

# 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	£100
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](#) may send up to three targeted emailshots each academic year at no additional cost, as part of their membership benefits.

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

### PLEASE NOTE

These figures are correct as of 21 October 2025 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	2029
Accountancy, Insurance & Financial Services	644	700	754	386
Advertising, Marketing & Communications	534	497	427	161
Banking & Investment	948	1081	1123	610
Charity, Development & Think tanks	967	939	749	309
Civil Engineering, Construction & Property Consultancy	144	129	178	118
Consultancy	1131	1013	868	361
Consumer goods & Retail	141	106	116	39
Creative Industries	909	879	774	322
Culture & Heritage	756	683	558	219
Education	969	970	907	460
Energy	454	459	458	333
Environment, Sustainability & Conservation	747	746	648	401
Engineering & Manufacturing	403	414	453	426
Government & Public Services	1218	1161	1041	395
Health & Social Care	547	555	512	212
HR & Recruitment	243	224	180	63
Language Services	400	378	354	279
Law	1013	1021	994	326
Logistics & Transport	153	142	115	59
Management, Business & Information Services	636	580	509	197
Media, Journalism & Publishing	1129	1163	1007	366
Scientific R&D, Other Research Services	1057	1179	1137	856
Sport, Leisure & Tourism	231	207	180	88
Tech: IT, Data AI & Machine Learning	762	809	757	627

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## Number of student recipients by year group: POSTGRADUATES

Occupational Interest	Postgraduate Taught (PGT)	Postgraduate Research (PGR)
Accountancy, Insurance & Financial Services	459	424
Advertising, Marketing & Communications	369	273
Banking & Investment	1058	1026
Charity, Development & Think tanks	1381	1475
Civil Engineering, Construction & Property Consultancy	83	129
Consultancy	1522	1994
Consumer goods & Retail	137	97
Creative Industries	792	685
Culture & Heritage	824	684
Education	1396	1801
Energy	365	660
Environment, Sustainability & Conservation	672	1129
Engineering & Manufacturing	254	895
Government & Public Services	1621	1732
Health & Social Care	988	1366
HR & Recruitment	167	152
Language Services	343	313
Law	813	557
Logistics & Transport	96	122
Management, Business & Information Services	594	528
Media, Journalism & Publishing	968	950
Scientific R&D, Other Research Services	1209	3445
Sport, Leisure & Tourism	207	235
Tech: IT, Data AI & Machine Learning	1186	1992

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](mailto:mailings@careers.ox.ac.uk).

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