



Imagine looking back in years to come, knowing that you were an integral part of improving the lives of thousands of young people within the UK, by helping the future of the UK workforce plan and engage their own futures with the piece of mind that the right options were available to them.

Way 2 Go will be launched as a new revolutionary magazine that will allow young people between the ages of 16-21 to plan, evaluate, and accomplish their dream career goals, whether it be through further higher education, training, apprenticeships, entrepreneurship or simply seeking a new career route. Way 2 Go will give an overview of which vocational or further educational areas are viable options to seek a successful future. Profiling a diverse range of career activities from Accountant to Zoologist, Way 2 Go allows our young people to grasp the opportunity of developing their own futures, allowing them to make decisions which will shape the futures of the UK's workforce.

As a participant in Way 2 Go you'll be able to use your business experience and expertise to provide direction and guidance to our future workforce at a grass roots level. It's a chance to make a real and positive contribution to the lives of thousands of young people, to influence the successes of our 16-21 year olds, and ultimately, to ensure the nations competitiveness.

Way 2 Go will not only focus upon the governments commitment to skills within key market sectors but address important life, social and community issues that effect the development of all young people.

"To achieve world class prosperity and fairness in the new global economy, the UK must achieve World Class Skills. Without World Class Skills, UK businesses will find it increasingly difficult to compete and innovate"

CONTENT

NEWS

An overview of all the UK's most prominent stories and exclusives

SOUNDBITES

Thought provoking comments from well known figures around the UK

REVIEWS

Latest Games, Music, Movies, Sport and Fashion reviews with a detailed look at what's on throughout the UK

APPRENTICESHIPS

Latest from the UK's top employees, colleges and training providers

LETTERS

Entertaining and informative correspondence from our readers

COMMENTS & ANALYSIS

Influential figures provide their views on issues affecting the UK's youth of today

FEATURES

Analysis and investigations of the latest topics in the 16-21 year old sector

INTERVIEWS

Hottest names give insights into their current rise to power

FEEDBACK

Humorous and Ironic tales from those who have been there and done it

CIRCULATION

Way 2 Go operates on a not for profit basis. Backed by every UK based Secondary School. Way 2 Go engages the workforce of tomorrow with the key decision makers of today to promote the UK's future competitiveness through training and self development. Distributed to all UK Secondary Schools (Sixth Form), Colleges and Connexions Offices. An additional circulation is distributed to the Key HR Managers within the UK's Top 10000 companies.

SPONSORSHIP PACKAGES

FREQUENCY Published three times per year - Aug, Nov and Mar

SIZE 216mm x 275mm - approximately 68 pages

COLOUR CMYK throughout

LAUNCH DATE April 2011

COPY DEADLINE March 11

Full Page for One Issue
£4000

Double Page Spread
£6000

Centre Section Pull Out Supplement 8 Full Pages
£16,000

Full Page x 3 Issues per year
£10,000

Double Page Spread x 3 Issues
£15,000

Double Page Spread x 3 Issues per year with Covers
£20,000

Minimum Entry, Business Card Entry, A-Z Regional Classified Section x 3 Issues per year
£500

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COLLEGES - FE	131	19	11	4
UNIVERSITIES	89	14	10	2

* Source: Department of Children, Schools & Families

W2G WEEKLY

THE YEAR ENDERS 1999

YOU'RE HIRED!
TACKLE THE CHALLENGES OF AN APPRENTICESHIP

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THE YEAR ENDERS 1999

THE GREATEST SHOW ON EARTH!

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PLAYTIME REVIEWS

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GET OUT AND ABOUT THIS WINTER!

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What if I'm over 65?

What if I'm over 65? ...

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AGED 18-30 AND LOOKING TO TURN YOUR BUSINESS IDEA INTO REALITY?

Look no further than **Tanfield County Council's Regeneration and Economic Development team** who can provide a range of support services to help you on the path to self employment.

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MODERN OFFICE SPACE FOR 18-30s

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DO YOU WANT TO MAKE A DIFFERENCE TO THE WORLD WE LIVE IN?

ARE YOU INTERESTED IN WORKING IN A GROWTH AREA? THEN HAVE YOU CONSIDERED A GREEN JOB?

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Q AND A WITH RHEA SEDDON - NASA ASTRONAUT

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'SOME FORM OF LIFE EXISTS, BUT BEING ABLE TO MAKE CONTACT OVER LAST TIME FRAME IS ANOTHER MATTER'

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ROAD SAFETY

First of all there are many risk factors for people of any age. The specific reasons why young people have a higher risk of being involved in a road traffic crash are highly complex.

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LORD DIGBY JONES CALLS FOR A UNIVERSITY RETHINK

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THE IDEAS POWERING THE GREEN REVOLUTION

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