

# Education Review



Endorsed by Principals Australia


**Media Kit 2012**

## WHY USE EDUCATION REVIEW

*Education Review* is a major reference point for schools and is by far the highest targeted 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 is informative, practical and insightful.

With a strong focus on primary and secondary school 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 communication vehicle for suppliers and providers to promote their products and services to these educators Australia-wide.

## FACTS AT A GLANCE

- Two copies sent to every school principal in Australia
- 25,757 CAB audited as at September 2011 
- Bi-monthly publication, 8 issues per year print and online
- Online weekly breaking news updates and alerts
- Distributed nationally
- Glossy, tabloid size publication
- Based on real people in real teaching situations
- Partnerships with key industry organisations

## CIRCULATION AND READERSHIP

Two copies of *Education Review* are sent to every school principal in Australia, one for them and one for the school staff room so our readership is broad and highly targeted to both principals and school teachers in private, public and Catholic schools Australia-wide.

## PARTNERSHIPS

APN Educational Media, publishers of *Education Review*, has developed partnerships with key industry organizations below. Under these partnerships, *Education Review* runs dedicated editorial from each organisation on what is happening within their specific areas. As well as keeping readers up to date on the activities of these prominent organisations, the partnerships further ensure *Education Review's* insightful and accurate reporting reaches the broadest audience and enjoys maximum penetration in the market.

- Australian Institute for Teaching and School Leadership (AITSL)
- Australian College of Educators (ACE)
- Principals Australia regards Educational Review as a quality publication covering contemporary education issues relevant to current and aspiring school leaders.

## ADVERTORIAL GUIDELINES

*Education Review* 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 publication's independent editorial content.

- All advertorials must be clearly marked 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 a sponsorship (with permission) or with the publication's own products or services.

All advertising rates are excluding GST and are inclusive of four colour.

### PRINT ADVERTISING

	1 issue	4 issues	8 issues
Full page	\$5,874	\$5,582	\$5,299
1/2 page	\$2,937	\$2,790	\$2,650
FC strip	\$2,689	\$2,554	\$2,421
1/4 page	\$1,469	\$1,396	\$1,327
Strip ad	\$1,051	\$998	\$949
1/8 page	\$734	\$697	\$662

### DIARY LISTINGS

	1 issue	4 issues	8 issues
80 word logo diary listing	\$438	\$328	\$273
80 word diary listing	\$218	\$165	\$137

Please send diary listing text in an email to our sales team. All logos and images must be 300dpi attached as EPS, PDF or JPG.

### RECRUITMENT ADVERTISING

\$38 per column cm	
1 column	34mm
2 columns	72mm
3 columns	110mm
4 columns	148mm
5 columns	186mm
6 columns	225mm

### FEATURE SPONSORSHIP

You can choose to sponsor one of our special features, positioning your company or brand as a market leader, and your products as the first choice for teachers and educators.

The feature sponsorship is very popular and exclusive to one sponsor each issue. If you see a feature topic that is of particular interest, please reserve this option as early as possible to avoid disappointment.

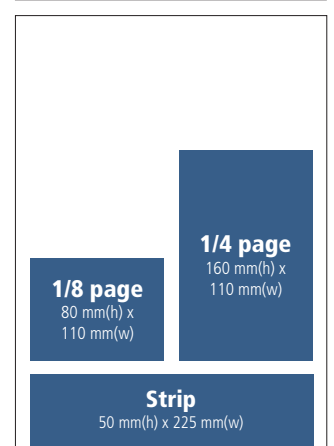
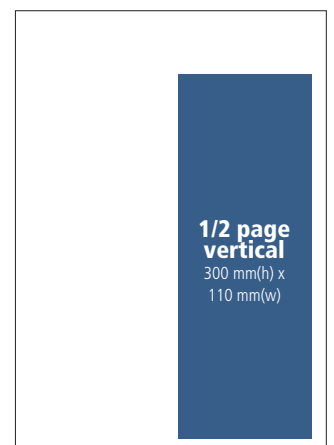
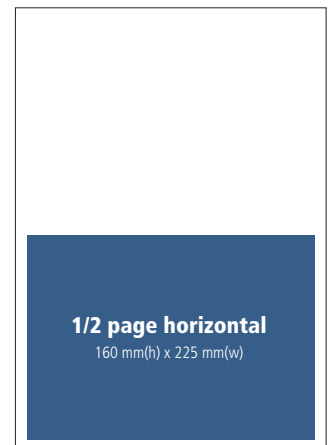
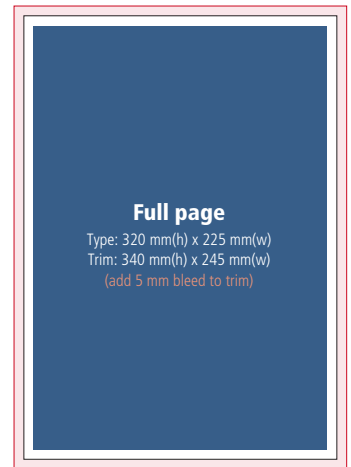
Issue	Booking date	Material date	Feature
1	January 25	January 26	Drama / Postgraduate
2	February 29	March 1	Sports / Building and Architecture
3	April 26	April 27	Teaching overseas / Music
4	May 30	May 31	Green schools
5	July 25	July 26	Excursions
6	August 29	August 30	Professional development
7	September 26	September 27	Teaching overseas
8	October 31	November 1	Postgraduate

Regular features include: Technology, Leadership, Resources for Schools, Students and Teachers, and Publishing.

### FEATURE SPONSORSHIP PACKAGE

Full page or 2 x 1/2 pages (h)	\$5,874
Acknowledgement box on page 2	\$576
Strip ad	\$1,051
Sponsorship box	\$1,090
Skyscraper Banner	\$1,258
<b>TOTAL VALUE</b>	<b>\$9,849</b>
25% Discount	\$2,462
<b>TOTAL COST</b>	<b>\$7,387</b>

### PRINT ADVERTISING SPECIFICATIONS



### ONLINE OPPORTUNITIES

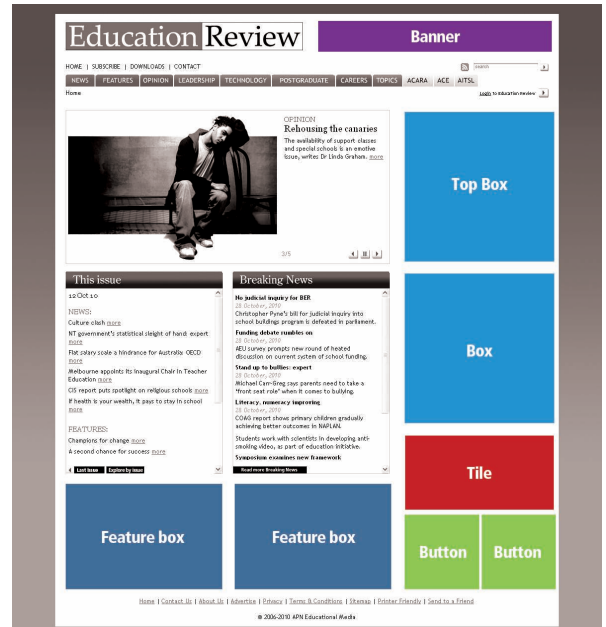
Education Review is published online 8 times per year with weekly breaking news content. Subscribers are sent a weekly breaking news email alerting them when the latest content is live. We also offer advertisers the opportunity to send subscribers Exclusive Sponsored Email Campaigns. Our online advertising options range from website banners, boxes, tiles and buttons to subscriber email banners and listings. Everyone has a preferred way of reading Education Review, this option will ensure you reach all readers, including those decision makers who subscribe to the online version only.

SHARED* WEBSITE ADVERTISING RATES PER MONTH	Entire site	Artwork Specifications
Box +	\$1,640	300pxl (h) x 300pxl(w)
Banner	\$1,162	60pxl (h) x 468pxl (w)
Feature box	\$1,061	200pxl (h) x 300pxl (w)
Tile	\$821	150pxl (h) x 300pxl (w)
Button	\$547	150pxl (h) x 150pxl (w)

\*SHARED means your ad will be on an 11 second rotation with a maximum of 2 others + There is a 10% surcharge for the top box ad.

EXCLUSIVE* WEBSITE ADVERTISING RATES PER MONTH	Entire site	Artwork Specifications
Box	\$4,426	300pxl (h) x 300pxl(w)
Banner	\$3,137	60pxl (h) x 468pxl (w)
Feature box	\$2,802	200pxl (h) x 300pxl (w)
Tile	\$2,213	150pxl (h) x 300pxl (w)
Button	\$1,476	150pxl (h) x 150pxl (w)

\*EXCLUSIVE means no other ads will be rotating with your ad – subject to availability



### WEBSITE ADVERTISING FREQUENCY DISCOUNTS

3 months	8%
6 months	15%
12 months	20%

### ONLINE ARTWORK

Specifications: Artwork to be supplied in GIF or JPG, 100kb or lower with an 11 second rotation.

Deadline: 48 hours prior to upload date.

### EMAIL ADVERTISING

A) EXCLUSIVE WEEKLY EMAIL NEWSLETTER*	1 issue	4 issues	8 issues
Skyscraper + Leaderboard			
Horizontal - 728(w) x 90(h)	\$4,000	\$3,600	\$3,240
Vertical - 160(w) x 600(h)			

B) EXCLUSIVE SPONSORED EMAIL CAMPAIGN	1 issue
Customised campaign	\$8,000
728(w) x minimum 600(h)	

\*Artwork to be supplied in GIF or JPG, 100KB or lower. Please note email format does not allow for animated GIF or FLASH files.

**Education Review**

**Leaderboard Ad (728 x 90)**

**Skyscraper Ad (160 x 600)**

Good afternoon Danny

In the weeks since we've written you you can read our...

It's a new show of bipartisanship, the government and the coalition are on the same page when it comes to the TEGSA bill, but diverge about what needs to happen next. An amended Territory Education Quality and Standards Agency Bill 2011 passed in record time in the Senate last week and now both sides get to work on the bill in the lower house. It was supported in the Senate by opposition education spokesman Senator Brett Mason.

The bipartisan support was welcomed by interim chair of TEGSA Professor Denise Shalby who told Campus Review she thought the progress of the legislation demonstrated that both sides of politics, the educational bureaucracy and sector representatives have been ready to work co-operatively, responsibly and with mutual trust to establish something which will ensure Australian levels internationally in order to ensure the quality of higher education.

"This policy initiative could easily have fallen victim to political and ideological campaigns and failed to proceed. That it did reach a point for great attention," Shalby said. Education Minister Senator Chris Evans moved amendments to the bill at a Senate sitting on Thursday last week. One covers the right of universities to self-accredit courses. The inclusion of this in the existing legislation had been a contentious issue. The government proposed to put it in second for provider standards legislation.

The amended TEGSA bill now reads: "Some providers (including Australian universities registered in the Australian universities provider category) are authorised to self-accredit their courses of study."

Mason added the bill, however, that although the reforms to higher education were workable, he was concerned about the government's efficiency in implementing them. He said the government was delayed by the extent of 40 per cent of 20 to 34 year olds having a bachelor's degree or more by 2025, ignoring all the careful planning that has to be done as a foundation of successful implementation". See [Parliament TEGSA bill passes Senate](#).

Other stories on the week include:

- UNE signs up online report to expand distance agenda
- Another reason for UNE to do the deal with Pearson was the weighted boost by staff teaching in two modes.
- Tax rules for government to cover low-SES students, in my opinion
- Money is not the main barrier between students from disadvantaged backgrounds and university
- University rankings criticised as controversial, distorted
- A Campaign report on Tech that with the very university rankings are defined here that have not been released.
- Study to find out why Tasmanian has high drop-out rates
- A four year longitudinal study will track nearly every year 10 student in Tasmania to identify why drop-out rates are the second highest in the country.
- University of Sydney gets AusAID funding for HEV program
- Ampursport for 25 leading Melbourne will include intensive multidisciplinary training in the management and prevention of HPAI/AVI and recently transmitted infections.
- Marathon science club signal video: mths, unsw
- Agiles to call 100000 jobs at research has led to an industrial dispute with the NTEU.
- Orasute releases file - magphill
- Orasute Careers Australia has released its 2011 annual report on the first year salaries of bachelor degree graduates - and the news is slightly better.

**Customised campaign 728 x 600 (or taller)**

### DEADLINES

Publication booking deadline: Wednesday before print  
Publication material deadline: Monday before print  
Features booking deadline: Refer to features list  
Features material deadline: Refer to features list  
In-house design deadline: Wednesday before print

### CANCELLATION CONDITIONS

There is a 50% cancellation fee if your ad is cancelled within 24 hours of the booking deadline. If artwork is not received by the material deadline, your ad will not be included in the issue and you will be invoiced 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 plus GST production cost will be incurred if your advertisement is designed and/or typeset by APN Educational Media, this includes a maximum of two 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 your sales representative.

All images must be attached in an email and supplied at 300dpi in EPS, PDF or JPG format.

### INSERT MATERIAL INSTRUCTIONS

Standard Insert Rate: \$0.55 per insert (excl GST)  
Maximum of 2 inserts per issue.

A standard insert weighs 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 couriered 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:

INSERT LABEL

**APN Print Warwick**  
**56 Kenilworth Street**  
**WARWICK QLD 4370**

**To be inserted into *Education Review*:**

Issue:  
 Insert date:  
 Client name:  
 Client contact:  
 Total quantity:  
 Box: \_\_\_ of \_\_\_



### Sales Executive

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### Editor

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**Aboriginal undergrads go online**  
 A group of up to 10 Aboriginal education officers working to improve their skills and the skills of their students are taking part in an online course. The course will help to improve their skills and the skills of their students. The course will help to improve their skills and the skills of their students.

**The invisible child**  
 A special report on children with disabilities and chronic health conditions.

**National partnerships were 'hit and miss'**  
 Initiatives and \$10 million in subsequent second payments for the school's 'invisible' students. The school's 'invisible' students are those who are not on the school's roll but who are still in the school's care.

**Dragon NaturallySpeaking Professional**  
 Simply superior speech recognition software. Improves PC access for students with learning and/or physical disabilities. Special Offer: up to 50% off Volume & Site Licenses.



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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.