

# SchoolNews

The essential industry guide

The Essential Management Guide for Education Industry Professionals



## Media Kit

*Opportunity.  
Information.  
Investment.  
Return.*

## SchoolNews

### Key Facts:

#### Published:

Quarterly (School Terms)

#### Circulation / Readership:

11,000 / 33,000+

#### Readers:

Australian Education Industry  
Professionals

#### Distribution:

All primary, intermediate  
and secondary schools nationwide.

#### Website:

[www.school-news.com.au](http://www.school-news.com.au)



SchoolNews • [school-news.com.au](http://school-news.com.au) • AccomNews • ResortNews • [accomnews.com.au](http://accomnews.com.au)

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School News is the definitive guide for the education industry professional, read by over 33,000 industry professionals through our print edition, website and weekly e-newsletter.

The magazine provides informed and relevant editorial and is an invaluable resource to anyone involved in education. School News covers a wide range of topics encompassing all aspects of the education management industry. For education industry professionals School News has it covered.

### *Who reads School News?*

School News readers are on the front lines of education. They are in the business of running schools, from maintenance to IT, capital works to refurbishments, classrooms to playgrounds.

They are the key decision makers, ranging from principals, property managers, curriculum leaders, student advisors and purchasing officers. If they have a role to play in the running of a school, School News talks to them.

### *Why advertise in School News?*

School News gets you right where you need to be – under the noses and in the minds of the key decision makers.

They are a very targeted, highly sought-after group, with quantifiable budgets to spend on all things to do with the education sector.





## Regular Sections

- News
- Education
- Administration
- Health & Safety
- Sports & Recreation
- External Learning
- Teaching Resources
- Teachers Desk
- Food & Beverage
- Property
- Profiles
- What's Hot

## Booking and Material Deadlines

Term 1 - 2019	Issue 11
Booking Deadline	1 February 2019
Cancellation Deadline	1 February 2019
Incomplete Artwork	8 February 2019
Final Approval/Payment	15 February 2019
<b>Releases</b>	<b>March 2019</b>

Term 2 - 2019	Issue 12
Booking Deadline	3 May 2019
Cancellation Deadline	3 May 2019
Incomplete Artwork	10 May 2019
Final Approval/Payment	17 May 2019
<b>Releases</b>	<b>June 2019</b>

Term 3 - 2019	Issue 13
Booking Deadline	19 July 2019
Cancellation Deadline	19 July 2019
Incomplete Artwork	26 July 2019
Final Approval/Payment	2 August 2019
<b>Releases</b>	<b>August 2019</b>

Term 4 - 2019	Issue 14
Booking Deadline	18 October 2019
Cancellation Deadline	18 October 2019
Incomplete Artwork	25 October 2019
Final Approval/Payment	1 November 2019
<b>Releases</b>	<b>November 2019</b>

Term 1 - 2020	Issue 15
Booking Deadline	31 January 2020
Cancellation Deadline	31 January 2020
Incomplete Artwork	7 February 2020
Final Approval/Payment	14 February 2020
<b>Releases</b>	<b>March 2020</b>

Term 2 - 2020	Issue 16
Booking Deadline	1 May 2020
Cancellation Deadline	1 May 2020
Incomplete Artwork	8 May 2020
Final Approval/Payment	15 May 2020
<b>Releases</b>	<b>June 2020</b>

**sn** [www.school-news.com.au](http://www.school-news.com.au)

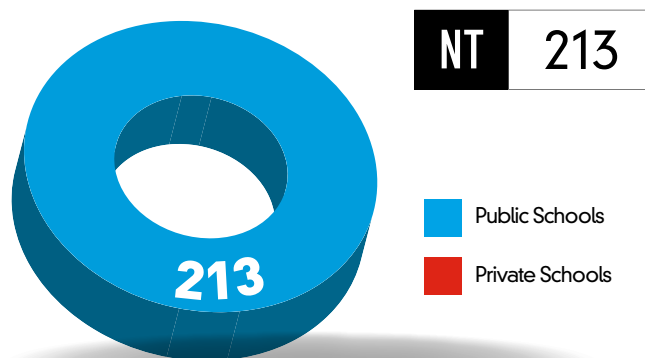
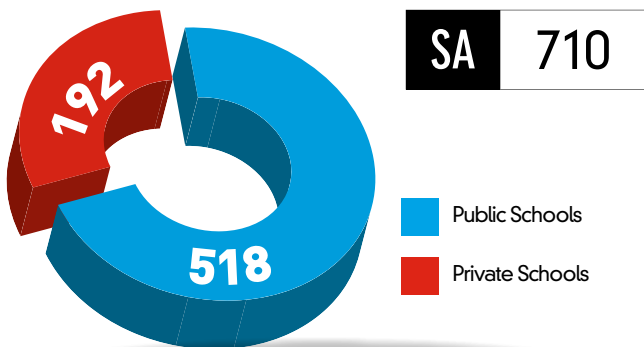
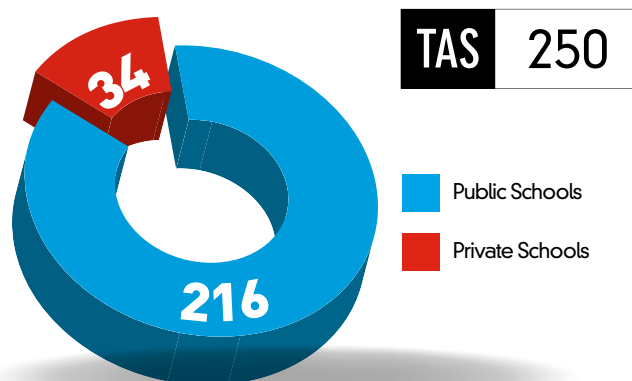
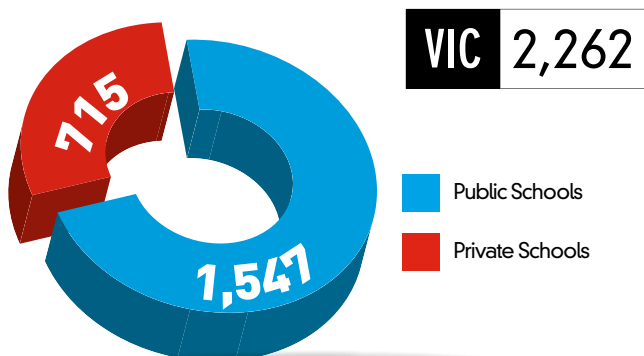
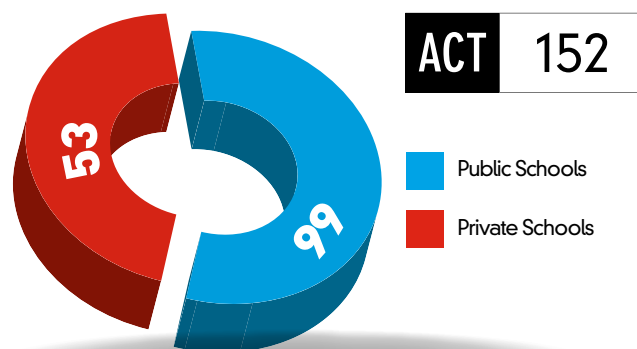
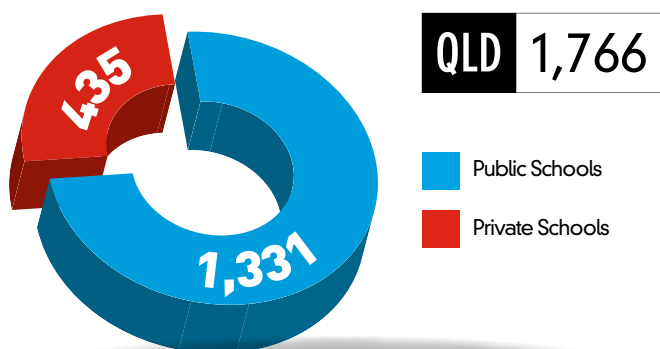
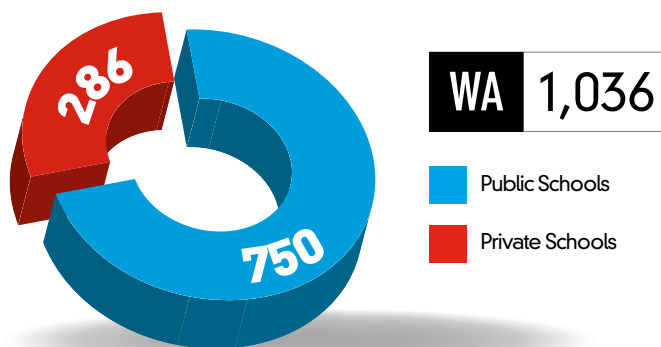
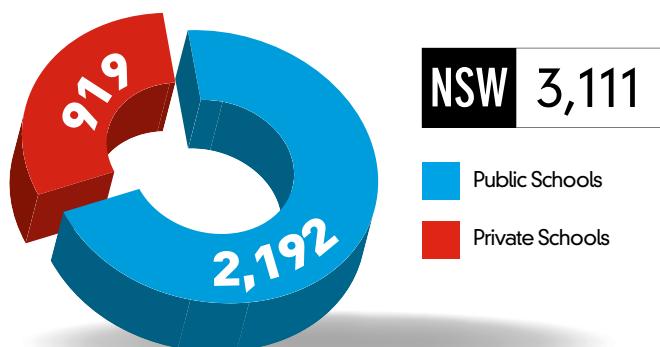


The *SchoolNews* website offers subscribers and visitors an increasing range of online services to complement the information provided in the printed magazine.

If you are looking to increase your online response and drive traffic to your website then this platform provides you with a range of advertising and marketing solutions.

## Distribution Breakdown

# SchoolNews



Total number of magazines printed each school term:

**11,000** Copies Printed

With recipients set to receive:	Schools	9,500 copies
	Industry professionals	1,000+ copies
	On-hand copies	500+ copies

## Display Advertising

Size	x1	x2	x3	x4
1/8 Page	680	640	620	580
1/4 Page	1,180	1,120	1,060	1,000
1/2 Page	1,940	1,840	1,740	1,660
1 Page	3,560	3,380	3,200	3,020
2 Page	5,780	5,500	5,200	4,920
Front Cover Ad Strip	1,500	1,425	1,350	1,200
Back Cover	4,800	4,560	4,320	4,070
Inside Cover	4,450	4,220	4,000	3,770
Inside Cover Spread (2 Pages)	6,060	5,770	5,460	5,160

## Profile (Display/Advertorial)

Half display and half advertorial space.	x1	x2	x3	x4
1/2 Page Profile (1/4 Ad + 1/4 Ed)	1,640	1,550	1,470	1,390
1 Page Profile (1/2 Ad + 1/2 Ed)	3,020	2,860	2,710	2,560
2 Page Profile (1 Ad + 1 Ed)	4,910	4,660	4,410	4,170

## Inserts - (State-wide only, insert rates per 1000)

	Regional	Full
DL	460	4,600
A4	520	5,500
A3 (maximum flat A4)	650	6,500

## Email & Website HomePage + Run of Site

Banners	Size	x1	x2	x3	x6	x12
Title	728x90	2,450	2,330	2,205	1,960	1,715
Header	468x60	1,400	1,330	1,260	1,120	980
Panel	300x250	1,250	1,190	1,125	1,000	875

## Website Only

Banners	Size	x1	x2	x3	x6	x12
Panel	300x250	875	830	785	700	610
Large Panel	300x500	1,450	1,375	1,300	1,150	1,010
Off Network Targeted* (50,000 Impressions)	300x250 / 728x90	1,600	1,520	1,440	1,280	1,120
Mid Article Panel Banner* (20,000 Impressions by section)	300x250	1,000	950	900	800	700
HomePage Skins Left & Right (1 Week only)	Custom	750 Per Week	710 Per Week	675 Per Week	600 Per Week	525 Per Week

\*Off Network Targeted banners deliver banners to school-news users on other websites they visit based on the content they view on school-news.com.au – An example of this is when a user views an article in the Teaching Resources section and then sees the relevant banner on Google Partner Network sites as they continue browsing the web.

\* Mid Article Panel Banners target specific section articles, appearing mid article - *Example only External Learning articles*

## Electronic Direct Marketing Package

1x EDM blast to 7,500+ education industry professionals throughout Australia, panel banner 300 x 250 on the School News website and newsletter for 4 weeks. Included in the package is the design of the EDM blast and also the panel banner for the website/newsletter. Plus 50,000 off-network impressions (300x250 banner) – **EDM Only \$2,500 excl. GST**

EDM sends limited to only 2 per month

**Total Package \$5,000 excl. GST**

## Supplier News

	x1	x2	x3	x6	x12
Supplier/Product Profile (Up to 800 words + 4 images)	750	715	675	600	525
Supplier/Product Profile + Weekly Newsletter	900	855	810	720	630

Note: All prices are per month unless otherwise stated and are excluding GST. Agency commission terms & conditions apply. E&OE

# SchoolNews

## The Essential Management Guide for Education Industry Professionals

### Material Requirements

Height Width

#### Front Cover Strip

Trim	40mm	210mm
Type Area	30mm	200mm
Bleed - (bottom & right only)		5mm

#### 2 page

Trim	297mm	420mm
Type Area	287mm	410mm
Bleed		5mm

#### 1 page

Trim	297mm	210mm
Type Area	287mm	200mm
Bleed		5mm

1/2 page	Horizontal	131mm	183mm
	Vertical	267mm	89mm

1/4 page	Standard	131mm	89mm
	Horizontal	63mm	183mm

1/8 page	Horizontal	63mm	89mm
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### Profile

Size Words Images

2 page	(1 + 1)	800	4
1 page	(1/2 + 1/2)	400	2
1/2 page	(1/4 + 1/4)	200	1

### Web Banners

Size	Width	Height
Title	728	90
Header	486	60
Panel	300	250

Banners can be accepted in GIF, JPEG or HTML5 formats. Maximum file size 40Kb. Files should be set to 96dpi.

### File Specifications

School News is a FULL COLOUR publication, so all files are to be supplied as process CMYK. Indesign, Photoshop, Illustrator, Freehand & Acrobat PDF Files are supported.

Files to be supplied as EPS, TIFF, JPEG or PDF. All images must be CMYK @ 300DPI with all relevant fonts and images associated with the file.

You must specify CMYK/PMS colour values when supplying hard copy of logos, etc. for exact colour reproduction. Supply text via email or on disk.