

# Education today

WWW.EDUCATION-TODAY.CO.UK

## FACTS AND FIGURES 2017

Print circulation: 5,000

Digital circulation: 40,721

## SCHOOL/AUDIENCE

Buying Group	3%
Higher	14%
LEA	4%
Primary	40%
Secondary	38%
Other	1%

## JOB TITLE

Teacher/Lecturer/Tutor	20.6%
Business Manager/Bursar	11%
Catering/Restaurant Manager	0.5%
Corporate Management	0.4%
Head of Department	26%
Head Teacher/Principal	29.1%
Head of Facilities/Premises/Estates	0.3%
Network Manager	4%
Press/Media/PR	1%
Procurement	7%
Other	0.1%

## MISCELLANEOUS

Frequency: monthly (11 months, combined July/August issue)

Digital link open rate: 33.9%

Average dwell time in issue (2017): 611 seconds/10.18 minutes

Average no. page views (per month) per visit (2017): 11.2

Digital ad click through rates (2017): 1.15% - 3.72%

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