Home and away
The challenges and opportunities facing schools in overseas recruitment

School rocks
The arts have serious business in keeping students and teachers engaged, the latest issue of Independent Education Today shows
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INTRODUCTION
& MEDIA PACK
An independent voice for the best schools

*Independent Education Today (IET)* is going from strength to strength, consistently confirming its status as the market-leading magazine and website reporting on all aspects of private education.

Uniquely targeted at headteachers, bursars and other key decision makers and spenders within the sector, IET features a wealth of informed and influential content, including:

- topical articles and leading opinions
- money & legal advice
- facilities & services
- school life & sports
- in-depth interviews
- catering & hospitality
- innovations & edtech
- sustainability

We work closely with many of the top organisations in the independent schools sector, joining with them to debate the latest hot topics which matter to you.

Each issue is backed by an interactive digital edition and we feature the latest news, views and blogs on our website - [www.ie-today.co.uk](http://www.ie-today.co.uk)

The future looks brilliant at IET. Why not get involved?

**JO GOLDING | EDITOR**

jo.golding@wildfirecomms.co.uk | 0117 300 5526

Follow us @ie_today

Like us /ietoday

[ie-today.co.uk](http://ie-today.co.uk)

“When choosing a title to focus our marketing activity, we wanted to ensure we selected a journal that directly reached our target market and one that was widely read across the independent education sector. Our account manager at IE Today listened to our needs and as a result developed a campaign that will help us to achieve our aims.

**JAMES GAMBRILL, THE BROOKWOOD PARTNERSHIP**

“The experience I have had with Wildfire has been both informative and considered over the last 18 months. It is a joy to engage with someone who truly wants to help your brand grow. Keep up the great work!”

**GEMMA PLATT, MARKETING CASIO ELECTRONICS**
## Magazine facts

<table>
<thead>
<tr>
<th>Category</th>
<th>Data</th>
</tr>
</thead>
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<tr>
<td>Frequency</td>
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<tr>
<td>Print circulation</td>
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<td>Monthly readership</td>
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<tr>
<td>Bonus event copies</td>
<td>7,000</td>
</tr>
<tr>
<td>Events</td>
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## Digital facts

<table>
<thead>
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<td>Users</td>
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</tr>
<tr>
<td>E-Newsletter</td>
<td>Fortnightly email communication to 6,000 subscribers</td>
</tr>
<tr>
<td>Find us on:</td>
<td>twitter.com/IE_Today, facebook.com/ietoday, youtube.com/user/WildfireCommsUK</td>
</tr>
<tr>
<td>Social media</td>
<td>Twitter followers: 4,300</td>
</tr>
</tbody>
</table>
The independent education industry

- “Fee paying education is about the only industry where the customer is also the product” – The Heads’ Time Survey, HMC
- There are 2,700+ private schools in the UK
- Private schools educate 620,000 children in the UK
- Independent schools make an £11.7 billion gross value added contribution to Britain’s GDP – more than the BBC or the city of Liverpool
- Independent schools support 275,000 jobs – one for every two pupils

REACHING DECISION MAKERS

IET is not only read by key decision makers from the independent education sector – it is also written by them. We are at the heart of the debate.

Recent contributors include: Chairman of Headmasters’ and Headmistresses’ Conference; Headmaster of Wellington College; Deputy Headmistress of Manchester High School for Girls; partners from Veale Wasbrough Vizards law firm; Director of Sport at Brighton College; Master of Haileybury; Chief Master of King Edward’s School, Birmingham; national director of the Boarding Schools’ Association; Bursar at Rendcomb College, facilities experts, catering managers and many more

Audience

JOB TITLES

- HEADTEACHERS & PRINCIPALS 76%
- BURSARS, DIRECTORS, MASTERS, HEADS OF DEPT & SPORTS DIRECTORS 13%
- MANAGEMENT & OTHER INFLUENCERS 11%
In every issue

LATEST NEWS, events, Q&As, opinions, political developments and features from leading figures in the independent education sector

LEGAL ADVICE: keeping you up to date with legal issues which may affect your school, written by lawyers from top law firm and education specialists Veale Wasbrough Vizards

MONEY: experts advise on how to cut costs and boost revenue

FACILITIES: playgrounds, heating, lighting, services, security, washrooms, more

SCHOOL LIFE: teaching, extra-curricular activities, school trips, sport & leisure, uniforms, boarding, career advice

CATERING: all aspects of food & drink, focusing on specialist education caterers

INNOVATION: edtech updates, MIS case studies, cloud technology, more

KEEP IT GREEN: how schools can reduce their carbon footprint – eco-tips and case studies galore

INTERNATIONAL: everything from integrating overseas students to setting up foreign franchises
FEATURES LIST & DEADLINES
Features list & deadlines

**NOVEMBER 2018**
*THE CATERING ISSUE*

**EDITORIAL DEADLINE:** 28 SEPTEMBER  
**ADVERTISING DEADLINE:** 5 OCTOBER

**SPECIAL REPORT:** Out of the canteen, and into the classroom: how schools promote healthy eating throughout the school day  
**FOCUS:** SEND schools  
**INSIGHT:** Creating the best sporting facilities  
**EVENT PREVIEW:** GSA Annual Conference

---

**DECEMBER 2018**
*REVIEW OF THE YEAR*

**EDITORIAL DEADLINE:** 2 NOVEMBER  
**ADVERTISING DEADLINE:** 9 NOVEMBER

**SPECIAL REPORT:** What challenges and opportunities have occurred for the independent education sector in 2018?  
**FOCUS:** New education technology in 2019  
**INSIGHT:** How UK independent schools are planning for further international expansion  
**EVENT REVIEW:** GSA Annual Conference

---

**JANUARY/FEBRUARY 2019**
*THE STEAM ISSUE*

**EDITORIAL DEADLINE:** 30 NOVEMBER  
**ADVERTISING DEADLINE:** 7 DECEMBER

**SPECIAL REPORT:** STEM or STEAM? Independent school headteachers share their thoughts...  
**FOCUS:** Why is school uniform still successful in 2019?  
**INSIGHT:** How is the curriculum changing?  
**EVENT PREVIEW:** Bett 2019  
**PLUS:** *Independent School Sport, Spring 2019*

---

**MARCH 2019**
*THE MONEY ISSUE*

**EDITORIAL DEADLINE:** 1 FEBRUARY  
**ADVERTISING DEADLINE:** 8 FEBRUARY

**SPECIAL REPORT:** How are scholarships and bursaries changing the independent education sector?  
**FOCUS:** Ground-breaking facilities  
**INSIGHT:** How can headteachers make the most of conferences/events?  
**EVENT PREVIEW:** Education Show and ISPEC  
**EVENT REVIEW:** Bett 2019

---

**APRIL 2019**
*THE CATERING ISSUE*

**EDITORIAL DEADLINE:** 1 MARCH  
**ADVERTISING DEADLINE:** 8 MARCH

**SPECIAL REPORT:** How can independent schools ensure their school lunches remain attractive to all pupils?  
**FOCUS:** Innovative ways of addressing mental health and wellbeing in schools  
**INSIGHT:** Headteachers share their fundraising tips and tricks  
**EVENT PREVIEW:** BSA Annual Conference and COBIS Annual Conference  
**PLUS:** *Independent School Sport, Summer 2019*
Features list & deadlines

MAY 2019
THE INTERNATIONAL ISSUE
EDITORIAL DEADLINE: 29 MARCH
ADVERTISING DEADLINE: 5 APRIL

SPECIAL REPORT: How international schools offer unique opportunities to UK independent schools
FOCUS: Are more female pupils engaged in STEM compared with 10 years ago?
INSIGHT: How to ensure your independent school is ready for exam season
EVENT REVIEW: BSA Annual Conference and ISPEC

JUNE 2019
THE TECHNOLOGY ISSUE
EDITORIAL DEADLINE: 26 APRIL
ADVERTISING DEADLINE: 3 MAY

SPECIAL REPORT: How is social media impacting today’s young people?
FOCUS: Smart school facilities
INSIGHT: Is the tradition of sports day still relevant?
EVENT REVIEW: BSA Annual Conference and ISPEC

JULY/AUGUST 2019
THE PEOPLE ISSUE
EDITORIAL DEADLINE: 31 MAY
ADVERTISING DEADLINE: 7 JUNE

SPECIAL REPORT: Inspirational teachers at home and away
FOCUS: Rebranding schools
INSIGHT: International recruitment – what needs to change?
EVENT REVIEW: HMC Spring Conference and COBIS

SEPTEMBER 2019
THE RECRUITMENT ISSUE
EDITORIAL DEADLINE: 26 JULY
ADVERTISING DEADLINE: 2 AUGUST

SPECIAL REPORT: How to recruit and retain teachers in independent schools
FOCUS: How are independent schools keeping in touch with alumni?
INSIGHT: The art of refurbishing facilities
EVENT REVIEW: HMC Autumn Conference and Education for the Soul

OCTOBER 2019
THE UNIFORM ISSUE
EDITORIAL DEADLINE: 30 AUGUST
ADVERTISING DEADLINE: 6 SEPTEMBER

SPECIAL REPORT: The positive impact of school uniforms in independent schools
FOCUS: Should schools organise more school trips?
INSIGHT: Housemasters and housemistresses share their thoughts about pastoral care in boarding schools
EVENT REVIEW: Education Forum 2019 and GSA Annual Conference

PLUS: Independent School Sport, Autumn/Winter 2019
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...

**JANUARY**
- Bett Show
- BSA Annual Conference

**FEBRUARY**
- ISE

**MARCH**
- UCISA Annual Conference
- Jisc Digifest
- Education Show
- Bett Academies
- International Higher Education Forum
- International e-Assessment Awards
- EAUC Conference
- MAT Formation
- Next Generation Learning Spaces

**APRIL**
- ASRA Conference (UB)
- AUDE
- ISPEC (Independent Schools PE Conference) (IE)
- Higher Education Estates Forum (B4E and UB)
- The Academies Show London
- Talis Insight Europe

**MAY**
- BSA Annual Conference for Heads

**JUNE**
- STEM Gender Equality Congress
- Future Edtech
- EdTechXEurope
- Facilities Show
- Festival of Education
- CUBO Summer Conference
SEPTEMBER

- 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 15
DIGITAL CAMPAIGN 16
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 (2K reads per edition)
- x1 blog hosted by www.ie-today.co.uk (use magazine editorial – 8K users p/m).
- Leaderboard on homepage
- Blog to receive social media support from iE (3.4K 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:
£1,600+VAT per edition. RRP £4,000 per edition
Per annum: £16,000+VAT

Click here to read the latest issue
Annual Campaigns

DIGITAL CAMPAIGN ONLY

- x12 blogs / online news stories (one per month – 14K users p/m).
- Blog used as sponsored story in each months iE’s newsletter (6K opt ins)
- Sponsor button in each months iE’s newsletter
- Social media support each month for your blog (4.3K followers)
- Leader board on www.ie-today.co.uk homepage for the duration of the year.
- x6 solus mail shot to iE’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

PRINT RATE CARD 18
CREATIVE OPTIONS: 19
Gatefolds, Belly Bands & Wraps
MAGAZINE SPONSORSHIP 20
## 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>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Quarter page</td>
<td>£540</td>
<td>£486</td>
<td>£432</td>
<td>£378</td>
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<tr>
<td>Third page</td>
<td>£720</td>
<td>£648</td>
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<td>Half page</td>
<td>£1,080</td>
<td>£972</td>
<td>£864</td>
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<tr>
<td>Full page</td>
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<td>Double page spread</td>
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<td><strong>SPECIAL POSITIONS</strong></td>
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<td>1st double page spread</td>
<td>£3,168</td>
<td>£2,376</td>
<td>£2,112</td>
<td>£1,848</td>
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<td>Inside front cover</td>
<td>£2,040</td>
<td>£1,836</td>
<td>£1,632</td>
<td>£1,428</td>
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<td>Inside back cover</td>
<td>£1,800</td>
<td>£1,620</td>
<td>£1,400</td>
<td>£1,260</td>
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<tr>
<td>Outside back cover</td>
<td>£2,040</td>
<td>£1,836</td>
<td>£1,632</td>
<td>£1,428</td>
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<tr>
<td>1st right-hand page</td>
<td>£1,620</td>
<td>£1,458</td>
<td>£1,296</td>
<td>£1,134</td>
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<tr>
<td>False front cover</td>
<td>£3,000</td>
<td>£2,700</td>
<td>£2,400</td>
<td>£2,100</td>
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<tr>
<td><strong>FEATURE SPONSORSHIP</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor sandwich (2 x full page adverts either side of article, column, logo throughout article)</td>
<td>£1,920</td>
<td></td>
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<tr>
<td>Centre Pillar (1 x full page advert in central position of a double page spread)</td>
<td>£1,440</td>
<td></td>
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<tr>
<td>Feature Bookends (2 x half page vertical adverts on outside edges of a double page spread)</td>
<td>£1,440</td>
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<td>Tower Bookends (2 x quarter page vertical adverts on outside edges of a double page spread)</td>
<td>£1,200</td>
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<td>Fireplace (1 x half page horizontal advert in bottom centre of double page spread)</td>
<td>£1,200</td>
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</table>
Creative Options

**THROW OUTS**

**THROW OUT**

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**

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 23
FEATURE SPONSORSHIP SPECIFICATIONS 24
ADVERTORIAL SPECIFICATIONS 25
**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>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tbody>
</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

CENTER PILLAR*

FEATURE BOOKENDS

TOWER BOOKENDS

FIREPLACE*

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.
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 jpeg images 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 27
USE OUR DATABASE
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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>
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<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**
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 your 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 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 34
SOCIAL MEDIA VIDEO CREATION & MARKETING 36
Corporate Video Production

**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

- 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

+ site visit travel costs
Corporate Video Production

**INITIAL BRIEFING**
Chat over phone or email to define the needs of the project

**PROPOSAL**
We will put together a full proposal for the project. Including outlines, needs and accurate costings. This can be supplied by post or email.

**APPROVAL**
Once you’re 100% happy with our proposal we’ll book you in and work your project into our internal timetable.

**PRE-PRODUCTION**
We’ll agree a full schedule, finalise the script, scope out locations and generally discuss the style and how your final project will look.

**PRODUCTION**
Our onsite film crew and editor will be with you and your team and working with you on your project.

**POST PRODUCTION**
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.

**SIGN OFF**
Final tweaks and amends, it’s then formatted and ready to use. The product will then be supplied to you.

**REVIEW**
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?

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

https://www.youtube.com/watch?v=ai5Wpgfc5js

https://youtu.be/Ribks9f7cSQ
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

IET SOCIAL MEDIA STATS

<table>
<thead>
<tr>
<th>TWITTER FOLLOWERS</th>
<th>4,300</th>
</tr>
</thead>
<tbody>
<tr>
<td>TWEET IMPRESSIONS</td>
<td>107k p/m</td>
</tr>
<tr>
<td>VIDEOS ON ET SITE</td>
<td>8,000 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...

32 million users in the UK
1.65 billion worldwide

314 million UK
500 million worldwide

19 million UK
467 million worldwide

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

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Emily Gingell
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Our Other Titles

UNIVERSITY BUSINESS
universitybusiness.co.uk

EDUCATION TECHNOLOGY
edtechnology.co.uk

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

BUILDING EDUCATION
b4ed.com

ACADEMY TODAY
academytoday.co.uk