Delving into the civic side of edtech, and asking what it can do for social good

PLUS
- Dare to Learn Helsinki
- Cybersecurity
- Wired Next Gen

The heart of tech

Driving into the civic side of edtech, and asking what it can do for social good
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The next step in Edtech

Welcome to Education Technology magazine, the trusted voice of ICT in education.

Education Technology (ET) covers the latest news and innovations in technology for the whole education sector, including primary and secondary schools, further and higher education, in the UK and beyond.

Each issue of the monthly magazine includes in-depth features and analysis on key themes making waves throughout the sector, from cloud computing to coding, BYOD to WYOD, and 3D printing to virtual reality.

ET also provides a platform for industry experts to voice their thoughts on the most current sector developments. Our roundtable debates have featured some of the leading lights in the sector, voicing their views on all things edtech.

Edtechnology.co.uk is updated every day, with the latest news, in-depth features and opinion pieces, as well as previews and reviews of the leading educational events. So why not pay it a visit?

If you’ve got a story, or would like to be involved, get in touch. We are always keen to hear your views.

CHARLEY ROGERS  |  EDITOR
charley.rogers@wildfirecomms.co.uk  |  0117 300 5526
Follow us @Educ_Technology
Like us /edtechnology
edtechnology.co.uk
## Magazine facts

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Monthly</th>
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<td>Print circulation</td>
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<td>Bonus event copies</td>
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<td>Events</td>
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## Digital facts

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<td>Find us on:</td>
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<tr>
<td>Social media</td>
<td>Twitter followers: 13,000</td>
</tr>
</tbody>
</table>

Find us on: twitter.com/Educ_Technology, facebook.com/edtechnology, youtube.com/user/WildfireCommsUK
Spending Power

**AVERAGE ANNUAL SPEND PER JOB TITLE**

**Up to £1 million**
- Computer Officer
- IT Manager
- AV Manager
- ICT Developer
- IT Security Manager
- Marketing Communication
- Executive/Manager
- Principal/Headteacher

**£5 million–£10 million**
- Purchasing Manager
- Procurement Manager
- Director of Computing Systems & Services

**£2 million–£5 million**
- Head of Technical Services
- Information Systems Manager
- Financial Controller
- Principal/Headteacher

**Over £15 million**
- Vice-Chancellor
- Pro Vice-Chancellor
- Director of Purchasing
- Chief Financial Director
- Head of Development Learning and Information Services

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**Audience**

**SECTOR BREAKDOWN FOR ET READERS**
- **Primary**, 26%
- **Secondary**, 41%
- **HE/FE**, 33%

**EDUCATION TECHNOLOGY PRINT READERSHIP JOB TITLES**
- **Other** (E-learning officers, learning technologists, lecturer, teachers), 19%
- **Senior management** (Headteacher, Principal, Vice chancellor), 47%
- **Management** (ICT Managers, Directors of Tech, Head of Dept), 34%
In every issue

The latest edtech news, features and opinion from leading figures working across the education sector

ANALYSIS OF KEY TOPICS AND TEACHING AND LEARNING TECHNIQUES INCLUDING:

- BYOD
- cloud
- e-safety
- flipped learning
- virtual reality
- augmented reality
- coding
- gamification
- 3D printing

PRODUCT LAUNCHES

News on the latest edtech kit for classrooms and campuses

INDUSTRY EVENTS

Previews, reviews and essential information about the leading edtech events
JUNE
THE STEAM ISSUE
SALES DEADLINE: 18 MAY
EDITORIAL DEADLINE: 11 MAY

FULL STEAM AHEAD: Roundtable: what are schools and universities doing to emphasise the important connection between STEM and the arts?

PARTS AND CRAFTS: how traditionally 'serious' endeavours such as engineering and coding are embracing their creative side

INTERVIEW: TOM LONDON: the hacker magician talks enthralling tech, and how programmers are the sorcerers of the digital world

3D PRINTING: from art & design to archeology, how 3D printing is bringing creativity into the 21st century

APPS FOR ARTS: How tech developers are focusing on arts education

EVENT DISTRIBUTION: EdTechX Europe

JULY
THE CLOUD ISSUE
SALES DEADLINE: 20 JUNE
EDITORIAL DEADLINE: 15 JUNE

CLOUDING YOUR JUDGEMENT: Roundtable: How will cloud computing change the education landscape, not just in terms of data storage, but in terms of pedagogical approaches, such as virtual classrooms, and in the growth of the smart campus?

CLOUD ON THE HORIZON: The inevitability of the cloud – why every school and university will eventually be using it, what are the pros and cons, and how can you prepare your infrastructure?

DATA STORAGE: using the cloud brings with it a host of questions about data storage and security. What are the prevalent issues, and experts’ thoughts on how to address them?

CPD: getting teachers ready for the cloud is essential if it’s going to work properly. What are schools and universities doing to train their staff, and create contingency plans for the switch?

EVENT DISTRIBUTION:

AUGUST
THE ‘BEHIND THE SCENES’ ISSUE
SALES DEADLINE: 20 JULY
EDITORIAL DEADLINE: 13 JULY

BRAND YOURSELF: Roundtable: as the new academic year approaches, how can you refresh your institution’s brand?

NETWORK PROVISIONS: what can you do to ensure the best network usage for your school or university?

MANAGED ICT: outsourced or in-house: what are the pros and cons?

AGE OF COMMUNICATION: a look at how schools can communicate with parents, digitally

EVENT DISTRIBUTION:
SEPTEMBER
THE BACK TO SCHOOL ISSUE
SALES DEADLINE: 17 AUGUST
EDITORIAL DEADLINE: 24 AUGUST

DOES IT COMPUTE?: Roundtable: the computing curriculum: debating its progress so far

INTERACTIVE SCREENS: enhancing the classroom experience through touchscreen tech

NEW LEARNING MODELS: a special report on how different learning models are being implemented across education, including features on flipped learning, blended learning, e-learning, and BYOD

EVENT DISTRIBUTION: New Scientist Live

OCTOBER
THE SOCIAL ISSUE
SALES DEADLINE: 21 SEPTEMBER
EDITORIAL DEADLINE: 14 SEPTEMBER

TECH FOR GOOD: Roundtable: how can edtech companies and education institutions use tech for good?

CYBER BULLYING: how can we actively teach compassion and digital social responsibility to students to help prevent cyber bullying?

WELLBEING: what tech is available to ensure the wellbeing of both staff and students?

SOCIAL EQUALITY: how tech is levelling the playing field for disabled students

EVENT DISTRIBUTION: Festival of Education, UCISA SSG18

NOVEMBER
THE INNOVATIONS ISSUE
SALES DEADLINE: 24 OCTOBER
EDITORIAL DEADLINE: 17 OCTOBER

SUSTAINABLE TECH: Roundtable: how can education institutions future-proof their tech investments, and improve their eco footprint?

AI: how far has AI come in making teachers’ workloads lighter, and streamlining learning?

PROJECTORS: from budget to high-end, we look at the latest projectors designed with the education sector in mind

THE SMART CAMPUS: what do modern learning spaces look like, and what tech can we expect to see there?

EVENT DISTRIBUTION:

DECEMBER
A YEAR IN REVIEW
SALES DEADLINE: 23 NOVEMBER
EDITORIAL DEADLINE: 16 NOVEMBER

LOOKING BACK: Roundtable: what are the stand-out edtech features for 2018, and what are the experts’ predictions for 2019?

TO STEAM OR NOT TO STEAM: is the STEAM movement enduring? What are its highs and lows of 2018?

EXPERT INSIGHT: PAPERLESS MANAGEMENT: how do we see the evolution of paperless management developing across education in 2019?

BETT: a look at what’s to come at the UK’s biggest edtech show

EVENT DISTRIBUTION:
JANUARY 2019
THE PREDICTIONS ISSUE
SALES DEADLINE: 13 DECEMBER
EDITORIAL DEADLINE: 06 DECEMBER

TOMORROW’S WORLD: Roundtable: how can schools and universities future-proof their institutions and keep ahead of the edtech curve?

#TRENDING: what does edtech in 2019 look like? What new products are being released, and how will they change education?

BACK TO THE FUTURE: what are some of the most enduring predictions in edtech, and are we any closer to seeing them realised?

BETT 2019: our exclusive review of the biggest edtech event of the year

EVENT DISTRIBUTION:

FEBRUARY
THE BUDGET ISSUE
SALES DEADLINE: 19 JANUARY
EDITORIAL DEADLINE: 12 JANUARY

BALANCING ACT: Roundtable: how can we invest in tech whilst balancing budgets?

BIG DATA: what data should your institution be collecting, and how can you utilise it to best target your edtech investment?

BYOD: how bring your own device programmes can improve learning outcomes whilst safeguarding school budgets

COLLABORATIVE CLASSROOMS: a look at how tech and staff can work together to ensure an effective learning experience

EVENT DISTRIBUTION: ISE Europe, Education Show, Jisc Digifest, UCISA Leadership Conference

MARCH
THE UPGRADE ISSUE
SALES DEADLINE: 23 FEBRUARY
EDITORIAL DEADLINE: 16 FEBRUARY

RACING TIMES: Roundtable: can the teaching profession keep up with the fast pace of edtech?

PEDAGOGY: e-learning vs. traditional teaching: what do the upgrades look like?

EXPERT INSIGHT: VLES: an update on the challenges and benefits of the Virtual Learning Environment across the education sector

ISE: A review of Integrated Systems Europe event

EVENT DISTRIBUTION: The Academies Show, Talis Insight, UCISA DCG, AlConf

APRIL
THE INTERNATIONAL ISSUE
SALES DEADLINE: 22 MARCH
EDITORIAL DEADLINE: 15 MARCH

AROUND THE WORLD: Roundtable: representatives from the world’s frontrunners in edtech adoption discuss top tips and best practice

GOING GLOBAL: what resources are there to support global education initiatives? We look at the rise of the global classroom, and international resource hubs

LEAD ON: how are the world leaders in edtech driving the movement?

STUDENT INTERNATIONAL: how do expectations between home and international students differ? How can schools and universities help integration?

POST-BREXIT: what impact has Brexit had on the edtech sector?

EVENT DISTRIBUTION:
SAFEGUARDING: Roundtable: how can schools and universities ensure their students’ data is safe online?

GDPR: how has the regulation affected the education sector over the past year?

E-SAFETY: cyber-bullying and its effects: how can we protect our students?

BACK OF HOUSE: a look at what systems can be put in place to secure education institutions and their tech

EVENT DISTRIBUTION:
EVENT COVERAGE AND MEDIA PARTNERSHIPS
We are media partners at...

We and the other EdQuarter media portfolios will be promoting, supporting, distributing and providing print and digital advertising opportunities / coverage at the following events...

<table>
<thead>
<tr>
<th>JANUARY</th>
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<td>● Bett Show</td>
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<td>● BSA Annual Conference</td>
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<th>FEBRUARY</th>
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<td>● UCISA Annual Conference</td>
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<td>● Jisc Digifest</td>
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<td>● Education Show</td>
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<td>● Bett Academies</td>
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<td>● International Higher Education Forum</td>
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<td>● International e-Assessment Awards</td>
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<td>● EAUC Conference</td>
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<td>● MAT Formation</td>
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<td>● Next Generation Learning Spaces</td>
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<td>● ASRA Conference (UB)</td>
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<td>● AUDE</td>
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<td>● ISPEC (Independent Schools PE Conference) (IE)</td>
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<td></td>
<td>● Higher Education Estates Forum (B4E and UB)</td>
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<tr>
<td></td>
<td>● The Academies Show London</td>
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<tr>
<td></td>
<td>● Talis Insight Europe</td>
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<th>MAY</th>
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<tr>
<td></td>
<td>● BSA Annual Conference for Heads</td>
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<table>
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<tr>
<th>JUNE</th>
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<td>● STEM Gender Equality Congress</td>
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<td>● Future Edtech</td>
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<td>● EdTechXEurope</td>
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<td>● Facilities Show</td>
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<td>● Festival of Education</td>
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<td>● CUBO Summer Conference</td>
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</tbody>
</table>
SEPTMBER

- Lunch!
- Education Estates and Facilities Conference
- New Scientist Live
- UCISA IG

OCTOBER

- HMC Annual Conference
- Higher Education Real Estate and Infrastructure
- EduTech Show
- Higher Education Conference
- Academic Venue Showcase
- UK Construction Week (B4E)
- The Education Building Forum
- MATs Summit
- Education for the Soul
- Simo Educacion

NOVEMBER

- Education Estates
- WIRED Next Generation
- UCISA CISG-PCMG
- InnovateEdTech Conference
- Green Gown Awards
- University & Healthcare Estates & Innovation
- Class Conference
- Education Forum
- GSA Annual Conference for Heads
- Academic Venue Awards
- Education Buildings Scotland
- Scotland Build Expo
- EdtechUK Global Summit

DECEMBER

- Effective financial management in uncertain times
- Student Accommodation Awards and Conference
ANNUAL CAMPAIGNS

INTEGRATED CAMPAIGN  17
DIGITAL CAMPAIGN     18
Annual Campaigns

INTEGRATED CAMPAIGN

Each edition (Monthly) our partner receives over a 12 month duration...

- x1 full page of editorial in the mag
- x1 full page advert in the mag (opposite or separate to the editorial)
- The above pages included in the digital magazine (4K reads per edition)
- x1 blog hosted by www.edtechnology.co.uk (use magazine editorial – 14K users p/m)
- Leaderboard on homepage
- Blog to receive social media support from ET (13K followers)
- x1 newsletter sponsored story (sent to 6K opt-in subscribers)
- Enhanced marketplace listing in applicable category (active all year)
- Partners preferentially approached to contribute on in-house articles as industry experts
- Further ad placements across all publications to receive 20% discount for the duration of the year

Annual partner rate per edition:
£1,667+VAT per edition. RRP £4,000 per edition
Per annum: £9,999+VAT
Annual Campaigns

**DIGITAL CAMPAIGN ONLY**

- **x12 blogs / online news stories**
  (one per month – 14K users p/m)

- Blog used as sponsored story in each month’s
  ET newsletter (6K opt-ins)

- Sponsor button in each month’s ET newsletter

- Social media support each month for your
  blog (13K followers)

- Leader board on [www.edtechnology.co.uk](http://www.edtechnology.co.uk) homepage for the duration of the year

- **x6 solus mail shot to ET’s database of subscribers**
  (every other month) sent to 6K opt-in subscribers

- **12 month enhanced marketplace**

- **x4 targeted Facebook ads to the demographic, regions, professions of your choice**

- Partners preferentially approached to contribute on in-house articles as industry experts

- Further ad placements across all platforms to receive 20% discount for the duration of the year

**Annual partner rate per month:**

- £750 RRP £1,329 per month

- **Per annum:** £8,999

**SAVE 50% FROM RATE CARD**
PRINT ADVERTISING RATE CARD

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CREATIVE OPTIONS: 21
Gatefolds, Belly Bands & Wraps
MAGAZINE SPONSORSHIP 22
# Print Rate Card

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1 ISSUE</th>
<th>3 ISSUES</th>
<th>6 ISSUES</th>
<th>12 ISSUES</th>
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<tbody>
<tr>
<td><strong>DISPLAY</strong></td>
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<tr>
<td>Quarter page</td>
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<td>Inside back cover</td>
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<td>Sponsor sandwich</td>
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<td>Centre Pillar</td>
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<td>£1,440</td>
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<tr>
<td>Feature Bookends</td>
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<td>Fireplace</td>
<td></td>
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</tr>
</tbody>
</table>
Creative Options

THROW OUTS

THROW OUT

THROW OUT INSIDE FRONT OR INSIDE BACK COVER 3 PAGES
The inside front cover has the ability to throw out from the magazine into an eye catching double page spread where you get three pages of coverage to use for adverts, advertorials or a combination of the two. It’s very high impact and a great way to make a splash!

Cost: £2750 + VAT

THE WRAP 8 PAGE THROW OUT
The front cover is designed to fit with the style and feel of the magazine, the outside back cover to be striking and image-lead. The inside front and inside back cover have the ability to fold out from the magazine into an eye catching double page spread giving you six pages of coverage to use for adverts, advertorials or a combination of the two. It’s very high impact and a great way to make a splash!

Cost: £4995 + VAT

BELLY BAND

BELLY BAND

ATTACHED TO CENTRE SPREAD

A belly band is a furnished paper outsert with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The belly band is attached to the centrespread which you also get as part of the package. We recommend you run a large brand ad or DPS of advertorial to maximise the page views the belly band delivers to this specific section of the magazine.

Cost: £3,500 + VAT
Magazine Sponsorship

**PLATINUM**

- 8 page magazine wrap plus outside cover (False cover (front and back) with inside front and inside back cover 3 page throw outs/gatefolds).
- Logo on front cover of magazine
- Logo on all independent pages
- All print activity duplicated in digital mag
- Homepage takeover for a month
- Site upload of native editorial/advertorial.
- x2 Solus mail shots
- Newsletter inclusion of native editorial/advertorial
- Newsletter sponsor button
- Social media support

**Cost:** £8999 + VAT

**GOLD**

- Standard magazine wrap (False front and outside back cover ad)
- Logo on front cover of magazine
- Logo on all independent pages
- Centre spread DPS of native editorial/advertorial
- All print activity duplicated in digital mag
- Homepage takeover for a month (branding on all banners on the same rotation)
- Site upload of native editorial/advertorial
- Solus mail shot
- Newsletter inclusion of native editorial/advertorial
- Newsletter sponsor button
- Social media support

**Cost:** £6999 + VAT
Magazine Sponsorship

**SILVER**

- Premium brand sandwich: inside front cover 3 page throw out/gatefold and outside back cover
- Logo on front cover of magazine
- Logo on all independent pages
- All print activity duplicated in digital mag
- Homepage reskin for a month
- Site upload of native editorial/advertorial.
- Solus mail shot
- Newsletter inclusion of native editorial/advertorial
- Newsletter sponsor button
- Social media support

**Cost:** £5999 + VAT

**BRONZE**

- Branded belly band around every copy of the magazine. Belly band fixed to your content submission.
- Full page of native editorial/advertorial located next to relevant feature
- All print activity duplicated in digital mag (excluding belly band)
- Newsletter inclusion of native editorial/advertorial
- Site upload of native editorial/advertorial
- Solus promoting native editorial/advertorial feature and linking through to article
- Homepage masthead for a month
- Newsletter sponsor button
- Social media support

**Cost:** £3999 + VAT
PRINT ADVERTISING & EDITORIAL SPECS

PRINT AD SPECIFICATIONS 25
FEATURE SPONSORSHIP SPECIFICATIONS 26
ADVERTORIAL SPECIFICATIONS 27
**Magazine Artwork Specifications**

<table>
<thead>
<tr>
<th>DOUBLE PAGE + BLEED</th>
<th>FULL PAGE + BLEED</th>
<th>HALF PAGE HORIZONTAL</th>
<th>HALF PAGE VERTICAL</th>
<th>QUARTER PAGE</th>
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</thead>
</table>

**Double page:** 420mm(w) x 297mm(h) Please add 3mm bleed on all full page adverts and keep all text 15mm away from the page edges.

**Full page:** 210mm(w) x 297mm(h) Please add 3mm bleed on all full page adverts and keep all text 15mm away from the page edges.

**Half page horizontal:** 180mm(w) x 128mm(h)

**Half page vertical:** 88mm(w) x 262mm(h)

**Quarter page:** 88mm(w) x 128mm(h)

**FILE FORMATS SUPPORTED:**

- Adobe InDesign CC or below (please include all images and fonts)
- Adobe Illustrator CC or below (please include all images and fonts)
- Adobe Photoshop CC or below (please flatten all layers)

**Standard File Formats:**

A PDF file is preferred but we do accept the following file formats; TIFF, JPEG and EPS.

All files and images must be converted to CMYK otherwise colours may change when printed.

**Resolution:** 300 DPI resolution at actual size.

Supplying artwork can be either emailed or sent via a file transfer site such as WeTransfer. You can also put it onto our Dropbox account, please contact us for the details.
Feature Sponsorship Specifications

**Sponsor sandwich:** 420mm(w) x 297mm(h). Please add 3mm bleed on all full page adverts and keep all text 15mm away from the page edges.

**Center pillar:** 420mm(w) x 297mm(h). Please add 3mm bleed on all full page adverts and keep all text 15mm away from the page edges.

**Feature bookends:** 88mm(w) x 262mm(h)

**Tower bookends:** 43.75mm(w) x 262mm(h)

**Fireplace:** 205mm(w) x 128mm(h)

**FILE FORMATS SUPPORTED:**

Adobe InDesign CC or below (please include all images and fonts)

Adobe Illustrator CC or below (please include all images and fonts)

Adobe Photoshop CC or below (please flatten all layers)

**Standard File Formats:**

A PDF file is preferred but we do accept the following file formats; TIFF, JPEG and EPS.

All files and images must be converted to CMYK otherwise colours may change when printed.

**Resolution:** 300 DPI resolution at actual size.

Supplying artwork can be either emailed or sent via a file transfer site such as WeTransfer. You can also put it onto our Dropbox account, please contact us for the details.

* For fireplace and center pillar adverts, please allow for center fold break when designing artwork.
Advertorial Specifications

DOUBLE PAGE
1,000 - 2,000 words
4-5 images

FULL PAGE
500 - 650 words
3-4 images

HALF PAGE
300 - 350 words
2-3 images

QUARTER PAGE
140 - 160 words
1-2 images

● Avoid hyperlinks, underline, italics, bold font – copy should be as clean as possible.
● Copy submitted should be the final version approved by all parties involved.
● Copy should be submitted as a word attachment, rather than in the main body of the email.
● Any additional notes to the editor should be made clear in this word document, rather than in the body of the email.
● Please start the article with an introductory sentence of 20-30 words, introducing who has written the piece and giving an overview of what the piece is about: e.g. Paul Jagger, partner at Farrell and Clark, offers advice on the changing dynamics of student accommodation.
● Please include all contact information you would like to be included in the article.

IMAGES
● Hi res jpegs are the favoured option (minimum 500kb).
● Images from websites, or embedded into word documents, are generally no good.
● Please put clear captions on images.
● If there are a number of large pictures, please send via WeTransfer or Dropbox.

FEATURE HINTS
Aside from good pics, there are plenty of ways to enliven a feature, making it more readable/digestible.

Some suggestions:
● Box outs. Take one element of the feature, and run it as separate piece, ideally with its own image.
● Timelines. Works well if there’s a linear story to tell (eg a construction case study)
  Easy to read and looks great, especially over a double page spread or longer.
● Lists/bullet points/charts/graphs.

PROOFS
Wildfire Comms operates a two-proof policy. A PDF proof of the set article will be provided.
A further proof will then be provided to clarify and approve any amendments.
DIGITAL ADVERTISING, RATE CARDS & SPECS

USE OUR WEBSITE  29
USE OUR DATABASE
  NEWSLETTER SPONSORSHIP  30
  E-SHOTS  31
LEAD GENERATION, ROUNDTABLES & WEBINARS  33

RETURN TO CONTENTS
Use our Website

**Digital Rate Card & Specs for Banners, Marketplace Profiles Etc**

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate (PCM)</th>
<th>Dimensions (W x H)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhanced profile in marketplace</td>
<td>£83</td>
<td>Contact the team</td>
</tr>
<tr>
<td>MPU</td>
<td>£200</td>
<td>260 x 217</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>£400</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Super leaderboard</td>
<td>£500</td>
<td>980 x 90, 980 x 100</td>
</tr>
<tr>
<td>Half page portrait</td>
<td>£500</td>
<td>300 x 600</td>
</tr>
<tr>
<td>Skyscrapers (l/r)</td>
<td>£700</td>
<td>90 x 480</td>
</tr>
<tr>
<td>Reskin (Skyscrapers &amp; Super leaderboard)</td>
<td>£1000</td>
<td>See individual dimensions</td>
</tr>
</tbody>
</table>

**Super Leaderboard**

**Leaderboard**

**MPU**

**Half Page**

See individual dimensions
Use our Database

DIGITAL RATE CARD & SPECS FOR
E-SHOTS, & NEWSLETTERS ETC

<table>
<thead>
<tr>
<th>POSITION</th>
<th>RATE</th>
<th>DIMENSIONS (W X H)</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-newsletter sponsor button</td>
<td>£75</td>
<td>265 x 90</td>
</tr>
<tr>
<td>E-newsletter text-panel entry</td>
<td>£170</td>
<td>Contact the team</td>
</tr>
<tr>
<td>E-newsletter leader banner</td>
<td>£400</td>
<td>540 x 60</td>
</tr>
<tr>
<td>Bespoke email shots</td>
<td>£800</td>
<td>See e-shot guidelines</td>
</tr>
</tbody>
</table>

PREMIUM NEWSLETTER SPONSORSHIP

- Leader Banner on 3 consecutive monthly newsletters (per quarter)
- Sponsor Button on 3 consecutive monthly newsletters (per quarter)
- A text panel / news story in 3 consecutive monthly newsletters (per quarter)
- News story uploaded to our site each month over the quarter
- Social media support of news story each month for the quarter

Total: £1,199 + VAT (discounted from rate card)

STANDARD NEWSLETTER SPONSORSHIP

- Sponsor Button on 3 consecutive monthly newsletters (per quarter)
- A text panel / news story in 3 consecutive monthly newsletters (per quarter)
- News story uploaded to our site each month over the quarter
- Social media support of news story each month for the quarter

Total: £699 + VAT (discounted from rate card)
E-shot

E-SHOT GUIDELINES

WHAT ARE YOU AIMING TO ACHIEVE? DO YOU WANT TO...

- Drive traffic to your website?
- Increase sales?
- Build brand awareness?
- Grow your database?

It’s vital to define clear objectives and expectations from the outset.

GRAB YOUR AUDIENCE

- Use an engaging, informative and clear subject line to encourage readers to click through. Ensure that it is relatable to our audience.
- Avoid clichés or jargon which wouldn’t appeal to our readers.

CONTENT

- Keep your message concise. Don’t overload your e-shot with too much text. If your e-shot is too text heavy readers will lose interest.
- Use your image logo or other relevant images to give the reader immediate insight into what your email is about.
- Be creative – think about how you can differentiate your email to ensure it will make an impact and stand out.
- Make your content relevant to our reader base. E.g. If you are advertising a product, include how it can help our specific audience. How can it benefit the education sector? Can you include an endorsement from someone in the industry?
- Offer an incentive – also make this industry specific. E.g. Mention that you are offer a 10% discount for any education professionals, higher education institutions.
- Encourage contact, include various ways for the reader to get in touch (web, email, phone).
- Include social media icons to highlight that they can connect via social if relevant.

CALL TO ACTION

- Include a clear Call To Action in the top third of your e-shot so that it is seen in the first instance when the email is opened.
- Include further CTAs within your e-shot but ensure your main aim is the focus. Don’t confuse the reader by telling them to do too much.

TECHNICAL GUIDELINES

- If you’ve never designed an email before visit: http://bit.ly/1DPsosA
- If you have experience designing emails, please ensure it’s maximum 600px width and images are in RGB with at least 72dpi (GIFs are suitable). Remember to put important information in the first frame of animated images (some email clients only display the first frame).
E-shot submission checklist

WHEN TO SUBMIT:
Please submit you HTML ready e-shot one week before the agreed send date. This deadline will ensure that we can upload your content to our mailing system and schedule the send date in good time.

FORMAT FOR SUBMISSION:
HTML ready in a zipped file with all design complete.

WHAT DO WE MEAN BY ‘ALL DESIGN COMPLETE’
All images embedded in to the mail shot, all links checked, no text amends necessary. I.E. for all intents and purposes we can drop what you’ve supplied into our mailing system straight away and send on without any issues.

SUBJECT LINE:
To ensure that your email reaches as many of our contacts as possible, it’s imperative that you supply a subject line that is attractive and conveys a clear message. Please submit this at the same point you provide the e-shot itself.

BEST PRACTICE:
If you are unsure on how best to put together your HTML you can create a free Mailchimp account, where you can build the email with ease. MailChimp has a campaign builder (no code needed) with a Word-like interface, so it’s really user-friendly. The advantage is that it constructs the email code to a very high standard – and we won’t experience any errors when we gather the preview email campaigns from you.
Lead generation, Roundtable & Webinars

**LEAD GENERATION**

Our education lead generation solution is built bespoke and is dependent on the requirements of our vendors partners. We have the scope to utilise all digital solutions across our portfolio titles and social media. The campaign can be launched on one or many of our leading educational sites, included in the relevant newsletters and delivered to the newsfeeds or educational professionals through highly targeted and sophisticated audience analysis on social media. All leads are prequalified and filtered through an online form which is designed to confirm the key criteria and job function.

We require that our vendor partners supply the following:

- A call to action (previously we have successfully run competitions to encourage engagement)
- Lead qualification (job titles, brand location, industry segment)
- Duration of campaign.
- Total campaign budget

The cost of running a campaign is as follows:

**One off administration and set up fee** £350 + VAT

**Cost per lead generated** £85 + VAT

**DIGITAL ROUNDTABLE EVENTS**

An invite only, webinar style, recorded roundtable event between our client and up to 6 subscribers that match the job title preferences you supply

- We source participants according to your brief and arrange a date and time for the roundtable.
- Wildfire and their client decide on roundtable topic
- All participants including the supplier get a question each that’s opened up to the group for discussion. Wildfire to chair
- Contact details of all participants shared with our client
- Recording provided to client for reference and their use
- Suitable for market research, networking and new business generation

**Cost:** £750 + VAT per sourced participant
Lead generation, Roundtable & Webinars

WEBINAR
Wildfire will host, produce, record and edit your own bespoke webinar at their offices. This will include full digital promotion to job titles that you identify and additional support through our various outlets including:

- E-shots the opt in digital subscribers of all relevant databases
- Social media support
- Option to include external links
- Full reporting
- Editorial direction and input on content creation
- Marketing creative and design
- Data capture
- 6 months hosting on our relevant sites
- Full page post event review in print magazines
- Event listing across our relevant portfolio of publication titles
- Web banners across our relevant portfolio of publication titles

Cost: £5,500 + VAT per webinar
VIDEO CREATION, PRODUCTION & EDITING

CORPORATE AND PROMOTIONAL VIDEOS 36
SOCIAL MEDIA VIDEO CREATION & MARKETING 38
**PRODUCT REVIEW**

**Cost:** £1,250 + VAT

- Filmed at our office location
- We will source reviewers i.e: students or customer/client
- Will feature the Wildfire publication branding along with commercial partner branding
- All products should be delivered to the office location
- Video duration will be up to 3 mins
- Promoted via the edquarter platforms and supported with social media

**PRODUCT DEMO**

**Cost:** £1,750 + VAT

- Filmed at our offices or commercial partners location
- Commercial partner required to arrange location if not at our offices
- Will feature Wildfire publication branding along with commercial partner branding
- Viewers will see product in action
- Video duration will be up to 5 mins
- Promoted via the edquarter platforms and supported with social media

**EVENT EXHIBITION PROMO**

**Cost:** £999 + VAT

- Filmed at the event
- Will feature commercial partners branding and products
- Script and time will be agreed beforehand
- Video duration will be up to 2 mins
- Promoted via the edquarter platforms and supported with social media

**TALKING HEADS VIDEO**

**Cost:** £999 + VAT + site visit travel costs

- Filmed at our offices or commercial partners location (travel cost to be factored in for site visits)
- Script, time and general style to be agreed beforehand
- Video duration will be up to 2 mins
- Promoted via the edquarter platforms and supported with social media
### Corporate Video Production

<table>
<thead>
<tr>
<th><strong>INITIAL BRIEFING</strong></th>
<th>Chat over phone or email to define the needs of the project</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROPOSAL</strong></td>
<td>We will put together a full proposal for the project. Including outlines, needs and accurate costings. This can be supplied by post or email</td>
</tr>
<tr>
<td><strong>APPROVAL</strong></td>
<td>Once you’re 100% happy with our proposal we’ll book you in and work your project into our internal timetable.</td>
</tr>
<tr>
<td><strong>PRE-PRODUCTION</strong></td>
<td>We’ll agree a full schedule, finalise the script, scope out locations and generally discuss the style and how your final project will look.</td>
</tr>
<tr>
<td><strong>PRODUCTION</strong></td>
<td>Our onsite film crew and editor will be with you and your team and working with you on your project</td>
</tr>
<tr>
<td><strong>POST PRODUCTION</strong></td>
<td>Our in house team will take all footage from production and begin to produce the project to its final standard. At this point you will see a final preview of the film.</td>
</tr>
<tr>
<td><strong>SIGN OFF</strong></td>
<td>Final tweaks and amends, it’s then formatted and ready to use. The product will then be supplied to you.</td>
</tr>
<tr>
<td><strong>REVIEW</strong></td>
<td>We take the time to take a step back and evaluate your project from start to finish. Was it successful? Where could improvements be made? Did it answer the original brief?</td>
</tr>
</tbody>
</table>

For our examples of our work please click the following links:

- [http://edtechnology.co.uk/Article/canvas-discusses-the-future-of-education-technology-at-bett](http://edtechnology.co.uk/Article/canvas-discusses-the-future-of-education-technology-at-bett)
- [https://www.youtube.com/watch?v=ai5Wpqfc5js](https://www.youtube.com/watch?v=ai5Wpqfc5js)
- [https://youtu.be/Rlbks9f7cSQ](https://youtu.be/Rlbks9f7cSQ)
Social Media Video Creation & Marketing Support

SPECIALISTS IN TELLING YOUR STORY AND GETTING IT HEARD ON SOCIAL MEDIA
Our award winning videos connect you directly with your audience. Content is king in video marketing - we are experts in optimising and marketing video content with audiences at the forefront of our minds.

STATS AND VIDEO EFFECTIVENESS
Video is now the best way to advertise and market to your audience.
- 4x as many consumers would prefer to watch a video about a product than to read about it
- Cisco projects that global internet traffic from videos will make up 80% of all internet traffic by 2019

ET SOCIAL MEDIA STATS

<table>
<thead>
<tr>
<th>TWITTER FOLLOWERS</th>
<th>13,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>TWEET IMPRESSIONS</td>
<td>107k p/m</td>
</tr>
<tr>
<td>VIDEOS ON ET SITE</td>
<td>14,000 users</td>
</tr>
</tbody>
</table>
Social Media Video Creation & Marketing Support

SOCIAL MEDIA PLATFORMS

These are some of the most popular sites that we work on. These numbers are still growing - The era of social media is just beginning...

- Facebook: 32 million users in the UK, 1.65 billion worldwide
- Twitter: 314 million UK, 500 million worldwide
- LinkedIn: 19 million UK, 467 million worldwide
- Instagram: 20 million UK, 1.3 billion worldwide

We design and optimise video content that speaks to and engages your audience. Using organic, paid, and seeding we enable reach and views. Our arresting video content with copy and photography places your brand in the conversation and at the forefront of audience’s minds.

REACH AND ENGAGEMENT

Our videos have reached millions of people online. Working with diverse brands and needs such as Inked Media, iTunes and Save the Children we concentrate on great videos and their impact.

When marketing your product or service remember:

- Video viewers and customers are 64% more likely to buy than non-viewers
- 70% of B2B buyers and researchers watch videos throughout their path to purchase
CONTACT US

CONTACT US 41
OUR OTHER TITLES 42
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Our Other Titles

UNIVERSITY BUSINESS
universitybusiness.co.uk

INDEPENDENT EDUCATION TODAY
ie-today.co.uk

INDEPENDENT SCHOOL SPORT
ie-today.co.uk/iSS-Magazine

BUILDING EDUCATION
b4ed.com

ACADEMY TODAY
academytoday.co.uk