

**WWW.EDUCATION-TODAY.CO.UK**

## MEDIA INFORMATION 2020





# Content

## What is Education Today?

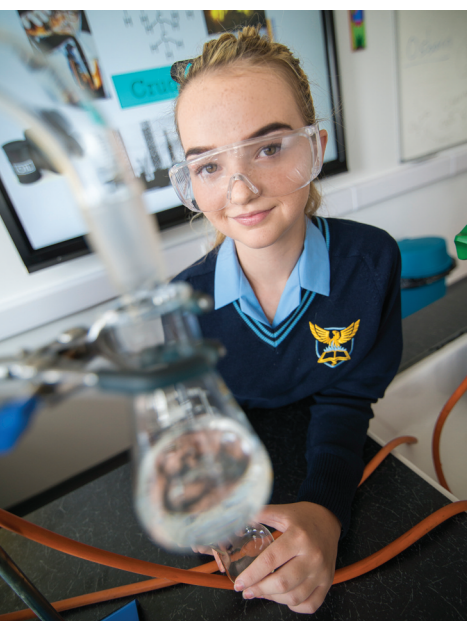
Established in 1991, Education Today is a key news and product magazine devoted to the education sector, both state funded and private, covering Key Stages 1 to 5, as well as further and higher education. The magazine offers news, views and essential product information, designed to give its readers 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 29 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](http://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 29 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.





# Digital/online

## – what can we offer?

### WEBSITE

Complementing the magazine is [www.education-today.co.uk](http://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 15 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. 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 7000 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.

# 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

## 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		

## 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	£195	

## Advertorial Rates

<b>Single Inclusion</b> (Approximately Quarter Page) Including 100 words and 1 colour picture	£300.00
<b>Half Page Profile</b> Including 200 words, 2 colour pictures and a company logo	£600.00
<b>Full Page Profile</b> Including 500-700 words, 4 colour pictures and a company logo	£1,100.00
<b>Double Page Profile</b> Including 1200 words, 7 colour pictures and a company logo	£1,900.00

### 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)

## Editorial 2020

### JANUARY

#### **\* BETT and Education Show Issue \***

- BETT 2020 (Supplier Focus)
- Education Show (Supplier Focus)
- School Trips

### FEBRUARY

- BETT Review
- Education Show Review
- Parental Engagement

### MARCH

- FEATURE FOCUS: Recruitment
- Classroom Technology (3D printing, Interactive Whiteboards, Internet solutions and much more!)

### APRIL

- FEATURE FOCUS: Tackling Student Obesity with a focus on sport suppliers
- Homework

### MAY

#### **\* Facilities Show Issue \***

- FEATURE FOCUS: Exams
- Outdoor Learning

### JUNE

- FEATURE FOCUS: School Maintenance & Design
- Computing Software in Schools

### JULY/AUGUST

- FEATURE FOCUS: Summer School – bridging the summer holiday learning gap
- School Suppliers
- NEW – Annual Review Supplement (Editor's choice – best editorial recapped plus best product innovations of the last school year)

### SEPTEMBER

- FEATURE FOCUS: Mental Health and Wellbeing
- Successful Innovative Teaching Practices

### OCTOBER

#### **\* Education People Show PLUS Schools & Academies Show issue! \***

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

### NOVEMBER

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

### DECEMBER

- BETT 2021 Preview (Theme)
- Education Show 2021 Preview
- FEATURE FOCUS: Cultural Education

Also includes regular features on **Buildings, Maintenance & Refurbishment**  
**Computing & I.T Resources – Health & Safety – Wellness**  
**Catering & Hygiene – Resources – Round Up**