



**EDUCATION**  
REVIEW

**2020**  
MEDIA KIT

## VIEW DEMOGRAPHICS AND DISTRIBUTION

## MAGAZINE DEADLINE DATES

## AD DIMENSIONS AND SPECIFICATIONS GUIDE

## THE LARGEST REACH IN EDUCATION

Published since 1997, *Education Review* is Australia's leading independent K-12 education print and digital content provider. Our widely respected journalists engage an audience of almost 80,000 educators every month, delivering over 35,000 leads a year in an industry worth about \$84 billion per annum. We are widely read by principals, teachers, government and independent school governing bodies, school boards and support staff. IBIS reports: "Through 2018-19, the education sector's revenue is forecast to expand by 3.5% per annum, to a total of \$121 billion."

## CREATIVE ADVERTISING

Use the latest in print and online technology to help your ad stand out as soon as someone picks up a magazine or sees your ad on the website or e-newsletter.

We provide a comprehensive range of marketing solutions and custom services designed to connect you with key decision makers in the education sector, which will elevate your brand, influence buyers, and drive sales.

If you're looking to create better connections or generate immediate leads in higher education, contact us today.

## APN Educational Media

facilitates more connections between professionals in education and health-care markets than anyone else. These connections help generate a more informed community, capable of learning and developing at a faster rate for the benefit of students and patients throughout Australia. Our influence and reach help suppliers of products and solutions generate more leads than anyone else through our access to exclusive subscription media audiences.

We also manage the complete strategy and delivery of turnkey content marketing solutions for companies intent on dominating social media and traditional channels as preeminent thought leaders.

Hundreds of customers, from SMEs to multinationals, trust us to help them connect and engage in education and healthcare. They do so because we care as much about our clients' business as they do.





The **LARGEST** print and digital audience of  
**K-12 EDUCATION PROFESSIONALS** in Australia.

**AUDIENCE**

- 24% Independent Schools
- 45% Government
- 24% Faith-Based Schools
- 3% Special Needs
- 4% Other

**ROLE**

- 35% Teachers
- 10% Principals
- 6% Deputy Principals
- 17% Heads of Department
- 32% Professional staff (HR, Admin, IT staff)

**LEVEL**

- 26% Primary Schools
- 51% Secondary Schools
- 14% K-12
- 4% University
- 5% Other

**110,466**

AUDIENCE REACH PER MONTH

**14,105**

MONTHLY SITE USERS

**25,597**

MONTHLY PAGE VIEWS

**5,780**

PRINT AND EMAGS

**76,000**

WEEKLY EMAILS

**7,534**

FOLLOWERS ON  
SOCIAL MEDIA

**1,335**

MONTHLY PODCAST LISTENS

## DISPLAY ADVERTISING

Full Page  
210 mm (w) x 297(h)  
+ 5 mm bleed **\$7,814**

1/2 Page  
185 mm (w) x 133(h) **\$4,459**

1/3 Page  
185 mm (w) x 90(h) **\$2,989**

1/4 Page  
Horizontal  
185 mm (w) x 64(h) **\$2,395**

1/4 Page  
Vertical  
90 mm (w) x 133(h) **\$2,260**

2-Page Spread  
420 mm (w) x 297(h)  
+ 5 mm bleed **\$17,535**

All files to be sent at a high resolution (300dpi)  
PDF file in CMYK with full page crop marks  
via email to [ads@apned.com.au](mailto:ads@apned.com.au) or via Quickcut

Call 02 9936 8664

## ADVERTORIAL ADVERTISING

Full Page  
600-800 words  
+ 1 image + 1 logo **\$7,786**

Double Page  
1800-2200 words  
+ 1 image + 1 logo **\$9,787**

Contact [ads@apned.com.au](mailto:ads@apned.com.au) for our full  
advertorial specifications

## AD CREATION

Advertising artwork  
service for print and  
online advertising. **\$400**

We include: Artwork for layout option  
and 2 rounds of author corrections.

### You provide:

- (1) Finalised text in a Word Document
- (2) 2 high-resolution (300 dpi) photos
- (3) Company logo in vector format
- (4) Previous ad styles we can emulate.

For more information, email  
[ads@apned.com.au](mailto:ads@apned.com.au)

## FEATURES AND SCHEDULE

ISSUE   Feature	Booking Deadline	Delivery Week
FEBRUARY   Professional development, online education, mathematics	Jan 30	Feb 20
MARCH   School excursions/ incursions, health and safety, history and geography	Feb 27	Mar 19
MAY   Building and refurbishment, languages, sport	Apr 23	May 14
JUNE   Teaching overseas, professional development, online security	May 21	Jun 11
AUGUST   Management and leadership, school safety, music and performing arts	Jul 16	Aug 6
SEPTEMBER   Sustainability, online education, English	Aug 13	Sep 3
OCTOBER   Building and refurbishment, business and legal studies, technology	Oct 8	Oct 29
NOVEMBER   Teaching overseas, professional development, science	Nov 5	Nov 26

All prices include GST

## SOCIAL MEDIA

Along with our widely read print edition and popular website **educationreview.com.au**, *Education Review* also connects with a large percentage of its audience through social media. This is our fastest growing area to engage our readers and allows us to be followed by an engaged demographic locally and nationally.

**7000+** followers online

Social Media Blast **\$1,250**

For more information, email  
[ads@apned.com.au](mailto:ads@apned.com.au)

Sponsorship provides an opportunity to build and reinforce relationships or introduce new initiatives, products and services to a relevant audience.

Packages can be tailored to suit your needs and budget.

## PODCASTS

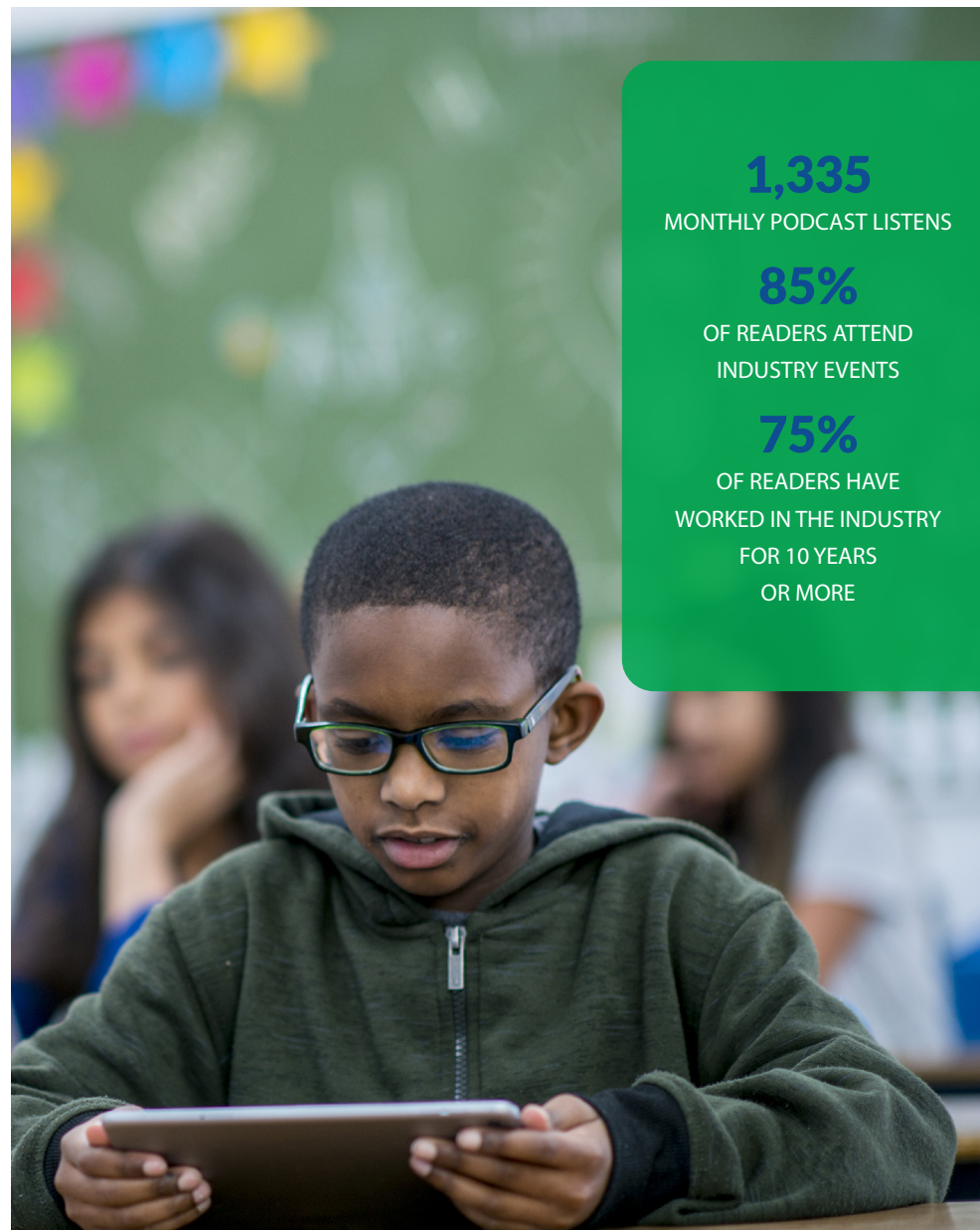
*Education Review* is at the forefront of education industry news, giving our readers the perfect opportunity to listen with ease and flexibility to news and information that is relevant to them. Our podcasts allow our team to communicate information directly and efficiently, therefore creating an intimate and personal connection with our audience. This connection increases loyalty to our publication, which is demonstrated by the high levels of engagement from our audience.

**1300+** plays per month

Monthly Sponsorship **\$1,600**  
**15s intro**

You provide the script, we provide the voice

Call 02 9936 8664



**1,335**  
MONTHLY PODCAST LISTENS

**85%**  
OF READERS ATTEND  
INDUSTRY EVENTS

**75%**  
OF READERS HAVE  
WORKED IN THE INDUSTRY  
FOR 10 YEARS  
OR MORE





**14,105**

MONTHLY SITE USERS

**25,597**

MONTHLY PAGE VIEWS

Online advertising options range from static box ads to video. Everyone has a preferred way of reading *Education Review*. Advertising online ensures you reach all our readers, including those who subscribe to online only.

### SHARED DISPLAY

A "shared" ad rotates with up to two other ads upon page refresh. Price is per month.

Leaderboard  
940 x 90 px **\$2,474**

Box  
300 x 240 px **\$1,857**

For more information, email  
[ads@apned.com.au](mailto:ads@apned.com.au)

### EXCLUSIVE DISPLAY

Subject to availability. Price is per month.

Leaderboard  
940 x 90 px **\$4,902**

Exclusive Box  
300 x 240 px **\$3,700**

Call 02 9936 8664

### ADVERTORIAL

Website post &  
social media boost  
600-1000 words  
+ 1 image + 1 logo **\$4,326**

**TECHNICAL SPECS** Web artwork in JPG format. Up to 3 transitions via GIF. No Flash files accepted. All files to be supplied at the specified size.

## E-NEWS OPTIONS

Sponsor one of our e-newsletters sent every Tuesday and Thursday.

Leaderboard **\$3,631**  
940 x 90 px

Listing **\$4,153**  
310 x 165 px  
70 words + your logo

For more information, email  
[ads@apned.com.au](mailto:ads@apned.com.au)

Please contact your  
account manager for our  
full specifications sheet at  
[ads@apned.com.au](mailto:ads@apned.com.au)  
or 02 9936 8664

## EDM (ELECTRONIC DIRECT MAIL)

You provide the HTML, we provide the audience!

Per email/  
broadcast **\$8,820**

Follow-up  
email **\$3,497**

### Technical Specifications

- HTML file, all images linked
- Text file (for non-HTML email clients)
- Subject line (less than 50 characters)

### Layout suggestions

- No background images
- No GIFs, video or Flash
- Table format, 600 px wide
- Don't link to an external .css file
- No Javascript
- No more than 45,000 characters
- Don't use <div> tags
- Use links for forms or videos



**76,000**  
WEEKLY EMAILS

The main benefit of an eDM campaign is that it's one of the only forms of mass communication that provides usable data and analytics that can assist with future planning. You can view how many people opened your email, how many took action as a result, which link they clicked on, how many people clicked on each individual link, all valuable data that will help you calculate an exact return on investment (ROI).

An eDM campaign can save our clients time and money by making it simple for them to reach large, targeted audiences that would have previously been out of their reach.

The most important aspect of an eDM is a client's ability to customise and personalise their message. Unlike traditional marketing platforms, an eDM allows our clients to specifically design a message, offer, competition, free demo etc to encourage and entice subscribers to engage with their eDM.