

TEACHMAGAZINE

EDUCATION FOR TODAY AND TOMORROW

MEDIA
KIT
2024

Established in 1993, **TEACH Magazine** is the leading educational publication for K-12 public school teachers in Canada and the USA. 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: Wili Liberman | 416-537-2103 | wliberman@teachmag.com

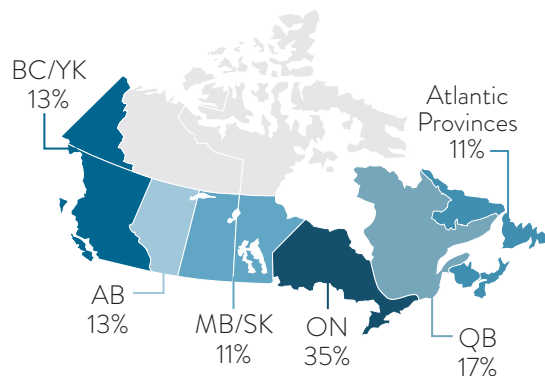
AUDIENCE PROFILE

CANADA CIRCULATION

Magazine Circulation

Digital: 10,000

Geographic Coverage (Percentage)

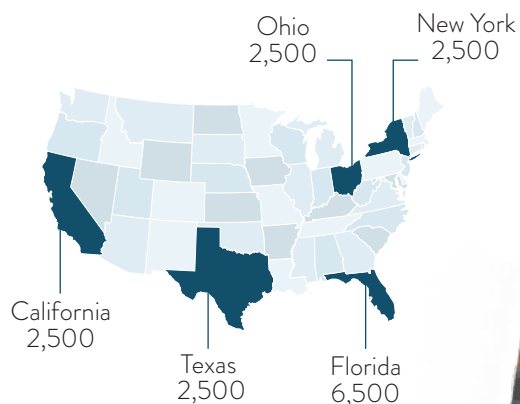


USA CIRCULATION

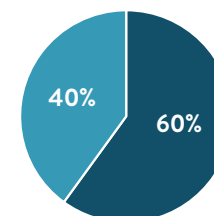
Magazine/Email Newsletter

Digital only: 16,500

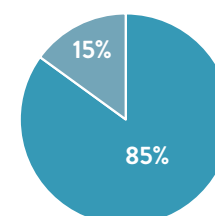
Geographic Coverage (States With Most Readership)



DEMOGRAPHIC PROFILE



JK-8
Grades 9-12



Teachers
Administrators (Superintendents, Principals, Vice Principals, Librarians, Department Heads)

WEBSITE TRAFFIC

139,000 visitors per month generating 25-30,000 page views

11,000+ Twitter and LinkedIn



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 free to teachers in every single issue. Teachers can find us, bi-monthly online. Since 1993, 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 150,000 educators who visit us monthly and who will view your message positively through TEACH.



EDITORIAL CALENDAR

ISSUE	THEME	BOOK BY	MATERIAL DUE	PUBLISHED
Jan/Feb <i>Digital Only</i>	Class Management	December 8	December 15	Mid-January 2024
Mar/Apr <i>Digital Only</i>	Technology	February 1	February 6	Mid-March 2024
May/Jun <i>Digital Only</i>	Climate Change	May 1	May 6	Mid-May 2024
Sep/Oct <i>Digital Only</i>	Back-to-School	August 1	August 6	Mid-September 2024
Nov/Dec <i>Digital Only</i>	Technology	November 1	November 6	Mid-November 2024

Editorial Schedule subject to change
* Note: Some schools start in August

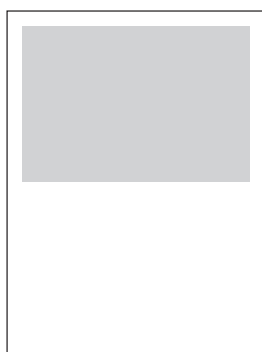


MAGAZINE ADVERTISING | DIGITAL

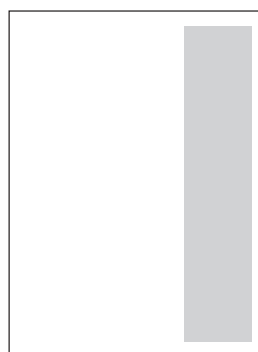
AD SIZE SPECIFICATIONS (W X H)



Full Page with bleed
8.75" x 11.25"



Half Page
7.5" x 4.5"



Third Page
2.3125" x 9.625"

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 0.125". Full bleed ads must keep all essential elements i.e. text and logos 0.25" away from the trim.

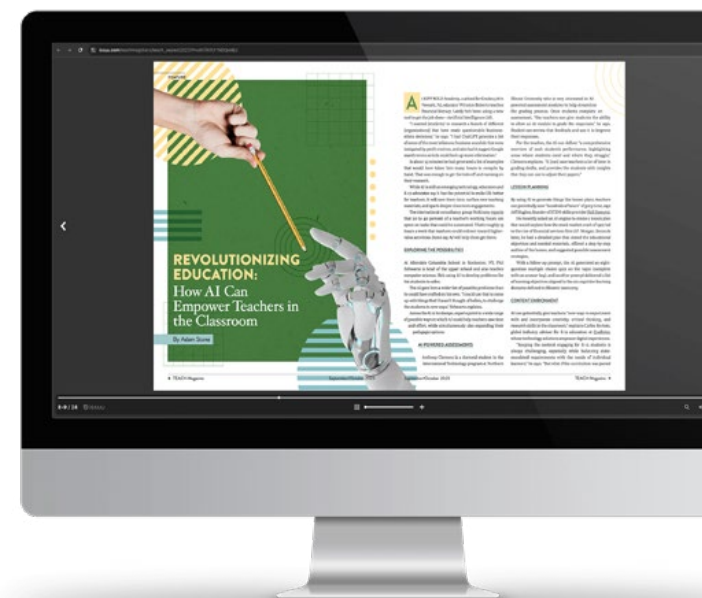
PLEASE NOTE: Advertiser and Advertising Agency are jointly and severally liable for payment. The publisher will not release advertising agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

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%



MAGAZINE ADVERTISING | SPECIAL OFFER

EDITORIAL SPONSORSHIP

TEACHERS AND STUDENTS ALIKE BENEFIT FROM TECHNOLOGY TOOLS IN THE CLASSROOM

Kaylyn Dorland started using technology tools to help children with accessibility needs in her primary school classes in Milton, Ontario, but quickly found that all her students were benefiting, regardless of their abilities.

"Technology increases student engagement, and that has a domino effect on their understanding of the lesson itself, the connections they can make to that lesson, and their motivation to want to complete those lessons," Dorland says.

A Grade 3 teacher at Queen of Heaven Catholic Elementary School, Dorland first began learning about assisted learning technologies four years ago when she joined the Microsoft Educator Community. She began researching the potential uses of Learning Tools for OneNote (such as enhanced dictation and immersive reading) for her students with accessibility needs. One such student is Noah Rob, who has difficulty with fine motor skills stemming from a hand injury and has been diagnosed with Autism Spectrum Disorder.

"Noah was definitely my 'aha moment' – seeing him grow, encouraging him to continue to try using the programs and then watching it eventually click with him. I saw his confidence skyrocket. His understanding of concepts and ability to communicate his understanding in different ways, by recording his voice and his work made me feel like 'this is really something.'"

Noah had difficulty writing, but quickly adapted to typing on his Surface keyboard and utilizing the audio recording features in OneNote to work on the tone, speed and clarity of his speech when reading aloud.

"With math and science, he was able to draw things that he could never draw with a paper and pencil. Even using a ruler was hard for him. So being able to use the straight-line draw features, making tables in One Note and organizing his thoughts in that way is something he loves to do," says Dorland.

But Dorland says the benefits of the assisted learning tools in programs like OneNote, Word and PowerPoint, don't simply help students with accessibility needs; they also increase the engagement and confidence of all students overall.

Dorland says the more self-directed her students become as a result of engaging with the technology, the greater the value of the kinds of interactions she is then able to have with them.

"If you have a classroom where students feel confident and understand how to complete a task completely on their own, or at least with minimal assistance, you can take a step back,

and you can watch the learning happen – and they'll take responsibility for their own learning."

Dorland feels the inclusive learning environment created by technology in the classroom levels the playing field for all students.

"Having an inclusive classroom allows for more students to be self-directed. And for me, personally, that's one of my biggest goals: to have students feel empowered to direct their own learning."

Dorland hopes any of her fellow teachers who might feel a bit intimidated by the idea of technology in the classrooms will consider the benefits for all students and take the plunge.

"Teachers are afraid, I think, of using technology because they feel it might be too complicated for students that have accessibility needs. But what I have seen is that when those students realize the potential that it can give them, they have more confidence to be able to complete those tasks."

As for Noah, Dorland says he's become the teacher.

"He teaches me things that I didn't know you could do. And that's the beauty of kids learning with technology: they have the motivation and the drive to want to learn more, and they want to challenge themselves."



Supporting more inclusive classrooms

At Microsoft, we believe that every student has the ability and the right to learn. That's why we designed Surface Go to showcase the best of Microsoft Education's inclusive learning tools.

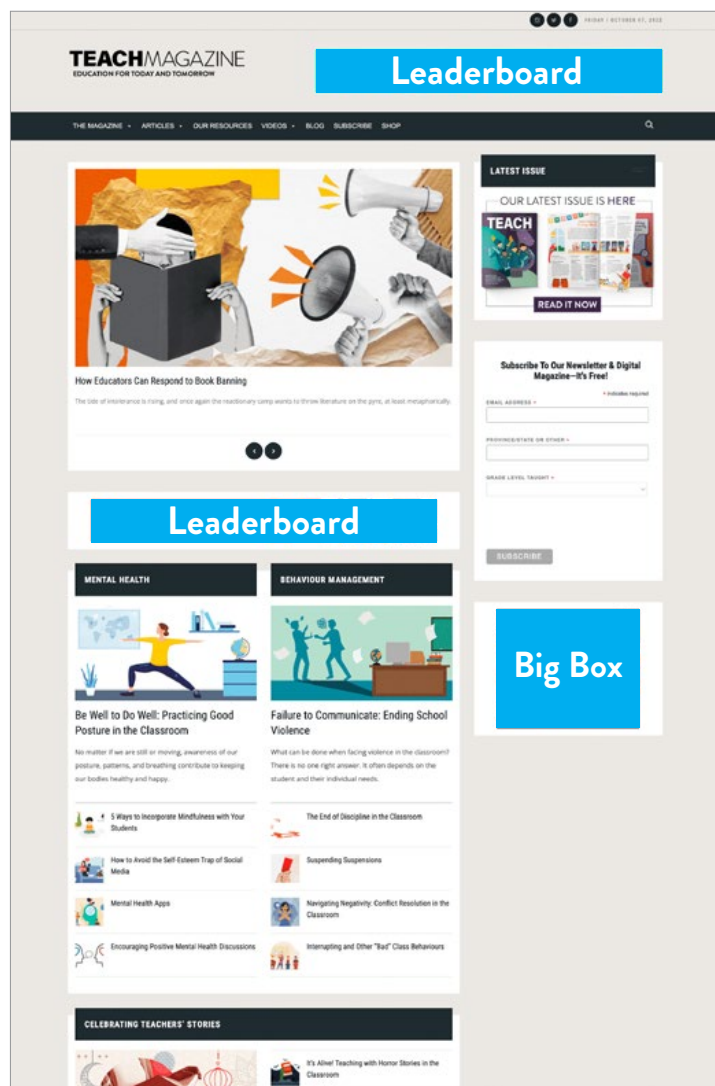
To learn more, visit microsoft.ca/education

Microsoft

Buy a **Full Page Ad**
and receive a complimentary
Full Page Advertorial

DIGITAL ONLY ISSUES
PRICE: \$1,500

WEB ADVERTISING | BANNERS



RATES

TYPE	DESCRIPTION	SPECIFICATIONS	PRICE/MONTH
Leaderboard	Image + URL	1456 x 180	\$850
Big Box	Image + URL	600 x 500	\$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 with a minimum of \$300/month.

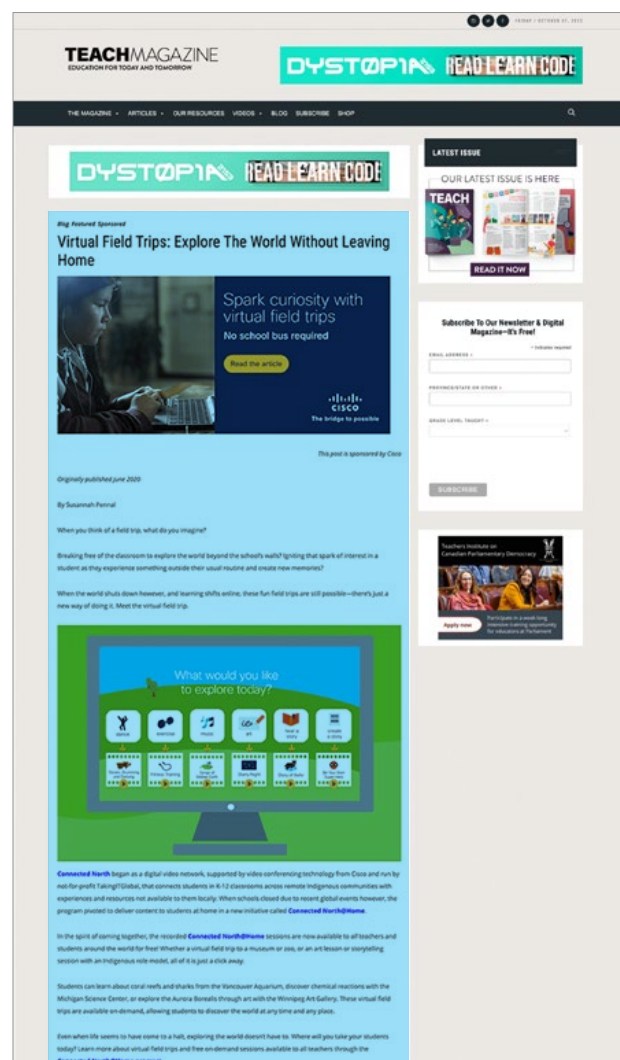
MATERIAL SUBMISSION AND DEADLINES

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.

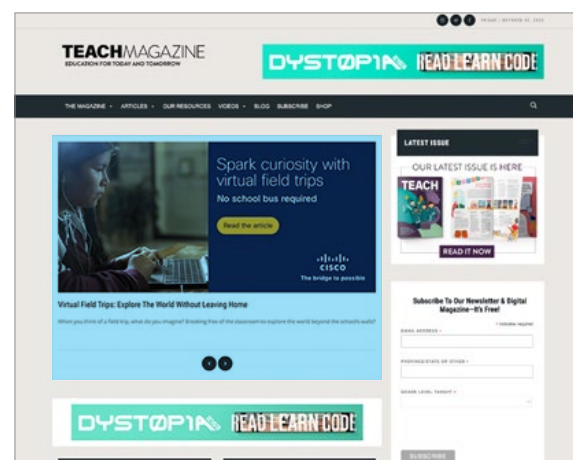
PLEASE NOTE: Advertiser and Advertising Agency are jointly and severally liable for payment. The publisher will not release advertising agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

WEB ADVERTISING | HOMEPAGE BLOG POSTING

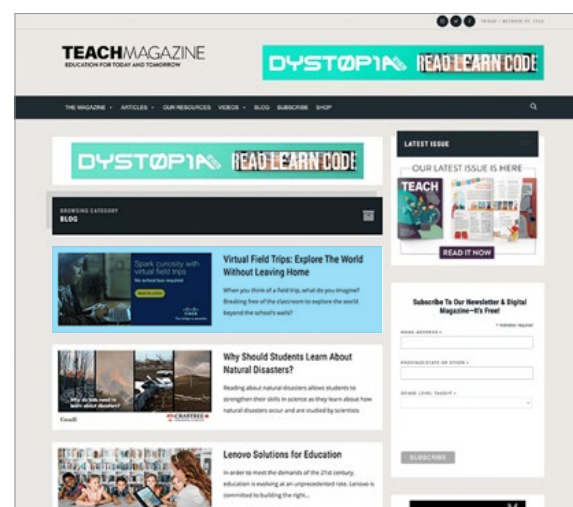
Recommended for general awareness and promotion.



1 A 500-word story with one featured image (1200 x 628 px, not linkable) and three optional linkable images.

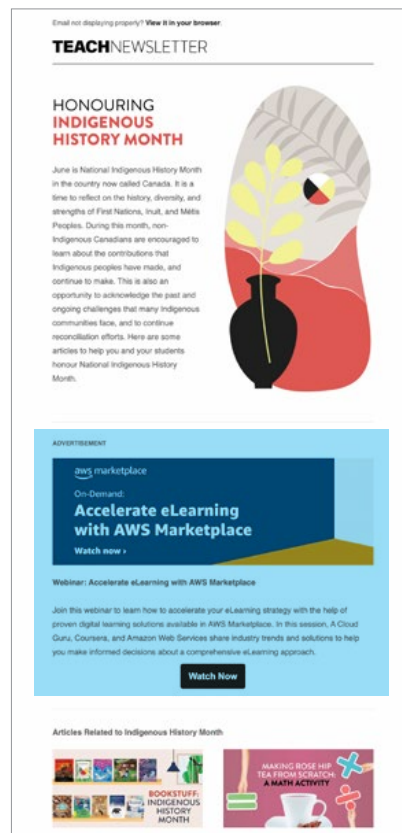


2 Story also appears alongside editorial content in the Homepage Slider, with the featured image, and links to the full content.



3 Story also appears in the Blog Section of the website, with the featured image, and links to the full content.

NEWSLETTER ADVERTISING



Ad



Sponsored

NEWSLETTERS
AVAILABLE
WEEKLY

10,000
Canadian Subscribers

16,500
USA Subscribers

RATES

TYPE	DESCRIPTION	SPECIFICATIONS	PRICE ¹
Ad	Client's content appears alongside TEACH editorial	Any combination of the following: a banner, an image, a logo, and 150-word description	\$795 CAD
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 CAD

*All rates listed are Net

¹ Per newsletter. Canadian and U.S. Distribution combo rate: +20%

*Sponsored newsletter is available to Canadian subscribers only

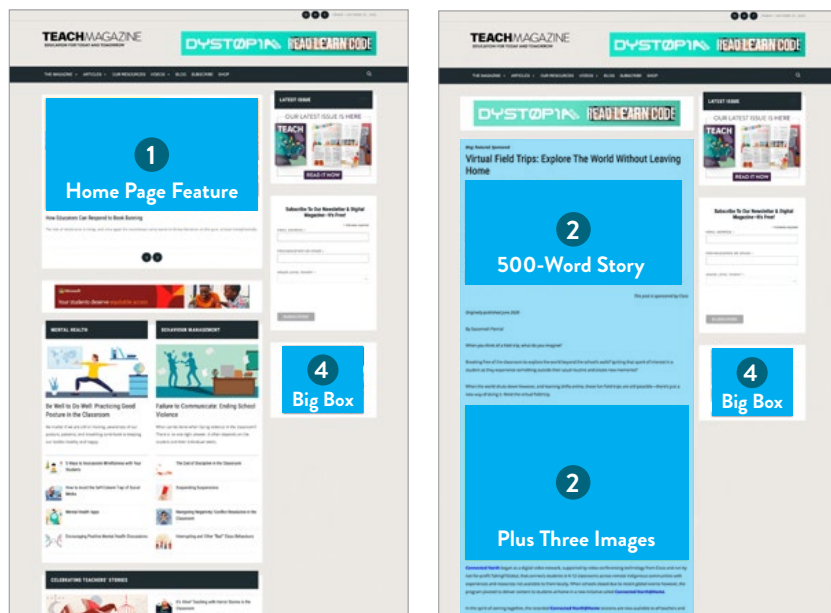
MATERIAL SUBMISSION AND DEADLINES

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.

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 SPONSORSHIP BUNDLE

VALUE: \$2645+



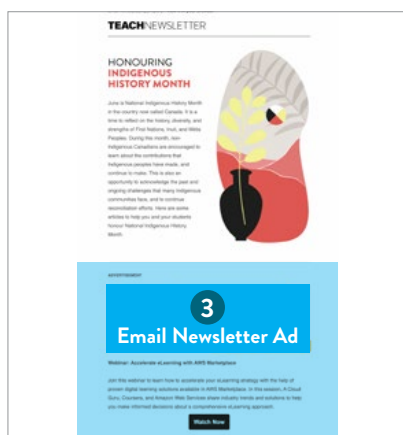
- 1 **Home Page Feature** that links to story (1200 x 628 px)
- 2 **500-Word Story** posted in the Blog with up to 3 images
- 3 **Email Newsletter Ad** (One banner 1200 x 400 px + 100-200 words text)
- 4 **Big Box Banner** for one month (600 x 500 px + link)

COST

DISTRIBUTION

1x RATE

Canadian Distribution	\$2000 CDN
US Distribution	\$2500 CDN
Combo Canadian + US Distribution	\$3000 CDN








TEACHMAGAZINE

EDUCATION FOR TODAY AND TOMORROW

TO ADVERTISE, CONTACT
Wili Liberman | 416-537-2103
wliberman@teachmag.com

www.teachmag.com

 /teachmag  @teachmag  @teachmag

