

EDUCATION **TODAY**

MEDIA
INFORMATION
2009



Media information 2009

EDUCATION TODAY magazine is the only business magazine devoted exclusively to the education sector both state funded and private. Established 24 years ago, it provides educational decision makers with essential news, views and product information.

Currently there are some 8.5 million pupils in 25,018 schools in England alone including 4 million pupils in 18,000 primary schools and 4 million pupils in 3,343 secondary schools including CTC's and academies requiring a range of products and services.

(Source: National Statistics Office (The Composition of Schools in England June 2008))

The Average size of classes within the primary sector is 26.3 whilst within maintained secondary schools classes sizes average 21.5 pupils per class.

Educational establishments control budgets for the building and maintenance of schools, colleges and universities with educational facilities from ICT through teaching aids to school trips. Education Today magazine provides news and information essential to the buying process for readers who will spend £millions within the products and services sector during the school year.

Spending on education in 2009 is estimated to be some £60 billion rising to £74 billion in 2010 which is 5.5% of GDP and a key part of government expenditure in the UK.

Reaching over 25,000 key decision makers our readers include Head Teachers, Business Managers/Bursars, Network Managers, Facilities Managers in educational establishments and specialised Procurement Managers in purchasing organisations and LEA's. ET is mailed free of charge each month to those readers who qualify but is also available on the website to a wider readership who may well have specifying and purchasing power.

EDUCATION TODAY'S distinctive website is designed to make using the site easy, combining the latest news with a specific section devoted to products and services within this vast market sector.

Education Today Digital Issue

As well as sending our readers printed and digital editions of the magazine, the latest issue of Education Today magazine is available to view on the website with access to back issues and archived information giving advertisers additional long term exposure.

Latest News/Breaking News

Regularly updated, we bring users the hottest news and information at the top of the website each day.

Product Information

Our View Products section lets users see the latest product information in a variety of sectors. Simply click on the image to be taken directly to a specific product website for more detailed information.

Product Index

The Education Today online database enables users to search under a selection of headings for full details of a supplier in a range of sectors.

Recruitment

Recruitment advertisers have the added benefit of appearing not only in the printed and digital editions of the magazine but also in our Job Spot on the website with the website advertisement updated as positions are filled at no extra cost to advertisers.

Case Studies

There's no substitute for practical experience and each month we feature a specific case study designed specifically for advertisers to promote their products at no extra cost. With as many words and images as you like this is the ideal way of showing readers just how your company can benefit them.

Contacts

Journal Manager - Roz Rustell

Editor - Stephanie Norbury

Advertising Sales - Mandy Reynolds

Production Co-ordinator - Izzy Chase-Philmore

Marketing Opportunities

Display advertising is proven to be a highly effective means of promoting products and services, however the opportunities within **EDUCATION TODAY** don't stop there – to ensure you gain the maximum benefit from the magazine a number of further promotional activities are available.

Bespoke Supplements – ideal for presenting your education product range directly to the sector in an exclusive bound insert. Samples can be provided on request and more in depth information provided by the sales team.

Loose Inserts – a cost efficient means of promoting and circulating your company's literature to the entire market.

Bound-In Inserts – bound into certain sections of the magazine, your company literature or even newsletters are guaranteed to be seen and retained by the entire circulation.

Direct Mail – using the circulation of **EDUCATION TODAY**, company literature, newsletters and other promotional items can be mailed direct to all the key decision makers.

Belly Wraps – An innovative promotional tool which can be used in conjunction with a front cover, centre spread or loose insert.

Poly Bag Promotion – since **EDUCATION TODAY** is mailed out in a Poly Bag, opportunities exist for further corporate awareness to promote your company on both sides of the Poly Bag.

Card & Guard – the subscription card can be used in one of two ways: firstly, as a means of promoting your company and its products, and secondly as a means of gaining cost effective market knowledge.

Sponsorship – there are numerous opportunities for sponsorship within **EDUCATION TODAY**, including ear pieces and folio advertising, as well as competitions. The advertising team will be happy to discuss opportunities that are unique to your company!

Wall Chart – this double sided A1 chart displays the alphabet on one side and the periodical table on the other. This unique opportunity is offered to a select number of advertisers to promote their products and services on a year long basis.

Online Marketing – please refer to our online media pack to view the extensive range of creative ideas offered.

We also offer the following services: run-ons and re-prints; advertisement design and creation; brochure/leaflet design and printing; plus newsletter design, printing and mailing.



Features List 2009

JANUARY

- BSEC Preview
- Virtual Learning and E-Learning

APRIL

- Office and Stationary
- Building Schools for the Future
- Security - A necessary evil?

JULY

- School Visits / Trips
- Fire, Safety and Security
- Curriculum Based Software

NOVEMBER

- Flexible Learning Environments
- Catering and Vending
- Classroom Furniture and Fittings

FEBRUARY

- Classroom Furniture and Fittings
- Sport and Play
- Catering and Vending

MAY

- Energy, Waste and Recycling
- Communications and Networking

SEPTEMBER

- 'Back to School'

DECEMBER

- BETT Show Preview – **Supplement**
- Outdoor Activities
- School Improvements

MARCH

- The Education Show Preview – **Supplement**
- School Management
- ICT in Schools

JUNE

- Audio Visual Presentation
- Building and Maintenance

OCTOBER

- Professional Development / Teacher Training
- Facilities Management

All issues of **EDUCATION TODAY** carry the regular features
SHOWCASE
TALKING TEACHERS
INDUSTRY NEWS
PROFESSIONAL COMMENT

Please Note: As the education market is constantly evolving, we will be adding features into the above schedule throughout the year to report on key issues. By doing this we aim to produce a magazine that is editorially lead by teachers' needs and interests, thus maintaining **EDUCATION TODAY's** position at the forefront of the industry.

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Web: www.datateam.co.uk

Display Advertisement Rates

MAGAZINE POSITION	1 issue	3 issues	6 issues	11 issues
Special Positions				
Front Cover	£2,400	–	–	–
Inside Front Cover	£2,250	–	–	–
Back Cover	£2,150	–	–	–
Inside Back Cover	£2,000	–	–	–
Full Colour				
Double Page Spread	£3,160	£2,990	£2,735	£2,550
Full Page	£1,900	£1,800	£1,650	£1,540
Half Page	£1,200	£1,100	£975	£825
Quarter Page	£775	£700	£625	£550
Classified Advertisement (3cm x 10cm)	£1,200 per year	11 Insertions		
Button Advertisement	3 months £195	6 months £330		
Banner Advertisement	3 months £600	6 months £1200		
Skyscraper Advertisement	3 months £1000			

Advertorial Rates

SINGLE INCLUSION (Approximately Quarter Page) Including 100 words and 1 colour picture	COST £225.00
HALF PAGE PROFILE Including 200 words, 2 colour pictures and a company logo	COST £410.00
FULL PAGE PROFILE Including 500-700 words, 4 colour pictures and a company logo	COST £800.00
DOUBLE PAGE PROFILE Including 1200 words, 7 colour pictures and a company logo	COST £1,500.00

Cancellation

In accordance with Datateam's standard terms and conditions, the Company reserves the right to charge the full rates quoted for orders unless cancellation is received in writing six weeks prior to publication. Should discount be given on the prices quoted for a series of insertions and the series be cancelled before all the insertions in the series have appeared, the Company may charge the full rates for all insertions which have appeared, and raise any additional invoices as necessary. All advertising contracts are subject to Datateam Publishing standard terms and conditions, a copy of which are available on request.

(All prices quoted in this pack are subject to VAT)

Dimensions

	Depth and Width	
*Covers	Bleed (top, right & bottom)	312 x 232 mm
	Type Area	241 x 230 mm
Double Page Spread	Bleed	312 x 464 mm
	Trimmed	306 x 458 mm
	Type Area	275 x 420 mm
Full Page	Bleed	312 x 235 mm
	Trimmed	306 x 229 mm
	Type Area	275 x 192 mm
Half Page	Vertical	275 x 92 mm
	Horizontal	135 x 192 mm
Quarter Page	Vertical	135 x 92 mm
	Horizontal	65 x 192 mm

*Please allow a 75mm bleed at the top of the cover to accommodate the masthead

Technical Specification

PREFERRED FILES

Adobe Acrobat PDF Version 1.3

Adobe Acrobat Distiller 5.x is the required software for creating pass4press version 2 compliant PDF files. (PDF files created with other software, such as Agfa Apogee, must conform to the pass4press specifications and include page geometry information).

Files must be PDF version 1.3.

All files to be supplied as composite CMYK (if a spot colour is required please contact the publisher).

Where necessary a bleed area of 3mm must be contained within the file.

Files must contain crop marks.

All images contained within the PDF must be high resolution (300 dpi recommended) CMYK format.

All fonts must be embedded.

Any trapping requirements should be applied by the file creator. No trapping will be applied by the printer.

Combined colour ink density must not exceed 300%.

Files must be submitted as single pages.

QuarkXPress, Adobe Illustrator, Adobe Photoshop Images

All images in the file must be high resolution (300 dpi).

Colour images must be saved in CMYK mode as TIFF or EPS format.

Do not use RGB images.

Try not to use JPEG images. Convert them to EPS or TIFF format.

If you have to send JPEG images you must inform us.

Any images with clipping paths must be saved as EPS format, otherwise the cutout will not work.

★ Because of issues with PDFs produced directly in InDesign and Adobe Illustrator, we do not accept any responsibility for errors occurring in the final print run. We suggest these formats are made and supplied as TIFF or EPS files. ★

Submitting Material Preferred Method

By post: on CD with colour proof to Education Today, Datateam Publishing Ltd, London Road, Maidstone, Kent ME16 8LY

By e-mail: education@datateam.co.uk or by FTP – phone 01622 681366 for details

Naming the Files Correctly – Publication Name + Month of Publication + Advertiser Name

N.B. – With special thanks to all who contributed to the 2009 Media Information Pack: Sodexho, Akhter, LapSafe, Gerflor, Notts Sport.