

# Education Review

Media kit 2010

## WHY USE EDUCATION REVIEW

*Education Review* will be a major reference point for schools in 2010 and is by far the highest circulating publication for this sector. It aims to provide educators from early childhood through to secondary education an independent source of news and features which are informative, practical and insightful.

With a strong focus on primary and secondary teachers and principals, and the issues which affect them in the day to day life of schools, both private and public, *Education Review* is an ideal communications vehicle for suppliers and providers to promote their products and services to these educators Australia-wide.

## FACTS AT A GLANCE

- Highest circulating publication for this sector
- 16,264 subscribers (CAB audited) 
- Sent to every school principal in Australia
- Print and online editions
- Bi-monthly publication, 8 issues per year
- Distributed nationally
- Glossy, small tabloid size publication
- Based on real people in real teaching situations
- Supported by the Australian College of Educators
- Partnership with Australian Institute for Teaching and School Leadership

## CIRCULATION AND READERSHIP

*Education Review* has a subscriber circulation of 16,264 and a readership of over 40,000 principals and teachers spread across private, public and Catholic schools Australia-wide.

## PARTNERSHIP WITH TEACHING AUSTRALIA

APN Educational Media, publisher of *Education Review*, and the Australian Institute for Teaching and School Leadership (formerly Teaching Australia), have a partnership that will see *Education Review* sent to all Australian schools in 2010.

## ONLINE ADVERTISING

*Education Review* is published online eight times a year with subscribers sent an email alerting them when the latest edition is live. Our online advertising options range from website banners, boxes, tiles and buttons to subscriber email banners and listings. Everyone has a preferred way of reading *Education Review*, and this option ensures you reach all readers, including those decision makers who subscribe to the online version only.

## DIARY LISTINGS

Now also live on the web, the *Education Review* diary is an excellent way to remind people of upcoming key dates and important events.

## ADVERTORIAL GUIDELINES

APN Educational Media will run paid advertorials within the editorial sections of the publication. However, there are guidelines to ensure that readers do not mistake the advertisement as being part of the publications independent editorial content.

- All advertorials must clearly be marked as such with the words advertorial, advertisement, advertising feature or sponsored editorial.
- Advertorials must contain company logo and contact details
- Advertorials must meet the editorial style guide
- Final copy is at the editor's discretion
- The layout, design and font of advertorials must be distinctly different from those of the publication.
- The publication's name or logo may not appear as any part of the advertorial, except in connection to sponsorship (with permission) or with the publication's own products or services.

## Media kit 2010

### DISPLAY ADVERTISING

RATE	Casual	4 x	8 x
FP	\$5,537	\$5,261	\$4,995
1/2 page (h)	\$2,768	\$2,630	\$2,498
1/4 page	\$1,384	\$1,315	\$1,250
1/8 page	\$692	\$657	\$624
FC strip	\$2,535	\$2,408	\$2,281

\*All advertising rates are excluding GST.

\*All rates are inclusive of four colour.

\* For sizes different to those specified above — POA

### DIARY LISTINGS

RATE	1 x	2 x	4 x	8 x
80 word diary listing	\$206	\$412	\$618	\$1,030
80 word diary listing (with logo)	\$412	\$618	\$1,236	\$2,060

\*All advertising rates are excluding GST.

### RECRUITMENT ADVERTISING

RATE: \$28 per column cm

	Column Widths
1 column	34 mm
2 columns	72 mm
3 columns	110 mm
4 columns	148 mm
5 columns	186 mm
6 columns	225 mm

### DIARY LISTINGS

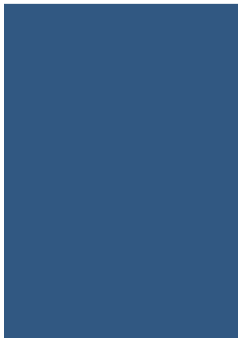
Please send text in an email to our sales team.

All images must be 300 dpi attached as eps, tif or jpeg.

### ONLINE ADVERTISING

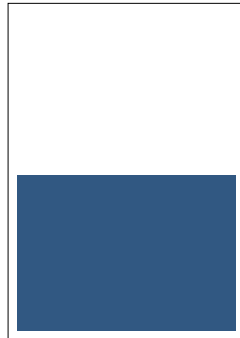
RATE	Casual	3 Months	6 months	9 months	12 months
Banner (468w x 60h pixels max file 100kb)	\$1,236	\$1,174	\$1,149	\$1,112	\$1,050
Box (300w x 300h pixels max file 100kb)	\$1,000	\$900	\$860	\$810	\$750
Tile (160w x 160h pixels max file 100kb)	\$618	\$587	\$574	\$556	\$525
Button (160w x 60h pixels max file 100kb)	\$206	\$195	\$191	\$185	\$175
Subscriber Email - per issue	1 issue	2 issues	4 issues	8 issues	12 issues
Skyscraper (190w x 750h pixels, max file 100kb)	\$1,030	\$937	\$850	\$814	\$773
Base Banner (650w x 126h pixels max file 100kb)	\$515	\$464	\$412	\$361	\$309

\*All advertising rates are quoted per month and are excluding GST.



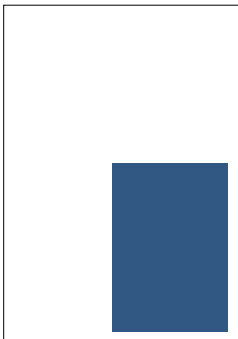
#### Full page

Type: 320 mm(h) x 225 mm(w)  
Trim: 340 mm(h) x 245 mm(w)  
(add 5 mm bleed to trim)



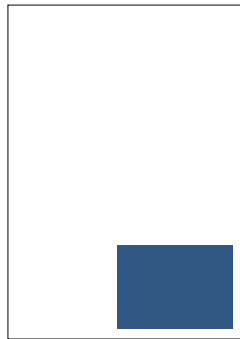
#### 1/2 page horizontal

160 mm(h) x 225 mm(w)



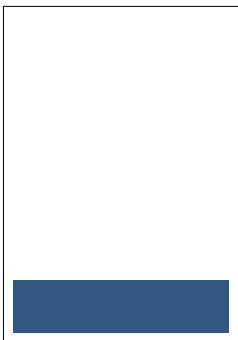
#### 1/4 page

160 mm(h) x 110 mm(w)



#### 1/8 page

80 mm(h) x 110 mm(w)



#### Front cover strip

50 mm(h) x 225 mm(w)

### DEADLINES

**Booking:** Friday before print, refer to the features list.

**Artwork/material:** Monday before print, refer to the features list.

**In-house design:** Thursday before print, refer to the features list.

**Cancellation conditions:** There will be a 50% cancellation fee if your ad is cancelled within 24 hours of the booking deadline. If artwork does not arrive by the artwork/material deadline, your ad will not be included in the issue, and you will be invoiced for the full amount.

### ARTWORK SPECIFICATIONS

Finished artwork is to be supplied in PDF format – please embed all fonts and images.

### IN-HOUSE DESIGN/PRODUCTION COSTS

A \$250 production cost will be incurred if your advertisement is designed and/or typeset by APN Educational Media, this includes three sets of changes.

Any additional changes and/or work required to incomplete or incorrect artwork will incur a production charge of \$100 plus GST per hour pro rata. We will gain approval before completing work.

Complete artwork that meets our specifications will not incur a production charge.

All in-house design should be emailed to our sales team.

All images must be attached in an email and supplied at 300 dpi in either .jpg, .tif or .eps format.

### INSERT MATERIAL INSTRUCTIONS

Standard insert rate: \$0.50 per insert

Maximum of 2 inserts per issue.

A standard insert weights max 30 grams and is sized no bigger than A4. Heavier and larger inserts are possible with a price on application. Quantities will be confirmed upon booking. All inserts should be sent by courier to our printers in Queensland by the material deadline of the insert issue. A sample of the insert must be included on the outside of every box along with a label clearly marked as follows:

APN Print Warwick  
56 Kenilworth Street  
Warwick QLD 4370

To be inserted into *Education Review*.

Issue: \_\_\_\_\_ Insert date: \_\_\_\_\_

Client name: \_\_\_\_\_ Contact: \_\_\_\_\_

Total quantity: \_\_\_\_\_ Box: \_\_\_\_\_ of \_\_\_\_\_

### ABOUT APN EDUCATIONAL MEDIA

APN Educational Media is a wholly owned subsidiary of APN News & Media, one of the region's most broadly based and successful media companies. APN is the largest operator of regional newspapers, radio broadcasting and outdoor advertising in Australasia and publishes New Zealand's leading metropolitan newspaper, *The New Zealand Herald*.

APN Educational Media also publishes the following leading titles:

*Campus Review*: [www.campusreview.com.au](http://www.campusreview.com.au)

*Smart Start*: [www.smartstartmagazine.com.au](http://www.smartstartmagazine.com.au)

*Nursing Review*: [www.nursingreview.com.au](http://www.nursingreview.com.au)

*INsite*: [www.insitenewspaper.com.au](http://www.insitenewspaper.com.au)

We don't just cover the education and health industries – we are part of them.



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### EDITORIAL POLICY

Education Review welcomes editorial contributions in the form of news and feature articles as well as opinion pieces along with photographs. However, all submissions will be published or otherwise at the editor's discretion. The editor also reserves the right to edit, abridge or alter articles accepted for publication. The booking of advertisements does not guarantee that submitted articles will be published.