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			
	2025	2026	2027	2028
Accountancy, Insurance & Financial Services	637	747	695	377
Advertising, Marketing & Communications	611	537	424	163
Banking & Investment	932	1100	1070	585
Charity, Development & Think tanks	992	937	785	271
Civil Engineering, Construction & Property	116	172	135	129
Consumer goods & Retail	139	145	79	54
Consultancy	1122	1072	865	369
Creative Industries	888	911	722	332
Culture & Heritage	731	711	569	200
Education	1023	1022	876	432
Energy	468	489	443	326
Engineering & Manufacturing	392	466	420	428
Environment, Sustainability & Conservation	785	784	673	383
Government & Public Services	1250	1167	1049	363
Health & Social Care	543	550	523	215
HR & Recruitment	250	235	185	72
Language Services	414	427	352	275
Law	983	985	951	292
Logistics & Transport	111	151	120	66
Management, Business & Information Services	597	645	549	224
Media, Journalism & Publishing	1207	1153	1024	346
Scientific R&D, Other Research Services	1019	1169	1133	892
Sport, Leisure & Tourism	240	240	180	82
Tech: IT, Data AI & Machine Learning	740	833	759	601

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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

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