

YourChoice

The Essential Guide to Post-16 Options

MEDIA PACK

2027/28

Delivered FREE to every Year 11 pupil
in every secondary school in your region

Advertise your courses and apprenticeships
directly to students making their post-16 choices

Reaching over 24,000 Year 11 pupils
across all seven North East local authorities

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100%

Year 11 coverage
in your region

FREE

To every Year 11
pupil in every
school

YourChoice

2026/27

THE ESSENTIAL GUIDE TO POST-16 OPTIONS

PLAN YOUR PATH

WHAT TO STUDY & WHERE?

Decide on the qualifications and
courses that are right for you

PRACTICAL ADVICE

- ✓ Get exam ready
- ✓ Prepare for the perfect interview
- ✓ Look after your health & wellbeing

NORTH EAST

About Your Choice

Your Choice is a free, professionally produced magazine delivered to **every Year 11 student in every secondary school in your region** at the start of the academic year each September.

It is the essential guide to post-16 options, packed with practical advice on exams, interviews and wellbeing.

24,000+

Year 11 pupils reached
in the North East edition

Delivered across all seven North East local authorities

Northumberland

Newcastle

North Tyneside

South Tyneside

Gateshead

Sunderland

Durham

What's Inside

- A Levels, T Levels, apprenticeships and vocational courses explained
- Up-to-date LMI factsheets relevant to the local area
- Student wellbeing, study tips and interview preparation
- Skills Sector Pages: dedicated pages highlighting key industries specific to each Combined Authority area

Who Reads It?

- Every Year 11 student in the region
- Parents and carers supporting decision-making
- Career leaders and teachers using it as a classroom resource
- Students revisit it throughout the year as deadlines approach

Who Advertises?

- Colleges and sixth forms
- Employers and training providers
- NHS and public health organisations
- Combined Authorities and local government
- Armed forces and emergency services
- Apprenticeship providers

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Half page plus two quarter pages

Inside Your Choice

A look inside the 2026/27 North East edition. Your advert sits alongside pages like these.



TECH, DIGITAL AND AI

Fast moving, cutting edge – with a big future

The North-east already has a strong tech industry. But major growth – and more jobs – are coming.

Around 45,000 people work in tech and digital across the wider region. Software giant Sage is based in Newcastle and the North-east has strengths in games and software development, data analytics, immersive technologies, 5G innovation, e-commerce, fintech, cybersecurity and consultancy and data centre development.

The region has been chosen as an AI Growth Zone. The potential is huge: the AI Growth Zone could see £30bn of private investment and more than 5,000 new jobs, alongside major investment in skills, innovation and SME growth.

Nationally the government has put digital and tech right at the centre of the country's future. The goal is to build a strong, modern digital economy that creates new jobs, drives innovation and keeps the UK competitive globally.

A big part of the plan is helping people – especially young people – learn the digital skills employers need. That means more training in coding, cybersecurity, AI, data, digital media and tech-focused qualifications like T Levels and apprenticeships.

Skills you need: The digital sector is expanding and varied with roles ranging from software development and cyber security to technical jobs and digital marketing. The level of tech literacy and creative flair needed will depend on the job. But if you like a sector that moves fast, this could be for you.

Study options: There a range of T Levels in this sector that mix classroom learning with industry experience. You could also opt for practical technical qualifications, an apprenticeship or A Levels. You might want to build extra skills outside school such as online courses, coding clubs, hackathons and game jams. ■

GROWTH SECTORS

CREATIVE INDUSTRIES AND CONTENT

Film, music, games – and much more

Around 50,000 people work in the wider region's creative industries – about 5% of all North-east jobs.

And it's an industry that's really accelerating. Over the past decade, creative industry jobs in the North-east have grown by 67% – the fastest rise anywhere in the UK.

The region has strong partnerships with the BBC and North East Screen and established expertise in the creative-digital sector including video games development, e-sports and immersive technologies. Growth has been driven by screen industries, software development, music and other creative content generation.

And there's much more to come. Crown Works Studios, a major film and TV studio project planned for Sunderland, has the potential to create thousands of jobs. There are also ambitions for the region to become both a centre for writing and centre for music.

New tech, new trends and global competition are transforming how businesses create, communicate and reach audiences. That means huge demand for creative, adaptable people with fresh ideas and smart ways of doing things.

Nationally, the sector already contributes £124bn to the economy and employs 2.4 million people. The government wants to cement the UK's position as a creative powerhouse by putting the spotlight on key creative areas: film and TV; music, performing and visual arts; video games along with advertising and marketing.

If you're into designing, filming, gaming, creating content or using tech in cool ways, this sector is for you.

Skills you need: Digital skills, quick problem-solving and strong storytelling. Employers also want practical skills such as organising projects, meeting people in the industry and pitching ideas confidently.

Study options: Check out T Levels – courses are now available in areas such as media, broadcast and production and digital software development. BTECs and diplomas are available across the creative spectrum, from game design to performing arts. If you want to start working straight away opt for an apprenticeship. If you're not sure, choose A Level subjects that build creative and digital skills but keep your options open. ■

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Skills Sector Pages Dedicated pages on the industries driving the North East economy

YOUR CHOICE - NORTH EAST

The jobs market on your doorstep

Before you pick your next step, it helps to know what work actually looks like round here. These are the latest official figures for the North East, covering Northumberland and Tyneside down through Durham to the Tees.

1.26m

people in work across the region

+47,500

more in work than a year ago

71.1%

of 16 to 64 year olds are employed (UK: 75.1%)

Who employs the most people

Employer	Jobs
Health & social care	124,000
Education	80,000
Manufacturing	80,000
Retail	80,000
Hotels & catering	60-70k
Office & business support	60-70k
Public administration	60-70k

Those seven areas between them account for more than two thirds of every job in the region.

What makes us different

- Far more public sector work than average: 7.2% of jobs, against 4.2% across England
- More manufacturing, health and education jobs than the national picture
- Fewer professional, scientific and technical jobs than average

Things we do better than anywhere

- Making medicines and pharmaceuticals
- Building cars and car parts
- Batteries and fibre optic cable
- Call centres and customer service

And the money?

Typical pay in the North East rose 4.5% in the year to July 2026, slightly ahead of the 4.2% rise across the UK. Wages here still sit a little below the national middle, at about **75p for every £1** earned elsewhere in the country, though the gap has been closing.

YOUR CHOICE - NORTH EAST

Where the jobs will be by 2035

You will still be working in 2035, and probably long after. Here is what the official projections say about the openings coming up between now and then.

500,000 job openings by 2035

About 49,000 of those are brand new roles. The other 451,000 are jobs opening up as people retire or move on. Most careers you can name will be hiring, simply because the people doing them now will be leaving.

Which industries

Industry	Percentage
Health, education, public services	36%
Shops, hotels, transport	28%
Business, arts, personal services	25%
Everything else	

Which kinds of job

- 42% of openings will be professional or associate professional roles
- Demand is strongest in **health and social care**
- Also strong in **science, research, engineering and technology**
- Plenty of openings too in admin, sales and caring roles

What they'll ask for

- 56% of openings will want a Level 4 qualification or above
- That means a degree, but also a higher or degree apprenticeship, an HNC, an HND or a foundation degree
- Jobs asking for few or no qualifications are expected to shrink

So what does that mean for you?

Nothing here says you have to go to university. It does say that carrying on learning past 16 pays off, whichever route you take. An apprenticeship at Level 4 or 5 counts every bit as much as a degree in these projections. The safest bet is a qualification with a job attached to the end of it, and the North East has more of those than most people realise.

Look it up yourself

North East Evidence Hub

evidencehub.northeast-ca.gov.uk

North East Ambition

ambition.northeast-ca.gov.uk

1,000+ career videos

tcauld.com

Labour Market Information Two pages of the latest local jobs data, written for Year 11

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Colleges, sixth forms, schools and training providers in our 2026/27 North East edition.

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Durham Sixth Form Centre

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North East

<http://flk.bz/oxmV>

East Riding of Yorkshire & Hull

<http://flk.bz/ye19>

Get in Touch

Maureen McCarthy

Company Director

Email: maureen@mccarthypublishing.co.uk

Phone: 07394 296453