

Education today

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FACTS AND FIGURES 2015

Print circulation: 4,000

Digital circulation: 41,057

SCHOOL/AUDIENCE

[1075] Buying Group	2.56%	1052
[1235] Higher	15.87%	6516
[1325] LEA	4.73%	1942
[1470] Primary	39.98%	16414
[1525] Secondary	36.54%	15002
[1999] Other	0.32%	131

JOB TITLE

[2527] Teacher/Lecturer/Tutor	26.31%	10802
[2050] Business Manager/Bursar	8.63%	3545
[2075] Catering/Restaurant Manager	0.33%	137
[2110] Corporate Management	0.34%	142
[2225] Head of Department	30.68%	12598
[2235] Head Teacher/Principal	22.00%	9034
[2239] Head of Facilities/Premises/Estates	0.32%	132
[2325] Network Manager	2.00%	822
[2405] Press/Media/PR	7.89%	3240
[2420] Procurement	1.33%	535
[2999] Other	0.17%	70

MISCELLANEOUS

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

Digital link open rate: 38.9%

Average dwell time in issue (2014): 620 seconds/10.33 minutes

Average no. page views (per month) per visit (2014): 10.3

Digital ad click through rates (2014): 1.13% - 3.92%

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