The Essential Management Guide for Education Industry Professionals

Opportunity.
Information.
Investment.
Return.

Media Kit

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
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.
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

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

<table>
<thead>
<tr>
<th>Size</th>
<th>x1</th>
<th>x2</th>
<th>x3</th>
<th>x4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8 Page</td>
<td>680</td>
<td>640</td>
<td>620</td>
<td>580</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>1,180</td>
<td>1,120</td>
<td>1,060</td>
<td>1,000</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>1,940</td>
<td>1,840</td>
<td>1,740</td>
<td>1,660</td>
</tr>
<tr>
<td>2 Page</td>
<td>5,780</td>
<td>5,500</td>
<td>5,200</td>
<td>4,920</td>
</tr>
</tbody>
</table>

Front Cover Ad Strip

- 1,500 (1 Ad + 1 Ed)
- 4,800 (1 Ad + 1 Ed)

Back Cover

- 4,450 (bottom & right only)

Inside Cover

- 6,060 (bottom & right only)

Profile (Display/Advertorial)

- Half display and half advertorial space.

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

<table>
<thead>
<tr>
<th>Size</th>
<th>Regional</th>
<th>Full</th>
</tr>
</thead>
<tbody>
<tr>
<td>DL</td>
<td>460</td>
<td>4,600</td>
</tr>
<tr>
<td>A4</td>
<td>520</td>
<td>5,500</td>
</tr>
<tr>
<td>A3 (max)</td>
<td>650</td>
<td>6,500</td>
</tr>
</tbody>
</table>

Email & Website HomePage + Run of Site

<table>
<thead>
<tr>
<th>Banners</th>
<th>Size</th>
<th>x1</th>
<th>x2</th>
<th>x3</th>
<th>x6</th>
<th>x12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>728x90</td>
<td>2,450</td>
<td>2,330</td>
<td>2,205</td>
<td>1,960</td>
<td>1,715</td>
</tr>
<tr>
<td>Header</td>
<td>468x60</td>
<td>1,400</td>
<td>1,330</td>
<td>1,260</td>
<td>1,120</td>
<td>980</td>
</tr>
<tr>
<td>Panel</td>
<td>300x250</td>
<td>1,250</td>
<td>1,190</td>
<td>1,125</td>
<td>1,000</td>
<td>875</td>
</tr>
</tbody>
</table>

Website Only

<table>
<thead>
<tr>
<th>Banners</th>
<th>Size</th>
<th>x1</th>
<th>x2</th>
<th>x3</th>
<th>x6</th>
<th>x12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panel</td>
<td>300x250</td>
<td>875</td>
<td>830</td>
<td>785</td>
<td>700</td>
<td>610</td>
</tr>
<tr>
<td>Large Panel</td>
<td>350x500</td>
<td>1,450</td>
<td>1,375</td>
<td>1,300</td>
<td>1,150</td>
<td>1,010</td>
</tr>
<tr>
<td>Off Network Targeted* (50,000 Impressions)</td>
<td>300x250</td>
<td>875</td>
<td>830</td>
<td>785</td>
<td>700</td>
<td>610</td>
</tr>
<tr>
<td>Mid Article Panel Banner* (20,000 Impressions by section)</td>
<td>300x250</td>
<td>1,000</td>
<td>960</td>
<td>900</td>
<td>800</td>
<td>700</td>
</tr>
</tbody>
</table>

HomePage Skins Left & Right (1 Week only)

- Custom
  - 750 For Week
  - 710 For Week
  - 675 For Week
  - 600 For Week
  - 525 For Week

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

<table>
<thead>
<tr>
<th>Supplier/Product Profile (Up to 800 words + 4 images)</th>
<th>x1</th>
<th>x2</th>
<th>x3</th>
<th>x6</th>
<th>x12</th>
</tr>
</thead>
<tbody>
<tr>
<td>x1</td>
<td>x2</td>
<td>x3</td>
<td>x6</td>
<td>x12</td>
<td></td>
</tr>
</tbody>
</table>

Supplier/Product Profile + Weekly Newsletter

- 900
- 855
- 810
- 720
- 630

Material Requirements

Front Cover Strip

- Type Area: 40mm x 210mm
- Bleed: (bottom & right only) 5mm

2 page

- Type Area: 287mm x 410mm
- Bleed: 5mm

1 page

- Type Area: 287mm x 210mm
- Bleed: 5mm

1/2 page

- Type Area: 131mm x 183mm
- Vertical: 267mm

1/4 page

- Type Area: 131mm x 89mm
- Vertical: 183mm

1/8 page

- Type Area: 63mm x 89mm
- Vertical: 183mm

Profile

- (Display/Advertorial)
- Half display and half advertorial space.

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

- DL: 460
- A4: 520
- A3 (max): 650

Email & Website HomePage + Run of Site

Banners

- Title: 728x90
- Header: 468x60
- Panel: 300x250

Website Only

- Panel: 300x250
- Large Panel: 300x500
- Off Network Targeted* (50,000 Impressions): 300x250 / 728x90
- Mid Article Panel Banner* (20,000 Impressions by section): 300x250

HomePage Skins Left & Right (1 Week only)

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  - 710 For Week
  - 675 For Week
  - 600 For Week
  - 525 For Week

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Supplier News

- Supplier/Product Profile (Up to 800 words + 4 images)
- Supplier/Product Profile + Weekly Newsletter

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