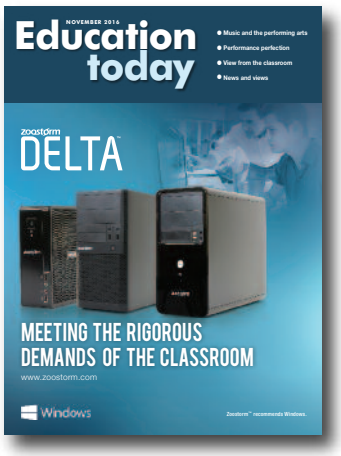
Education today

WWW.EDUCATION-TODAY.CO.UK

MEDIA INFORMATION 2017



Content

What is Education Today?

Established in 1991, Education Today is a key news and product magazine devoted to the education sector, both state funded and private, covering Key Stages 1 to 5, as well as further and higher education. The magazine offers news, views and essential product information, designed to give teachers an engaging read and keep them up to date with the latest technology, products and services available for their schools.

Who reads Education Today?

Education Today has a 100% subscribed circulation of over 45,000 key decision makers within the education sector built up over 25 years of publishing. Including head teachers, heads of department, business managers/bursars, network managers, facilities managers and specialised procurement managers in purchasing organizations and LEA's.
Every issue is produced in both printed and digital format, with the digital issue offering readers immediate access to advertiser's products via interactive links to company website addresses, which are featured alongside all articles. In addition, each issue is uploaded to our website www.education-today.co.uk providing further exposure for our advertising partners.

What can Education Today do for your business?

Offering a mixed media platform of print, digital and online opportunities reaching a huge and targeted audience of key decision makers, you can be assured that your marketing message will be seen by the people that count. For over 25 years, we are the most established magazine in the sector, and our strong heritage makes us the go-to magazine for news and product information. Don't just take our word for it, see what our advertisers think on our website reviews page!

Digital/online
– what can we offer?

WEBSITE

Complementing the magazine is www.education-today.co.uk which is updated regularly with news, product info, and archiving every single digital issue and webinar for quick and easy reference. Twitter also feeds through live making the website a very interactive platform, embracing digital as an essential part of the editorial mix.

WEBINARS

Work with us on a sponsored webinar and we can guarantee you sales leads! Launched in 2014, Education Today now has an established webinar channel having now hosted 8 extremely successful webinars. Hosted by Education Today's Managing Editor Jonathan swift, you talk personally to your target audience about an industry wide concern or debatable area, offering expert advice and knowledge. Create poll questions for your audience to ascertain their needs, answer their questions live and even continue the discussion on twitter afterwards. We will capture all of this information, along with the contact details of every viewer which we will pass on to you afterwards. We urge you to get in touch to find out more about this innovative opportunity!

SOCIAL MEDIA

Linked to the website, Education Today has a targeted Twitter following of over 5000 and growing. We can offer social media opportunities as part of a campaign which could see your marketing message reach thousands, and potentially hundreds of thousands!

E-NEWSLETTERS

Sent out every month, our newsletter has a reach of over 20,000. Featuring other key news and product information which is often exclusive for our newsletter, it is another avenue of reaching a large audience instantly.

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Advertising

Display Advertisement Rates

(Price per insertion excluding VAT)

MAGAZINE POSITION

Special Positions		Full Colour	
Front Cover	£2,000	Double Page Spread	£2,750
Inside Front Cover	£1,600	Full Page	£1,500
Back Cover	£1,750	Half Page	£800
Inside Back Cover	£1,600	Quarter Page	£500

Online Advertisement Rates

Button Advertisement	3 months £195	6 months £330
Banner Advertisement	3 months £600	6 months £1200
Skyscraper Advertisement	3 months £1000	
MPU	3 months £800	
Carousel	3 months £1,200	
Single Newsletter Entry	£150	

Advertorial Rates

Single Inclusion (Approximately Quarter Page) £200.00
Including 100 words and 1 colour picture

Half Page Profile £350.00
Including 200 words, 2 colour pictures and a company logo

Full Page Profile £650.00
Including 500-700 words, 4 colour pictures and a company logo

Double Page Profile £1,100.00
Including 1200 words, 7 colour pictures and a company logo

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 (height x width)

	Type (mm)	Trim (mm)	Bleed (mm)
Front Cover		241 x 229	247 x 235
Double Page Spread	275 x 420	306 x 458	312 x 464
Full Page	275 x 192	306 x 229	312 x 235
Half Page (V)	263 x 92		
Half Page (H)	130 x 189		
Quarter Page (V)	130 x 92		
Quarter Page (H)	60 x 189		

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Features 2017

JANUARY
BETT Show Issue

- BETT 2017 (Supplier Focus)
- Managing Cultural Diversity

FEBRUARY

- BETT 2017 Review
- Education Show Preview (Theme)

MARCH
Education Show Issue

- FEATURE FOCUS: Recruitment
- Education Show (Supplier Focus)

APRIL

- FEATURE FOCUS: Tackling Student Obesity
- Education Show Review

MAY

- FEATURE FOCUS: School Maintenance and Design
- Outdoor Learning

JUNE

- FEATURE FOCUS: Exams
- Modular Buildings

JULY/AUGUST

- FEATURE FOCUS: Summer School – bridging the summer holiday learning gap
- School Suppliers

SEPTEMBER

- FEATURE FOCUS: Pedagogy
- Successful Innovative Teaching Practices

OCTOBER

- FEATURE FOCUS: Continual Professional Development – sharing best practise in the classroom
- Special Education Needs (SEN)

NOVEMBER

- FEATURE FOCUS: Finance
- Music and the performing arts in schools

DECEMBER

- BETT 2018 Preview (Theme)
- FEATURE FOCUS: Cultural Education