

# TEACH

LE PROF

EDUCATION FOR TODAY AND TOMORROW



2016/17  
Media Kit



Established in 1993, TEACH Magazine is Canada's largest educational publication. Editorial content is pragmatic, hands-on, and useful to today's teachers. Topics covered in each issue are of interest to any K-12 educator, from class management to technology, professional development, and more.

TEACH Magazine also stands as an open forum for discussion while supporting teachers, good teaching, and innovation in education. Independent, TEACH Magazine is unaffiliated with any agency, government, federation, or business.

**TEACH**  
TEACHMAG.COM

# REASONS TO INVEST IN TEACH MAGAZINE



## Key Target: Pre-Kindergarten to Grade 12 Educators

TEACH covers issues and topics of interest from fundraising to curriculum development to the integration of technology. The content is pragmatic and hands-on.

## Reaches Key Decision Makers in Schools

TEACH Magazine connects to key decision makers in schools, including Principals, Vice Principals, Librarians, Department Heads, and Teachers.

## Geographical Coverage

TEACH Magazine has excellent geographical coverage across Canada (ON - 35%, QC - 17%, MB/SK - 11%, BC/YT/NT/NU - 13%, Atlantic Provinces - 11%).

## Digital Reach

TEACH attracts up to 75,000 readers per month through a variety of channels: digital magazine, newsletter, and 5000+ followers on social media.



# EDITORIAL CALENDAR



**2016/17  
Media Kit**

<b>ISSUE</b>	<b>THEME</b>	<b>BOOK BY</b>	<b>MATERIAL DUE</b>	<b>PUBLISHED</b>
Sep/Oct	Back-to-School	September 19	September 26	Oct 2016
Nov/Dec	Technology	November 17	November 23	Dec 2016
Jan/Feb	Class Management	January 18	January 25	Feb 2017
Mar/Apr	Technology and Field Trips	March 21	March 28	Apr 2017
May/June	Environment and Financial Literacy	May 16	May 24	Jun 2017
Jul/Aug	Summer Activities and Back-to-School Planning	July 14	July 22	Aug 2017
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Editorial Calendar is subject to change.



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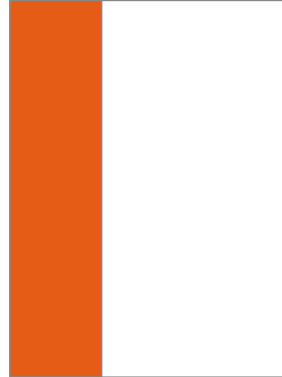
TO ADVERTISE, CONTACT  
**Martin Seto**  
416-907-6652  
marty.seto@reflexmediasales.com



Full Page



Half Page



Third Page

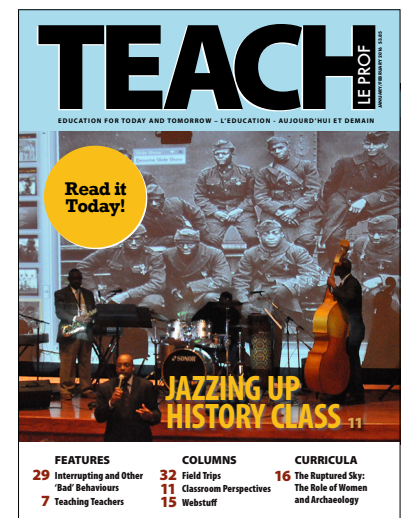
### MAGAZINE CIRCULATION

**32,000 average  
circulation/issue**

(print + digital issues)

### Digital Issue Ad Size Specifications

Ad	Size (w x h)
Full Page Trim Size	8.125" x 10.875"
Full Page with bleed	8.625" x 11.375"
Half Page	7.25" x 4.8785"
Third Page	2.75" x 10.875"



### Material Submission

Please send material to [admaterial@teachmag.com](mailto:admaterial@teachmag.com) and refer to the Editorial Calendar for applicable deadlines. All magazine ads must be submitted as a PDF at 300 DPI; include outlined text no smaller than 8 pt; include trim, bleed, and crop marks. Bleeds must be a minimum of 1/8". Full bleed ads must keep all essential elements i.e. text and logos 1/4" away from the trim.

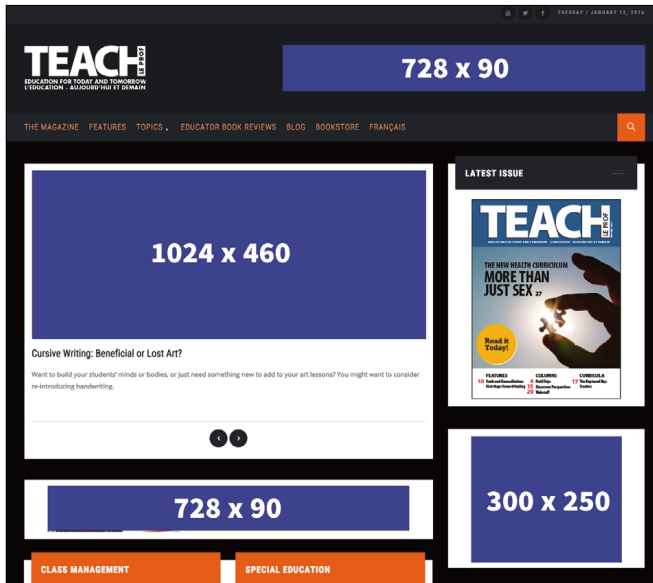
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# TEACH WEBSITE



2016/17  
Media Kit



## VISITORS

Up to 33,000  
monthly ad  
impressions

## Rates\*

Website ad	Size (pixels)	Client-provided content
Homepage blog post	1024 x 460	Image + 500 word description
Leaderboard	728 x 90	Image + URL
Big Box	300 x 250	Image + URL

Website ads are sold in blocks of 20,000 impressions per month with a Run-of-Site policy. Ads can be placed in a combination or a single size. Both sizes are recommended for best results. Additional impressions can be purchased at \$35 CPM.

## Material Submission and Deadlines

Please send material to [admaterial@teachmag.com](mailto:admaterial@teachmag.com). Material is **due two weeks prior to scheduled launch**. Only JPG, GIF, or PNG files that are formatted for the web can be supported.

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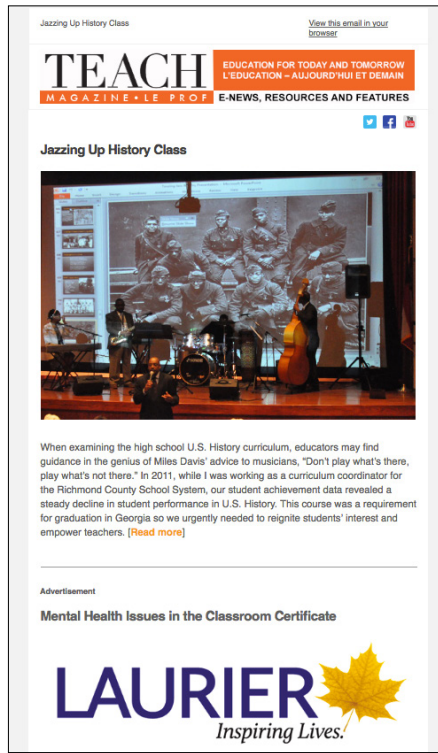
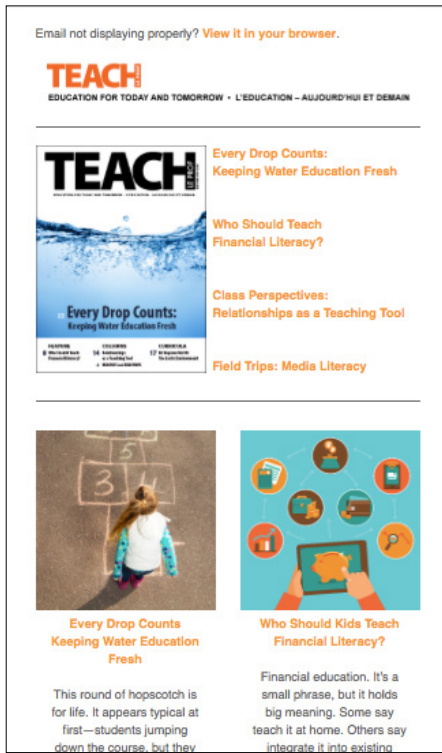
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[marty.seto@reflexmediasales.com](mailto:marty.seto@reflexmediasales.com)



**10,000**  
subscribers

Newsletters available  
weekly.



## Rates\*

Ad	Size (pixels)	Client-provided content
Banner	565 x 100	Image + Logo + 150 word description
Exclusive	600 x 1200	HTML, JPG, or Image + Logo + 150 word description†

† Content subject to editorial approval

## Material Submission and Deadlines

Please send material to [admateriel@teachmag.com](mailto:admateriel@teachmag.com). Material is **due two weeks prior to scheduled launch**. Only JPG, GIF, or PNG files that are formatted for the web can be supported.

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## Reaches Key Decision Makers in Schools

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## Reaches Top School Districts

Current circulation includes Florida, California, New York, Ohio, and Texas.

## Digital Reach

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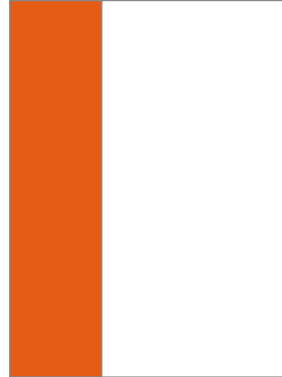
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Full Page



Half Page



Third Page

## Digital Circulation

16,500 US subscribers

Current states include, Florida, California, New York, Ohio, and Texas.

## Digital Issue Ad Size Specifications

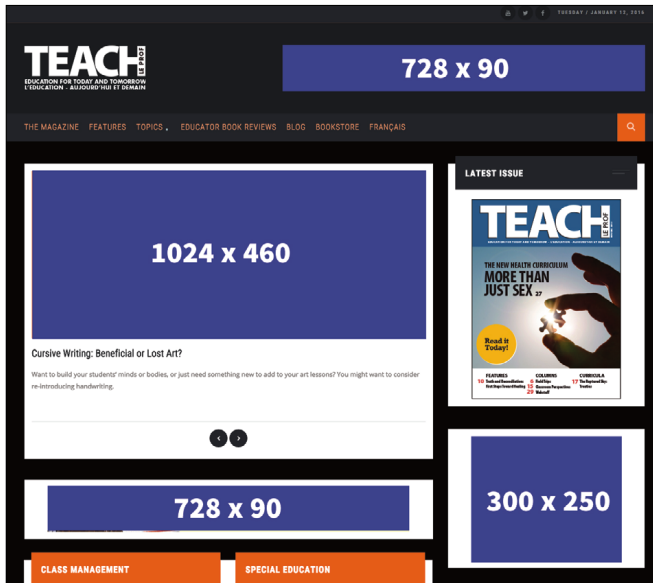
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**Visitors**  
**Up to 33,000**  
**monthly ad**  
**impressions**

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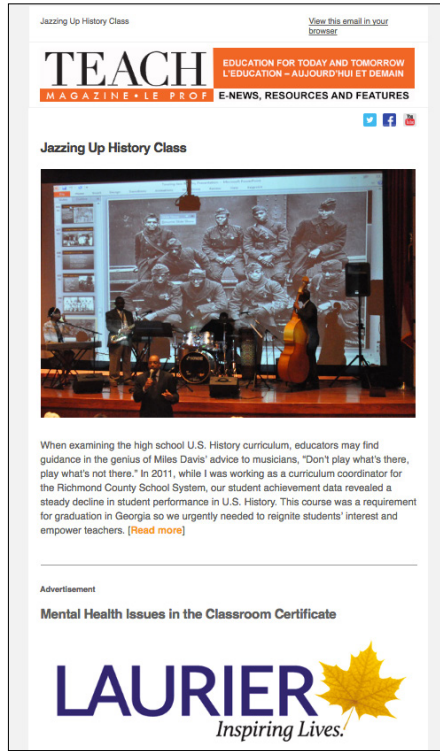
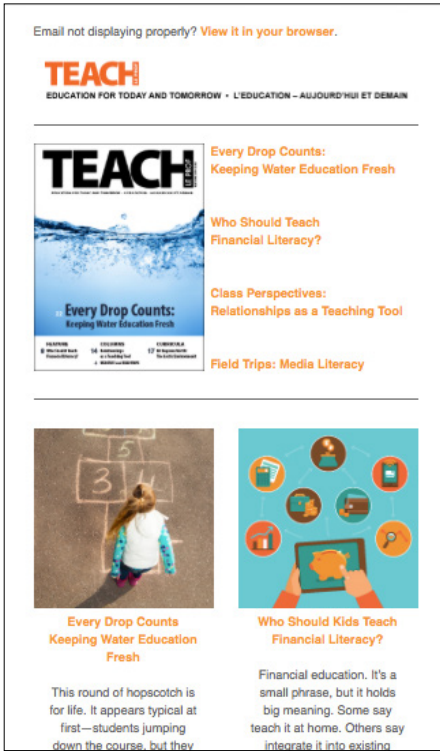
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## Subscribers

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subscribers**

**Current states include,  
Florida, California, New  
York, Ohio, and Texas.**

**Newsletters available  
weekly.**

## eNewsletter Ad Specifications

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Banner	565 x 100	Image + Logo + 150 word description

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