Dear Industry Colleague,

The Education Today 2014/2015 Handbook and Buyers’ Guide will be published in July 2014 and will reach our circulation of 45,057 consisting of UK teachers, head teachers and educators at schools and colleges across the primary, secondary and higher education sectors, both state and private. It will be an indispensable source of information for our readers when they come to choose suppliers for any aspect of education-related services. The guide will be produced in print and in fully interactive digital format with a search engine facility. Readers can visit your website with just one click.

This guide will be a comprehensive information directory for the education industry and will include:

- **COMPLETE A-Z COMPANY INDEX**

- **DATES FOR YOUR DIARY**

- **COMPREHENSIVE BUYERS’ GUIDE SECTIONS INCLUDING:**
  - Computing and IT Resources; Building Design and Maintenance; Catering and Hygiene; Wellbeing; Safety and Security; Recruitment; Resources and PR and Marketing Services.

- **INFORMATION ON MANUFACTURER, DISTRIBUTOR AND SUPPLIER STATUS**

- **PR AND MARKETING SERVICES**

  The Education Today 2014/15 Handbook and Buyers’ Guide will be used by the key decision makers/buyers on a daily basis to source products and suppliers.

Make sure you are included in the guide by completing the following data sheets which will allow you a basic listing in the Company Index and up to 5 standard listings in the Buyers Guide section COMPLETELY FREE OF CHARGE.

Forms must be returned before May 30th to ensure they are included

**Contact Paul Dunn on 01622 699108**
**or email education@datateam.co.uk**

**Copy Deadline Friday, May 30th**
COMPANY INDEX
This is an alphabetical list of companies giving full address, contact names, Association membership and nature of business. A basic listing is completely free of charge. However, you can enhance your entry as illustrated below.

WEBSITE LINK
With the digital version of the Education Today Handbook & Buyers Guide you can make your website address live with a direct link for a cost of £25.00. Please sign and date the below if you wish to make your website live.

Name.............................................................Website.............................................................Date.............................................................

Email.............................................................

BUYERS’ GUIDE TO PRODUCTS & SERVICES
Please check the following lists, ticking the appropriate boxes for all headings under which you wish your company to appear. Your ticks will indicate your choice of entry type, the conditions for which are as follows:

FREE OF CHARGE – 5 LIGHT TYPE ENTRIES (This applies to the total number of entries throughout this handbook, NOT per section).

Display boxes – A low cost, highly effective advertising service designed to influence the buyer at the actual point of reference.

### ADDITIONAL LIGHT TYPE ENTRIES:
- £10 + VAT per entry

To display your company name in **BOLD:**
- £12 + VAT per entry

### STANDARD LISTING STYLE:
- Broadview Blinds
- Education Today
- Elliott Group Ltd
- Groupcall
- Heckmondwike
- Identibadge
- John Cheattle
- Kyocera Document Solutions
- UK
- Precor
- Simply Health
- Walt Disney Theatrical Group

### Education Today
- Education Today
- Datateam Business Media Ltd
- London Road
- Maidstone, Kent ME16 8LY
- Tel: 01622 699 108
- Email: education@datateam.co.uk
- Website: www.education-today.co.uk
- Managing Director: Parvez Kayani
- PUBLISHING

### SMALL DISPLAY BOXES
(50mm x 50mm): £100 each + VAT

### LARGE DISPLAY BOXES
(50mm x 80mm):
- Including company logo/shaded background and up to 20 words: £150 each + VAT

DISPLAY ADVERTISING OPPORTUNITIES

<table>
<thead>
<tr>
<th>Positions and Sizes</th>
<th>Costs</th>
<th>Dimensions (depth &amp; width)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Cover</td>
<td>£1750 + VAT</td>
<td>Type area for pages: 210 x 170mm</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£1100 + VAT</td>
<td>Trimmed size: 238 x 193mm</td>
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<tr>
<td>Inside Back Cover</td>
<td>£950 + VAT</td>
<td>Bleed size: 244 x 199mm</td>
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<tr>
<td>Back Cover</td>
<td>£1100 + VAT</td>
<td>102 x 170mm</td>
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<tr>
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<td>£800 + VAT</td>
<td>80 x 110mm</td>
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<tr>
<td>Half Page</td>
<td>£450 + VAT</td>
<td></td>
</tr>
<tr>
<td>Quarter Page</td>
<td>£275 + VAT</td>
<td></td>
</tr>
</tbody>
</table>

Advertising positions will be sold on a first come first served basis.
To book please contact Paul Dunn on 01622 699108.
### COMPUTING AND ICT RESOURCES

#### AGE GROUP
- Early Years
- Primary
- Secondary
- Further Education
- Higher Education
- All Ages
- Other - please specify

#### CURRICULUM RELATED
- Art
- Assessment
- Books
- Business
- Careers
- Design/Technology
- Drama
- English
- Games & Toys
- Geography
- History
- ICT
- Languages
- Maths
- Music
- PE/Sports
- PSE
- Religious Education
- Science
- Special Education Needs
- Other - please specify

#### HARDWARE AND PERIPHERALS
- Desktop Computers
- Document Cameras
- Hard Disc Drives
- IT Repairs
- IT Support
- Laminators
- Laptop Computers
- Monitors
- Printers
- Scanners
- Sound Cards
- Speakers
- Video Conferencing
- Visualisers
- Whiteboards
- Other - please specify

#### SOFTWARE
- Application Software
- Driver Software
- Educational Software
- Interactive Software
- IT Repairs
- IT Support
- Online Software
- Utility Software
- Websites
- Other - please specify

#### BUILDING DESIGN AND MAINTENANCE

#### EXTERIORS
- Building Maintenance
- Decorating Services
- Electrical Services
- Glazing Services
- Grounds Maintenance
- Joiners
- Landscaping Services
- Lighting Services
- Playgrounds
- Plumbing Services
- Roofing Services
- Signage
- Solar Installations
- Staging
- Toilet Blocks
- Tree Surgeons
- Washrooms
- Window Cleaning
- Other - please specify

#### INTERIORS
- Air Conditioning
- Building Maintenance
- Cloakrooms
- Decorating Services
- Drainage Services
- Electrical Services
- Flooring Services
- Glazing Services
- Grounds Maintenance
- Heating Services
- Joiners
- Landscaping Services
- Lighting Services
- Lockers
- Playgrounds
- Plumbing Services
- Roofing Services
- Signage
- Solar Installations
- Staging
- Suite Design
- Toilet Blocks
- Tree Surgeons
- Washrooms
- Window Cleaning
- Other - please specify
### Section 13: Geographical Location
- Central England
- East England
- London
- North East England
- North West England
- South East England
- South West England
- England
- Scotland
- Wales
- UK
- Other - please specify

### Section 14: Resources
- Books
- Broadband School Services
- Coaching
- Communication Aids
- Consultancy
- Consumables
- CPD
- Educational Toys
- Graphic Design
- IT Repairs
- IT Support
- Lab Equipment
- Multimedia
- Phonics
- Photographers
- Stationary
- Test Books
- Tools
- Web Design
- Other - please specify

### Section 15: Age Group
- Early Years
- Primary
- Secondary
- Further Education
- Higher Education
- All Ages
- Other - please specify

### Section 16: Curriculum Related
- Art
- Assessment
- Books
- Business
- Careers
- Design/Technology
- Drama
- English
- Games & Toys
- Geography
- History
- ICT
- Languages
- Maths
- Music
- PE/Sports
- PSE
- Religious Education
- Science
- Special Education Needs
- Other - please specify

### Section 17: Miscellaneous
- Academy Conversions
- Administration
- Architects
- Charities
- Entertainment
- Finance And Leasing
- Fund Raising
- Inspiration
- Learning Support
- Photography
- Support Groups
- Sustainability
- Training
- Transport
- Travel And Trips
- Tutors
- Uniform Suppliers
- Other - please specify

### Section 18: PR And Marketing Services
- Public Relations
- Sales And Marketing
- Advertising
- Market Research
- Other - please specify
Please complete and return by May 30th, 2014

Order form and company details

The information given here will be printed in the main industry address list so it is important that the following details are fully completed by all participating companies.

Please print details

Company name: ...................................................................................................................................................................................................................................
Address: ...............................................................................................................................................................................................................................................
.......................................................................................................................... ..........................................................................................................................
Postcode ........................................ Telephone ........................................ Fax ........................................
Contact name: .............................................................................................................. Position ..........................................................................................................
Contact name: .............................................................................................................. Position ..........................................................................................................
Email address: ..............................................................................................................
Web site: .....................................................................................................................
I am a member of .............................................................................................................................................................................................................. Association

Nature of Business (please tick the relevant boxes): Manufacturer .................. Distributor .................... Supplier ............ Agency .......... Other ............

Order form

This order form complies with the provisions of The Unsolicited Goods and Services Act, which requires that you complete and sign this form, keeping a photocopy for your own records.

Please bear in mind

There is no obligation to take ‘paid’ entries beyond the FREE OF CHARGE entitlement of 5 light type entries in the Buyers’ Guide Sections and all Brand Names.

☐ Light type entries: 5 Free plus .... extras @ £10 each = £
☐ Bold type entries: All paid ...........@ £12 each = £
☐ Display boxes: All paid ........... Small 50mm x 50mm @ £100 each = £
.......................................................................................................................... Large 80mm x 50mm @ £150 each = £
☐ Website Links: All paid ...........@ £25 each = £

Sub total £
VAT at the standard rate (UK only) £

Sub total £
INVOICE TOTAL £

☐ Please use artwork herewith for display box/boxes
☐ Please find enclosed my cheque payable to DATATEAM BUSINESS MEDIA LTD (essential for all orders below £150)
☐ Please invoice my company
☐ Please charge my ☐ MASTERCARD or ☐ VISA account

My card number is: ___________________________________________ please add CVC Security code __________
Card Address if different from above ..............................................................................................................................................................................................................
Card expiry date: __________________________
I hereby authorise these instructions

Name: ................................................................................................Position: ........................................................................................................
Signature ................................................................................................Date: ..............................................................................................

Please now return this entire questionnaire to:

Paul Dunn
Datateam Business Media Ltd, London Road, Maidstone, Kent ME16 8LY
Tel: 01622 699108 Fax: 01622 757646
or scan this form and email to: education@datateam.co.uk