

A silver laptop is shown from a front-three-quarter view, open. The screen displays a dark blue rectangular box containing the text "LehrCare". The word "Lehr" is in a bold, lime green font, and "Care" is in a bold, white font.

LehrCare

MEDIA DATA
2024

LehrCare GmbH – Portfolio

Reach over one million specialist teachers and educators with us!

With a coverage of over one million candidates and nationwide as well as international recruitment contracts, **www.lehrcare.de** is not only the most visited site for jobseekers from the educational environment, but also Germany's leading personnel consultancy specialized in staffing exclusively for school and preschool education providers.

As a client, you have more than one option targeting your specific needs:

1. EXPERT ADVERTISEMENT OPTION, aimed exclusively at school and preschool professional and managerial staff.

Your ads appear either on **lehrcare.de**, in our monthly **Newsletter**, on **Facebook**, **Twitter** and **Instagram** as well as on **4teachers.de**, **news4teachers.de**, **lehrer-news.de**, **Xing**, **LinkedIn** and as an Extra-Option in the **4teachers Newsletter**.



2. PERSONELL CONSULTING for a fixed price:

In addition to the common tools of recruitment, we go the extra step to find the right employee for you by offering you a complete targeted package. Personnel consulting with **LehrCare** not only means placing advertisements, database research and networking, but also identifying suitable candidates through social networks such as Xing, LinkedIn and professional headhunting.

We are happy to make you an individual offer at any time.

3. Social Media Recruiting „NEW“:

From content creation to targeting the desired audience, the creation of lead and conversion ads, the development and implementation of an external recruiting funnel, analysing and regularly optimising the advertising campaign, the forwarding of applicant contacts and a campaign evaluation, we offer you comprehensive and target group-specific service packages for Facebook and Instagram.

4. Our TEMPORARY STAFF TRANSFER concept:

We recruit the right staff according to your profile specifications and transfer them to you. A takeover in your team is possible at any time.

4. CONSULTING:

You want to start up a school or kindergarten or reorganize or expand your already successful business? Then benefit from **LehrCare's** more than **16 years** of education expertise. Together with our network of experts we support you in realizing your vision.

Contact us. We are happy to advise you: **+49(0)30 23 63 77 63**.

Advertising formats and monthly reach

LehrCare Online Jobmarket	approx. 12.000 visitors	approx. 33.000 site views
LehrCare Newsletter	approx. 9.000 subscribers	publication date: end of the month
LehrCare Facebook Account	approx. 21.000 users	
LehrCare Instagram Account	approx. 43.000 users	
LehrCare Twitter/X Account	approx. 6.000 users	
Lehrer News	approx. 30.000 visitors	approx. 31.000 site views
4teachers	approx. 723.000 visitors	approx. 4,6 Mio. site views
News4teachers	approx. 400.000 visitors	approx. 1,5 Mio. site views
4teachers Newsletter	approx. 600.000 subscribers	publication date: middle of the month
Xing	approx. 22.000.000 members	
LinkedIn	approx. 22.000.000 members	(only in Germany, Austria, Switzerland)

Job advertisements

Basis

Job advertisement in text form and as PDF to download incl. client's logo

The term of your ad is one month each.

- lehrcare.de
- 4teachers.de
- news4teachers.de
- LehrCare Newsletter
- LehrCare Facebook and Twitter Accounts
- lehrer-news.de
- xing.com
- linkedin.com

480,00 € (plus VAT)

Premium

Job advertisement in text form and as PDF to download incl. client's logo

The term of your ad is one month each.

- lehrcare.de
- 4teachers.de
- news4teachers.de
- LehrCare Newsletter
- LehrCare Facebook and Twitter Accounts
- lehrer-news.de
- xing.com
- linkedin.com
- LehrCare Instagram Account
- Premium placement on lehrcare.de/en/job-market*
- Full banner 468x60 on 4teachers.de
- Full banner 468x60 on news4teachers.de
- 4teachers Newsletter (approx. 600.000 subscribers)

1.500,00 € (plus VAT)

Job advertisement flatrate

Job advertisements in text form and as PDF to download incl. client's logo

The term is 12 months. Place up to five ads at a time, as many times as you want and as long as you want.

12 Months presence on

- lehrcare.de
- 4teachers.de
- news4teachers.de
- LehrCare Newsletter
- LehrCare Facebook and Twitter Accounts
- lehrer-news.de
- xing.com
- linkedin.com

1.400,00 € (plus VAT)

*Permanent presence on the homepage of the LehrCare Job Market including visual highlighting as a recommendation. The banner consists of your logo and a short text and is created according to a standardized template. It rotates with at least 3 advertising partners on all sub pages of the named partners.

Examples of banners used to promote Premiums



Advertising form:

Full banner

Format: 468 x 60 pixel



References

»Dear Mr. Köbke, thank you for your inquiry and in terms of feedback, your posting of our job offer lead to a great response with many applications as a result. We look forward to our cooperation.« Zoia Grüning, Principal at Mentora Gymnasium Berlin

»We are very happy with the flatrate. Everything is going exceptionally well.« Marketing Staff, School Board in Lower Saxony

»Many of the incoming applications reference your job portal, which is why, on behalf of all our locations, I would like to thank you for the current and future collaboration.« Press and Public Relations Staff, School Board in Brandenburg

Advertising possibilities

You do not want to place an advertisement, but want classic advertising for your institution / product? We will gladly inform you about conditions and prices on request.

Contact us. We are happy to advise you.

LehrCare GmbH

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