



## 2015/2016 Media Kit

**TEACH Magazine is designed as an open forum for the discussion and dissemination of educational ideas and materials. Unaffiliated with any agency, government, federation, association or business, TEACH has, as its main objectives, the promotion of good teaching, innovation in the classroom and the provision of new teaching resources to Canada's teachers.**

# REASONS to invest in TEACH Magazine

## 1. Key Target: 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.

## 2. Reaches Key Decision Makers in Schools

TEACH Magazine reaches 92% of the key decision makers in schools including Directors of Education, Superintendents, Principals, VPs, Librarians, Department Heads, and Teachers.

## 3. Reaches Top School Boards in Canada

TEACH Magazine reaches school boards from coast to coast.

## 4. Geographical Coverage

Distributed issues (2 issues per year) of TEACH Magazine have an excellent geographical coverage across Canada (ON - 35%, QC - 17%, MB/SK - 11%, AB - 13%, BC/YT - 13%, Atlantic Provinces - 11%).

## 5. Digital Reach

E-newsletter circulation: 10,000, available weekly

Website ads: 12,000 visitors, up to 33,000 impressions per month

Twitter: 4,200 followers



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**75,000**  
Total Readers

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**32,000**  
Average Circulation  
(per issue)\*

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\* Includes printed and digital issue circulation

# EDITORIAL CALENDAR

Sep/Oct	Back to School PRINT+DIGITAL ISSUE	<b>Book By</b> Sep. 19	<b>Material Due</b> Sep. 30	<b>Published</b> October
Nov/Dec	Environment and Financial Literacy DIGITAL ISSUE	<b>Book By</b> Nov. 17	<b>Material Due</b> Nov. 30	<b>Published</b> December
Jan/Feb	Classroom Resources and Management DIGITAL ISSUE	<b>Book By</b> Jan. 18	<b>Material Due</b> Jan. 29	<b>Published</b> February
Mar/Apr	Technology PRINT+DIGITAL ISSUE	<b>Book By</b> Mar. 21	<b>Material Due</b> Mar. 31	<b>Published</b> April
May/June	Summer Themes, Travel, Recreation, and Leisure DIGITAL ISSUE	<b>Book By</b> May 16	<b>Material Due</b> May 27	<b>Published</b> June
Jul/Aug	Planning and Classroom Prep DIGITAL ISSUE	<b>Book By</b> Jul.15	<b>Material Due</b> Jul.29	<b>Published</b> August

## Practical Teaching Components

Each issue of TEACH includes a practical teaching component called CURRICULA that provides educators with a hands-on, pragmatic teaching tool that is curriculum-linked. TEACH is the only educational publication to feature teaching resources in every single issue. CURRICULA topics include, Science, Math, Visual Arts, Social Studies, History, Geography, Language Arts, Media, Environmental Studies, and more.

## Lesson Plan Sponsorship

Advertisers receive significant exposure in the CURRICULA section of TEACH. Sponsorship includes: Poster insert inside the printed issue, digital distribution on our website ([teachmag.com](http://teachmag.com)). Rates and additional details available upon request.



# SIZES & SPECIFICATIONS

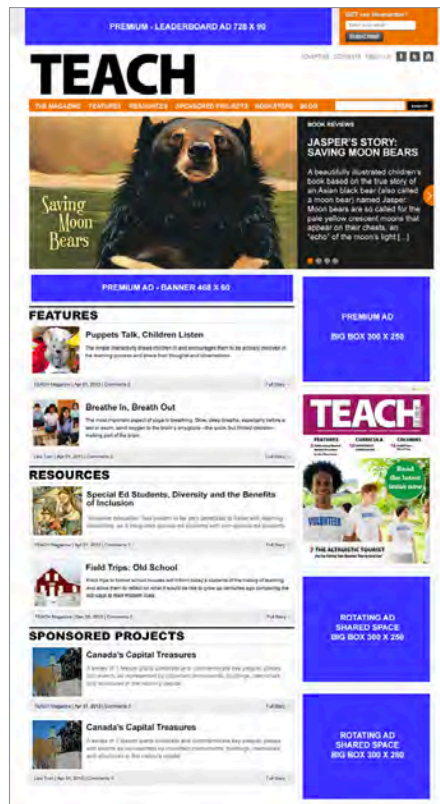
## Magazine



Ad Size (inches) w x h

	Full Page with bleed	8.625" x 11.375"
	Full Page	8.125" x 10.875"
	Half Page	4.0625" x 10.875" 8.125" x 5.4375"
	1/3 Page	2.71" x 10.875"
	1/4 Page	4.0625" x 5.4375" 2.03" x 10.875"

## Website



Ad Size (pixels)

Home Page Blog Post	636 x 362
Leaderboard	728 x 90
Banner	620 x 60
Big Box	300 x 250

## E-newsletter



e-Newsletter Ad Size (pixels)

Sponsorship*	HTML
Banner <sup>1</sup>	600 x 60

Material Due Date  
2 weeks prior to scheduled launch

Supported Files  
PRINT: HiRez JPG or PDF format  
WEB: 72 dpi @ 100% specified size

### Ad Submissions Tips

All magazine ads must: be submitted as a PDF at 300 DPI; include outlined text and no smaller than 8 pt; include trim, bleed, and crop marks. Bleed marks must be a minimum of 1/8". Full bleed ads must keep all essential elements i.e./ text and logos within 1/4" of the trim mark. All advertising should be emailed to **admaterial@teachmag.com**

TO ADVERTISE, CONTACT:

**MARTIN SETO**  
**416-907-6562**  
**marty.seto@**  
**reflexmediasales.com**

PLEASE NOTE: Advertiser and Advertising Agency are jointly and severally liable for payment. The publisher will not release advertising agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

\*Content subject to editorial approval. <sup>1</sup> Plus logo and 100 words of text.