



THE MAGAZINE FOR MEMBERS OF THE NATIONAL UNION OF TEACHERS

[MEDIA PACK]

THE TEACHER MEDIA

INFORMATION PACK
2011-2012

WHAT IS THE NATIONAL UNION OF TEACHERS?



The National Union of Teachers is the largest teaching union in Europe with over 320,000 members. It represents the majority share of teachers in primary, secondary and special needs sector education establishments and publishes the most widely circulated education title in England and Wales, *The Teacher*.

Our concern is for the proper funding of the education service - for smaller classes, more books and equipment and properly maintained school buildings. For teachers we seek better pay and improved conditions, with time to plan, mark and prepare. Above all, we seek improved educational opportunities for all our children and young people.

At the heart of the Union's endeavours is its

commitment to the promotion and recognition of the professionalism of teachers. Membership is open only to fully qualified teachers and those working toward qualification. The NUT is the only teachers' organisation to set such standards for admission.

Founded in 1870, the National Union of Teachers is both a professional association and a trade union. It cares for the children in our schools and for their teachers.

The legal and professional support available to members is second to none. Membership also brings with it access to the widest range of benefits and services, making the NUT one of the most valued and effective organisations in the trades union movement.

The *Teacher* magazine is the wide reaching voice of the Union keeping members abreast of our work.





The **NUT** is the largest teaching union in the UK with over 300,000 members



THE TEACHER MAGAZINE

The Teacher is the NUT's award-winning membership magazine, reaching members six times a year. It is an engaging and thought provoking read, and the main line of communication between the Union and its members.

Each issue is packed with the latest news and views on the hot topics affecting education in the UK and worldwide. Its concise and penetrating editorial informs readers and inspires them to action, through the union's campaigns and in their day-to-day working lives.

Established in 1989, The Teacher is a strong, long lasting and trusted magazine brand which effectively enforces the offerings of the NUT's partners as well as mainstream consumer brands. In 2007 the magazine was relaunched with a vibrant new look and increased opportunities for members to contribute their views, experiences and anecdotes.

In 2008 The Teacher was named 'best magazine' in the TUC Communication Awards.





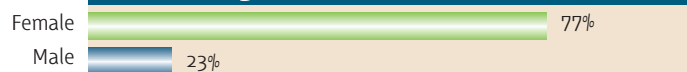
“
THE TEACHER is a strong
long lasting brand
trusted by readers and
an established tool to
effectively enforce
affinity partners'
messages”

76% of **THE TEACHER**
readership is female
and 24% male



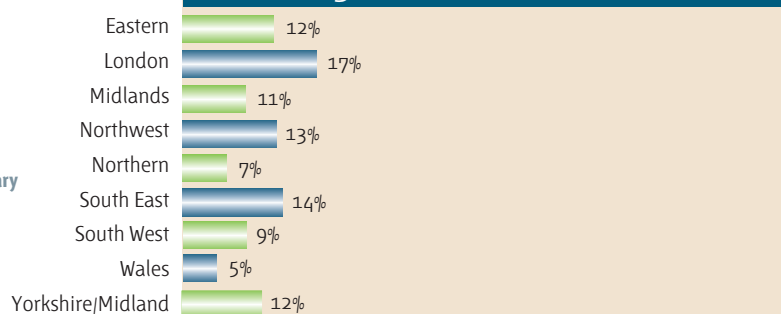
WHO ARE OUR READERS?

Percentage of male and female readers of the Teacher magazine



This creates a unique opportunity to target females in the teaching profession and, additionally, a very targeted group of men

The regional breakdown of readers of the Teacher magazine

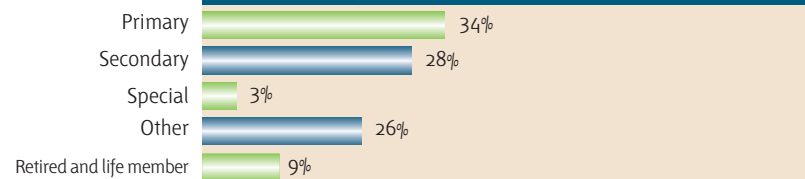


■ Almost 13,500 members of the NUT are headteachers, deputy heads or heads of department, with responsibility for school budgets

■ The average classroom teacher earns £32,200. The average headteacher's salary is £52,100 (Source: DCSF)

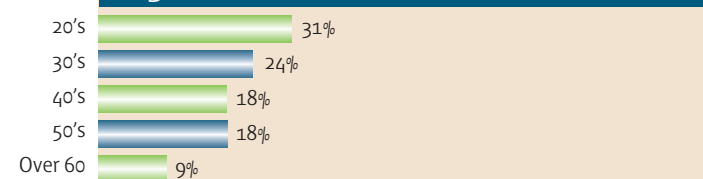
■ 54% of readers do not regularly read any other education journal

The levels of education that readers of the Teacher magazine work in



This provides you with the unique ability to target specific levels and areas of teaching. This way you can tailor your message more affectively and potentially increase your response rate through targeted marketing.

The age breakdown of readers of the Teacher magazine



WHY ADVERTISE WITH US?

Credible

94% of readers agreed that The Teacher is an interesting and thought provoking read.

80% agreed that The Teacher is "an essential source of news and information".

76% open their copy of the magazine within a day or two of it arriving.

Flexible

We offer a range of different options for advertisers; from full colour advertisements and advertorial features, to inserts.

Please contact us to discuss your requirements and we will do our best to accommodate them.

A Trusted Resource

As the NUT's principal means of communicating with members, The Teacher magazine is respected as a reliable resource of information by its readers. 59% say that they use websites recommended in The Teacher and 40% of readers say they have purchased books and other

sources recommended in The Teacher recently.

Market Leading

The Teacher is mailed directly to the homes of the NUT's 320,298 members six times a year. As the largest circulating education title in England and Wales, it offers unrivalled access to the affluent market of teaching professionals. Advertisers are guaranteed to be hitting an audience that cannot be found in the same way anywhere else. And with the

NUT's policy of recruiting only fully qualified teachers and those working towards qualification, the magazine goes to the highest possible calibre of reader.

Award Winning

Judges at the 2008 TUC Communication Awards described The Teacher as: "An engaging magazine that has a clear resonance for members. Vibrant design and excellent photos alongside interesting articles and advice pages makes The Teacher a lively read."



“ Advertisers are guaranteed to be hitting an audience that cannot be found in the same way anywhere else ”

RATECARD

PRICE PER ADVERTISEMENT FOR ONE INSERTION

	Price
Double page spread	£16,915
Outside back cover	£9,575
Inside front cover	£8,830
First right hand page	£8,830
Inside back cover	£8,575
First page in news	£8,710
Full Page	£8,060
Half Page vertical	£5,880
Half Page	£5,365
Quarter Page	£4,085
Classified	£52/scc

LINAGE

	Price
Up to 15 words	£40
Up to 25 words	£63
Up to 35 words	£85
Up to 45 words	£103
Up to 55 words	£119

LOOSE INSERTS - COST PER THOUSAND INSERTS

	Price
Up to 10 grams	£53
Up to 20 grams	£62
Over 20g	Price on application

For all bespoke advertising or sponsorship opportunities, please contact Century One Publishing for more details. Please note a minimum of 160,000 loose inserts applies to the above quotes. All prices are subject to VAT. Please refer to our terms and conditions.

PUBLISHING DATES 2011

ISSUE	BOOKING DEADLINE	ARTWORK DEADLINE	PUBLISHING DATE
Jan/Feb	05 December 2010	08 December 2010	04 January 2011
March/April	31 January	02 February	21 February
May/June	28 March	30 March	18 April
July/Aug	06 June	08 June	27 June
Sept/Oct	22 August	24 August	12 September
Nov/Dec	10 Oct	12 October	31 October

CONTACTS

Advertising is managed on behalf of the NUT by Century One Publishing Ltd:

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MECHANICAL DATA - *The Teacher*

HEIGHT AND WIDTH (MM)

DPS

Trim size **297 x 420**
Type size **275 x 391**
Bleed size* **303 x 426**

Full Page

Trim size **297 x 210**
Type size **275 x 181**
Bleed size* **303 x 216**

* Please remember to request a 3mm bleed around the page when artwork is being produced.

Half Page landscape (no bleed required)

Trim size **135 x 181**

Half Page portrait (no bleed required)

Trim size **275 x 88**

Quarter Page portrait (no bleed required)

Trim size **135 x 88**

Quarter Page landscape strip (no bleed required)

Trim size **60 x 181**

Column widths for classified page (no bleed required)

One **33mm** Two **70mm** Three **106mm** Four **143mm** Five **180mm**

Supplying artwork

High res press ready PDF, JPG or TIFF files preferred, Quark Xpress files also accepted, ensuring all printer and screen fonts, and high resolution images are included. All artwork should be CMYK colour (not RGB), 300 dots per inch (dpi), ensuring all fonts and images are embedded. Please note that Word files are not accepted.

We regret we are unable to accept responsibility for the outcome of digitally supplied material unless accompanied by an exact colour proof. We are happy to accept standing colour proofs for generic artwork for which modest text only changes are required (subject to charges outlined in our standard advertiser's terms and conditions). We would ask that significant changes to basic artwork should be accompanied by a new colour proof.

Please send these to copy@centuryonepublishing.ltd.uk or supply on a CD to: Century One Publishing Ltd, Alban Row, 27-31 Verulam Road, St Albans, Hertfordshire AL3 4DG

Artwork creation service

It is possible for our production department to produce your advertisement. If you have the need for this service please e-mail: creative@centuryonepublishing.ltd.uk for further information and costs.

Payment

Invoice and voucher copy are mailed after publication. Payment due within 30 days. All rates and charges are subject to VAT at the applicable rate.

