





# 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?

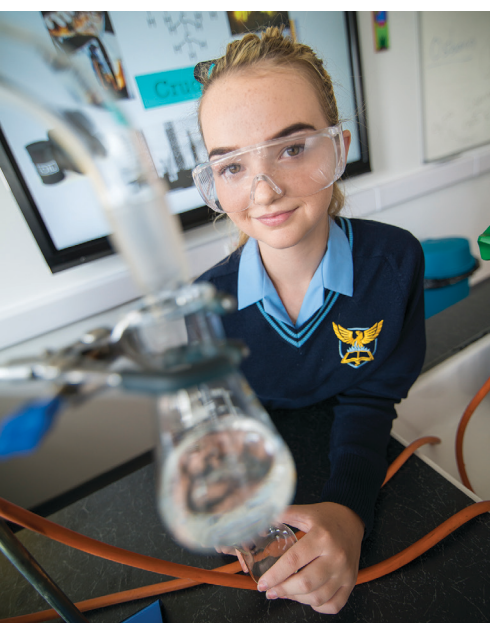
Education Today has a 100% subscribed circulation of over 45,000 key decision makers within the education sector built up over 33 years of publishing. Including head teachers heads of department, business managers/bursars, network managers, facilities managers, specialised procurement managers in purchasing organizations and LEA's, lecturers and professors, finance Directors, CFOs and COOs in MATs. 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. We are the most established magazine in the sector, and our strong heritage makes us the go-to magazine for news and product information.

We are also the organisers of the **Education Today School & Supplier Awards**, the must-attend networking event rewarding excellence across the sector. For more information please visit [www.educationtodayawards.co.uk](http://www.educationtodayawards.co.uk) or speak to one of our friendly team.

**EducationToday**  
*School & Supplier*  
**AWARDS**



# 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 and very well received webinar channel. Hosted by Education Today's Managing Editor Charlotte Westwood, you talk personally to your target audience about an industry wide concern or debatable area, offering expert advice and knowledge. If you wish you can 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 8000 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 + SOLUS EMAILS

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. Alternatively, if you wish for your advertising message to be solus for a bigger impact, then we recommend a solus email send. Get in touch for more information!

# Advertising

## Display Advertisement Rates

(Price per insertion excluding VAT)

### MAGAZINE POSITION

Special Positions		Full Colour	
Front Cover	£2,250	Double Page Spread	£2,750
Inside Front Cover	£2,000	Full Page	£1,750
Back Cover	£2,000	Half Page	£900
Inside Back Cover	£2,000	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	£300
Banner Advertisement	3 months	£1500
Skyscraper Advertisement	3 months	£1200
MPU	3 months	£1200
Carousel	3 months	£2400
Single Newsletter Entry		£250
Spotlight article on Newsletter		£350

## 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 2025

## **JANUARY (BETT SHOW ISSUE – (distributed from our stand)**

- FEATURE FOCUS: Alternative provision (looking at UTCs, PRUs and other specialist learning environments)
- School trips
- BETT show 2025 highlights – we look at a selection of exhibitors showing their products at this month's exhibition
- Buildings, Maintenance & Refurbishment
- Computing & I.T Resources

## **FEBRUARY**

- FEATURE FOCUS: Intelligent classroom design
- Parental engagement
- BETT Review
- Buildings, Maintenance & Refurbishment
- Computing & I.T Resources
- Security

## **MARCH**

- FEATURE FOCUS: Recruitment
- Smart procurement strategies
- Classroom technology (white boards, projectors, 3D printers, internet solutions and more)
- Buildings, Maintenance & Refurbishment
- Computing & I.T Resources

## **APRIL**

- FEATURE FOCUS: Homework
- Health & Safety
- Buildings, Maintenance & Refurbishment
- Computing & I.T – Cyber Security Focus

## **MAY (Schools & Academies Show issue – London)**

- FEATURE FOCUS: Exams
- Outdoor learning
- Buildings, Maintenance & Refurbishment
- Computing & I.T Resources

## **JUNE**

- FEATURE FOCUS: School maintenance and design
- Catering & Nutrition
- Software in schools
- Computing & I.T Resources
- Sustainability
- Security

## **JULY/AUGUST**

- FEATURE FOCUS: Bridging the summer learning gap
- School suppliers (*Moved to very front of magazine for maximum impact. Are you a supplier schools need to know about? If so we want to hear from you*)

## **SEPTEMBER**

- FEATURE FOCUS: Mental health & wellbeing
- Successful innovative teaching practices
- Smart Procurement Strategies
- Buildings, Maintenance & Refurbishment
- Computing & I.T Resources

## **OCTOBER**

- FEATURE FOCUS: SEND
- CPD – sharing best practice
- Buildings, Maintenance & Refurbishment
- Computing & I.T Resources
- Health & Safety

## **NOVEMBER (Schools & Academies Show issue – Birmingham)**

- FEATURE FOCUS: Finance
- Music & the performing arts
- Buildings, Maintenance & Refurbishment
- Computing & I.T Resources

## **DECEMBER**

- FEATURE FOCUS: Cultural education
- Sustainability
- BETT Show Preview – focusing on the themes and topics for the 2025 education extravaganza
- Buildings, Maintenance & Refurbishment
- Computing & I.T Resources

In addition to the above editorial focuses, we keep our finger on the pulse of new market trends and will introduce features throughout the year where we feel appropriate.

We are always open to suggestions from the sector

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