

TEACH

EDUCATION FOR TODAY AND TOMORROW



MEDIA KIT
2020



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.




To advertise, contact: Martin Seto | 416-907-6562 | marty.seto@reflexmediasales.com


ADVERTISING WITH TEACH MAGAZINE

TEACH Magazine cares about good teaching and good teachers. We support and deliver pragmatic tools and resources to teachers everywhere. We believe in innovation in education and the benefits of technology. We deliver content that teachers want and need, that can be applied instantly in a classroom environment. We are the only publication anywhere that includes a practical teaching component freely to teachers in every single issue. Teachers can find us, bi-monthly online and in print. For 27 years, we have been supporting teachers in and out of class and beyond the school year. We know we are connecting with teachers because of the hundreds of submissions we receive every year. Teachers are passionate and caring. They want to communicate their successes to their colleagues. TEACH provides a forum for their voices to be heard across North America and around the world. Connect directly with the 130,000 educators who visit us monthly and who will view your message positively through TEACH.

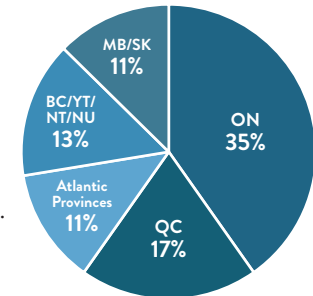



REASONS TO INVEST IN TEACH MAGAZINE

 **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 and schoolboards, including Superintendents, Principals, Vice Principals, Librarians, Department Heads, and Teachers.

 **Geographical Coverage**
TEACH Magazine has excellent geographical coverage across Canada.



 **Digital Reach**
TEACH attracts up to 75,000 readers per month through a variety of channels: digital magazine, newsletter, and between Twitter and LinkedIn, over 11,000.

EDITORIAL CALENDAR

ISSUE	THEME	BOOK BY	MATERIAL DUE	PUBLISHED
Jan/Feb	Class Management	January 18	January 25	Mid-Feb 2020
Mar/Apr	Technology	March 21	March 28	Mid-Apr 2020
May/June	Climate Change	May 16	May 24	Mid-June 2020
Jul/Aug	Back-to-School Planning*	July 16	July 23	Mid-Aug 2020
Sep/Oct	Bilingual Special Issue: Digital Citizenship	August 16	August 23	Mid-Sep 2020
Nov/Dec	Bilingual Special Issue: 75 Years of the United Nations	November 20	November 26	Mid-Dec 2020

* Note: Some schools start in August

MAGAZINE CIRCULATION | **32,000**
average circulation/issue
(print + digital issues)

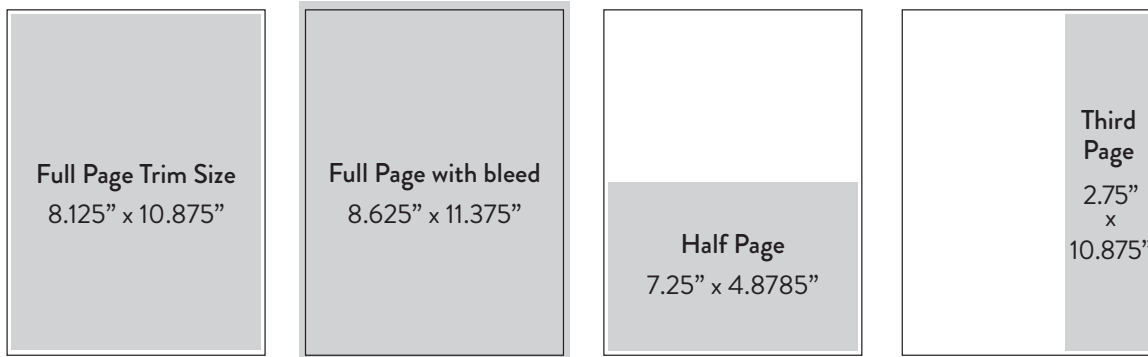


March/April and
September/October

These are Print+Digital Issues



AD SIZE SPECIFICATIONS (W X H)



MATERIAL SUBMISSION

Please send material to 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.



PRINT + DIGITAL RATES

AD SIZE	1X	3X	6X
DPS	\$5500	\$5250	\$5050
Full Page	\$4300	\$4150	\$4000
Half Page	\$3000	\$2800	\$2700
Third Page	\$2500	\$2350	\$2250

*All rates listed are Net

DIGITAL ONLY RATES*

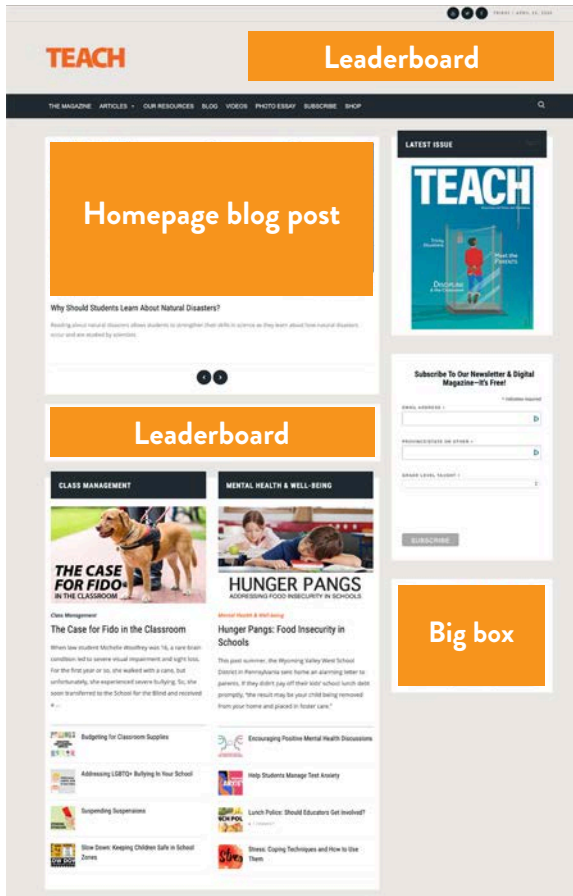
AD SIZE	1X	3X	6X
DPS	\$2450	\$2250	\$1950
Full Page	\$1500	\$1350	\$1250
Half Page	\$1050	\$950	\$900
Third Page	\$850	\$800	\$750

*All rates listed are Net

*Canadian and U.S. Distribution combo rate: +20%

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.

TEACH WEBSITE



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

RATES

TYPE	DESCRIPTION	SPECIFICATIONS	PRICE/MONTH
Homepage blog post	Dedicated blog post that also appears in the home page slider. Recommended for general awareness and promotion.	<ul style="list-style-type: none"> • Blog post (500 words maximum) • Main image that appears at the top of the blog post and also in the homepage slider (755x360 px; Image not linkable) • Three additional images for the body of the blog post (Optional; Images linkable) 	\$1000
Leaderboard	Image + URL	728 x 90	\$850
Big Box	Image + URL	300 x 250	\$850

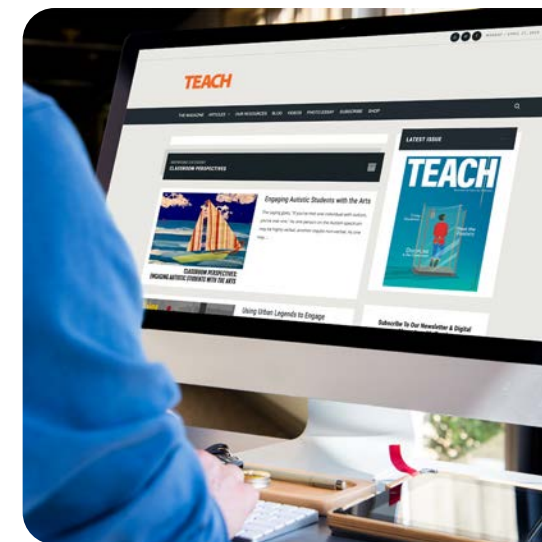
*All rates listed are Net

Website ads are sold in blocks of 30,000 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 \$10 CPM.

MATERIAL SUBMISSION AND DEADLINES

Please send material to 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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TEACH eNEWSLETTERS



Ad

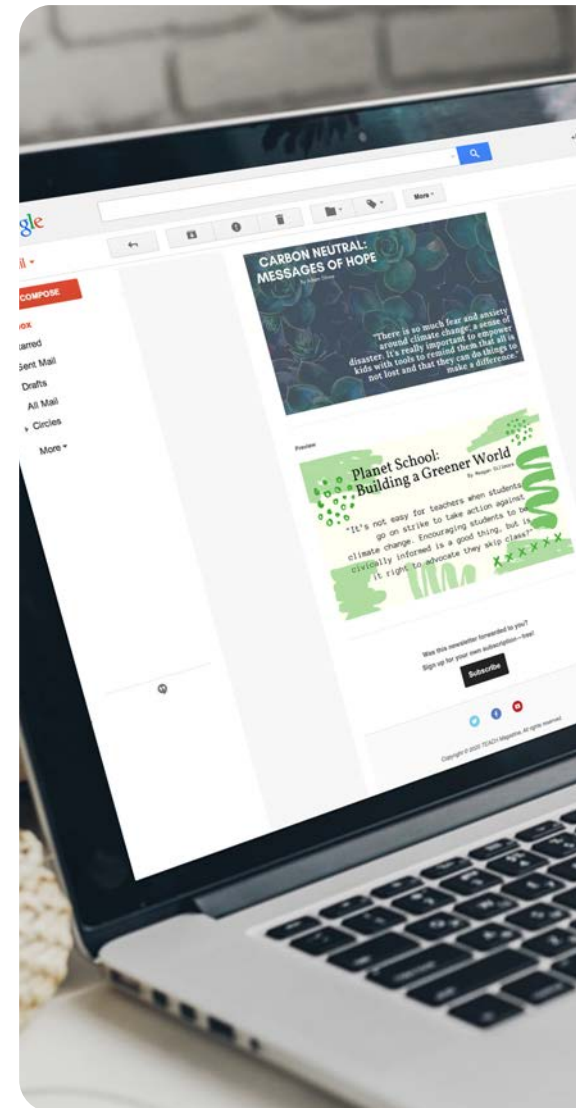


Sponsored

10,000 subscribers | Newsletters available weekly

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RATES

TYPE	DESCRIPTION	SPECIFICATIONS	PRICE PER NEWSLETTER ¹
Ad	Client's content appears alongside TEACH editorial	Any combination of the following: a banner, an image, a logo, and 150-word description	\$750
Sponsored	Client's content appears exclusively in the newsletter	Any combination of the following: banners, images, logos, and up to 500 words of text. Content subject to editorial approval. Examples available upon request.	\$1650

*All rates listed are Net
¹ Canadian and U.S. Distribution combo rate: +20%

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