancy, Insurance & Financial Services | 747 | 695 | 377 |
| Advertising, Marketing & Communications | 537 | 424 | 163 |
| Banking & Investment | 1100 | 1070 | 585 |
| Charity, Development & Think tanks | 937 | 785 | 271 |
| Civil Engineering, Construction & Property | 172 | 135 | 129 |
| Consumer goods & Retail | 145 | 79 | 54 |
| Consultancy | 1072 | 865 | 369 |
| Creative Industries | 911 | 722 | 332 |
| Culture & Heritage | 711 | 569 | 200 |
| Education | 1022 | 876 | 432 |
| Energy | 489 | 443 | 326 |
| Engineering & Manufacturing | 466 | 420 | 428 |
| Environment, Sustainability & Conservation | 784 | 673 | 383 |
| Government & Public Services | 1167 | 1049 | 363 |
| Health & Social Care | 550 | 523 | 215 |
| HR & Recruitment | 235 | 185 | 72 |
| Language Services | 427 | 352 | 275 |
| Law | 985 | 951 | 292 |
| Logistics & Transport | 151 | 120 | 66 |
| Management, Business & Information Services | 645 | 549 | 224 |
| Media, Journalism & Publishing | 1153 | 1024 | 346 |
| Scientific R&D, Other Research Services | 1169 | 1133 | 892 |
| Sport, Leisure & Tourism | 240 | 180 | 82 |
| Tech: IT, Data AI & Machine Learning | 833 | 759 | 601 |

PLEASE NOTE

These figures are correct as of 18 October 2024 and are subject to small fluctuations if students opt in or out of employer communications. We update this grid on an annual basis.

Number of student recipients by year group: POSTGRADUATES

| Occupational Interest | Postgraduate Taught (PGT) | Postgraduate Research (PGR) |
|---|---------------------------|-----------------------------|
| Accountancy, Insurance & Financial Services | 423 | 410 |
| Advertising, Marketing & Communications | 348 | 260 |
| Banking & Investment | 993 | 1021 |
| Charity, Development & Think tanks | 1426 | 1484 |
| Civil Engineering, Construction & Property | 92 | 138 |
| Consumer goods & Retail | 131 | 78 |
| Consultancy | 1552 | 2068 |
| Creative Industries | 770 | 590 |
| Culture & Heritage | 840 | 602 |
| Education | 1458 | 1863 |
| Energy | 308 | 573 |
| Engineering & Manufacturing | 209 | 930 |
| Environment, Sustainability & Conservation | 719 | 1169 |
| Government & Public Services | 1745 | 1790 |
| Health & Social Care | 998 | 1325 |
| HR & Recruitment | 162 | 156 |
| Language Services | 381 | 354 |
| Law | 826 | 583 |
| Logistics & Transport | 97 | 121 |
| Management, Business & Information Services | 627 | 557 |
| Media, Journalism & Publishing | 1004 | 988 |
| Scientific R&D, Other Research Services | 1165 | 3536 |
| Sport, Leisure & Tourism | 192 | 246 |
| Tech: IT, Data AI & Machine Learning | 1084 | 1890 |

During the summer months we have limited ability to reach PGR and PGT students who have just graduated in the same year. If you are looking to target this group specifically, please be aware that we are not able to guarantee the numbers your mailing will reach. If you have any questions about this, please email mailings@careers.ox.ac.uk.

PLEASE NOTE

These figures are correct as of 18 October 2024 and are subject to small fluctuations if students opt in or out of employer communications. We update this grid on an annual basis.