

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 e-mailshots 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 14 October 2026 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			
	2027	2028	2029	2030
Accountancy, Insurance & Financial Services	637	768	790	403
Advertising, Marketing & Communications	512	485	416	152
Banking Investment	966	1130	1140	642
Charity, Development & Think tanks	989	908	755	294
Civil Engineering, Construction & Property	133	159	147	124
Consultancy	1078	1017	898	367
Consumer Goods & Retail	132	158	100	61
Creative Industries	914	894	767	276
Culture & Heritage	749	703	593	211
Education	963	987	878	437
Energy	448	499	458	361
Engineering & Manufacturing	358	455	474	475
Environment, Sustainability & Conservation	727	725	667	429
Government & Public Services	1202	1154	1113	379
Health & Social Care	584	579	578	214
HR & Recruitment	242	225	161	71
Language Services	378	365	350	254
Law	1050	1036	984	327
Logistics & Transport	144	157	134	67
Management, Business, Information & Services	570	583	490	217
Media, Journalism & Publishing	1144	1107	981	337
Scientific R&D, Other Research Service	1094	1185	1152	891
Sports, Leisure & Tourism	225	213	185	81
Tech: IT, Data, AI & Machine Learning	760	801	811	653

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Number of student recipients by year group: POSTGRADUATES

Occupational Interest	Postgraduate Research (PGR)	Postgraduate Taught (PGT)
Accountancy, Insurance & Financial Services	441	499
Advertising, Marketing & Communications	267	436
Banking Investment	1066	1083
Charity, Development & Think tanks	1574	1493
Civil Engineering, Construction & Property	140	92
Consultancy	2059	1637
Consumer Goods & Retail	105	168
Creative Industries	793	871
Culture & Heritage	812	954
Education	1888	1477
Energy	765	431
Engineering & Manufacturing	978	300
Environment, Sustainability & Conservation	1241	762
Government & Public Services	1899	1732
Health & Social Care	1503	1111
HR & Recruitment	147	190
Language Services	316	367
Law	599	853
Logistics & Transport	128	125
Management, Business, Information & Services	545	640
Media, Journalism & Publishing	1053	1057
Scientific R&D, Other Research Service	3689	1362
Sports, Leisure & Tourism	233	232
Tech: IT, Data, AI & Machine Learning	2194	1291

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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