

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.

Reduced rates for Employer Engagement Network members

There are reduced rates for **Associate** members of our [Employer Engagement Network](#), with members receiving a 20% discount on their total bill.

Partner members of our Employer Engagement Network can send targeted E-mailshots for free.

PLEASE NOTE

These figures are correct as of 17 November 2023 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			
	2024	2025	2026	2027
Accountancy, Insurance & Financial Services	670	747	686	354
Advertising, Marketing & Communications	678	571	433	155
Banking & Investment	1014	1064	1058	536
Charity, Development & Think tanks	1144	934	813	279
Civil Engineering, Construction & Property	157	169	163	115
Consultancy	1197	1033	848	333
Consumer goods & Retail	190	143	117	38
Creative Industries	777	804	768	280
Culture & Heritage	637	607	601	200
Education	1088	1032	943	421
Energy	425	504	456	313
Environment, Sustainability & Conservation	915	824	696	403
Engineering & Manufacturing	392	455	453	386
Government & Public Services	1352	1203	1046	364
Health & Social Care	574	548	519	173
HR & Recruitment	297	232	189	72
Language Services	463	420	386	251
Law	1093	988	897	291
Logistics & Transport	147	119	118	64
Management, Business & Information Services	700	603	551	256
Media, Journalism & Publishing	1352	1174	999	377
Scientific R&D, Other Research Services	1087	1106	1139	832
Sport, Leisure & Tourism	307	210	198	84
Tech: IT, Data AI & Machine Learning	765	791	771	590

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Number of student recipients by year group: POSTGRADUATES

Occupational Interest	Postgraduate Taught (PGT)	Postgraduate Research (PGR)
Accountancy, Insurance & Financial Services	433	389
Advertising, Marketing & Communications	383	248
Banking & Investment	1000	928
Charity, Development & Think tanks	1509	1409
Civil Engineering, Construction & Property	80	139
Consultancy	1653	1944
Consumer goods & Retail	138	72
Creative Industries	767	403
Culture & Heritage	806	402
Education	1556	1794
Energy	320	480
Environment, Sustainability & Conservation	792	1163
Engineering & Manufacturing	225	860
Government & Public Services	1818	1724
Health & Social Care	1023	1210
HR & Recruitment	199	148
Language Services	406	346
Law	862	523
Logistics & Transport	100	106
Management, Business & Information Services	622	548
Media, Journalism & Publishing	1098	981
Scientific R&D, Other Research Services	1231	3336
Sport, Leisure & Tourism	187	243
Tech: IT, Data AI & Machine Learning	1112	1680

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.

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