

# TEACH MAGAZINE

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:

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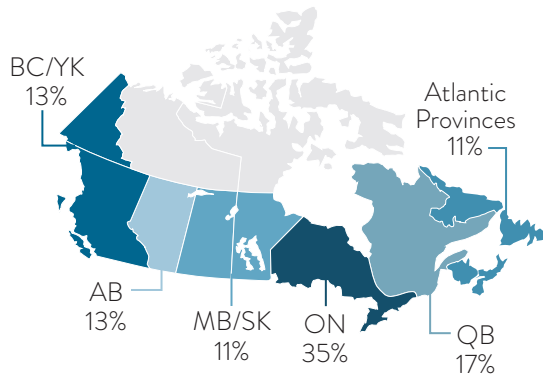
## AUDIENCE PROFILE

### CANADA CIRCULATION

#### Magazine Circulation

Digital: 10,000

#### Geographic Coverage (Percentage)

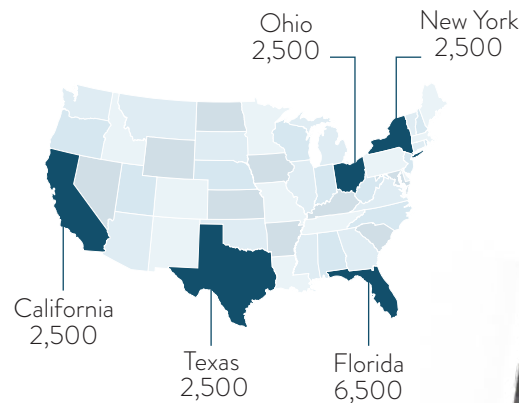


### USA CIRCULATION

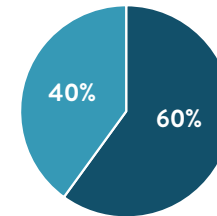
#### Magazine/Email Newsletter

Digital only: 16,500

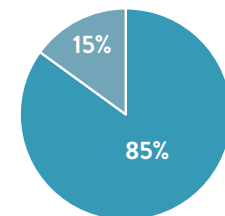
#### Geographic Coverage (States With Most Readership)



### 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
<b>Jan/Feb</b> <i>Digital Only</i>	<b>Class Management</b>	December 8	December 15	Mid-January 2024
<b>Mar/Apr</b> <i>Digital Only</i>	<b>Equity and Inclusion</b>	February 1	February 6	Mid-March 2024
<b>May/Jun</b> <i>Digital Only</i>	<b>Environmental Issues</b>	May 1	May 6	Mid-May 2024
<b>Sep/Oct</b> <i>Digital Only</i>	<b>Back-to-School</b>	August 1	August 6	Mid-September 2024
<b>Nov/Dec</b> <i>Digital Only</i>	<b>Technology</b>	November 1	November 6	Mid-November 2024

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

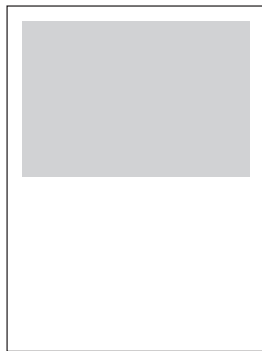


**MAGAZINE ADVERTISING | DIGITAL**

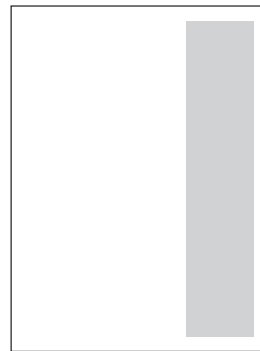
**AD SIZE SPECIFICATIONS (W X H)**



**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 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	5X
DPS	\$2450	\$2250	\$1950
Full Page	\$1545	\$1390	\$1290
Half Page	\$1080	\$980	\$930
Third Page	\$875	\$825	\$775

\*All rates listed are Net



## MAGAZINE ADVERTISING | SPECIAL OFFER

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

DIGITAL ONLY ISSUES  
PRICE: \$1,550



EDITORIAL SPONSORSHIP

### The Path to Equitable Education Through Hybrid Learning

By Brad Saffer

The past two years have presented a challenge for both students and teachers alike. As schools transitioned to remote learning, some students fell through the cracks, while others excelled. As a former educator myself, I know firsthand how much learning styles differ between students. I also know that a flexible and engaging classroom can make all the difference.

With many eager for students to return to in-person learning to prevent more "learning loss," there is something to be said about the opportunity that hybrid learning presents for a more equitable and accessible learning experience for all. Here are some of the ways that this model can help us get there.

#### Breaking Down Barriers

While the value of in-person learning is undeniable, hybrid learning presents students with the ability to personalize their learning experience to best serve their needs. Whether a student misses class as a result of regularly scheduled doctor appointments, or if they simply learn better without the distraction of their peers, the accessibility of hybrid learning allows students to keep up with course materials while staying engaged.

Tools like [WebEx](#) enhance the learning experience by delivering teaching materials through multiple modalities. From visual learners, to auditory learners and everyone in between, tools provided through [WebEx](#), such as video recording and transcriptions, allow students to engage with, and digest, course materials in a way that will best resonate with their personal learning styles.

For underserved students or ones living in rural areas, internet connectivity can present a challenge, making it harder for these students to engage in the immersive experience that can be offered through hybrid learning. Cisco's solutions, like [digital campus](#), have the power to increase connectivity for students who may not be well connected, further breaking down barriers to education.

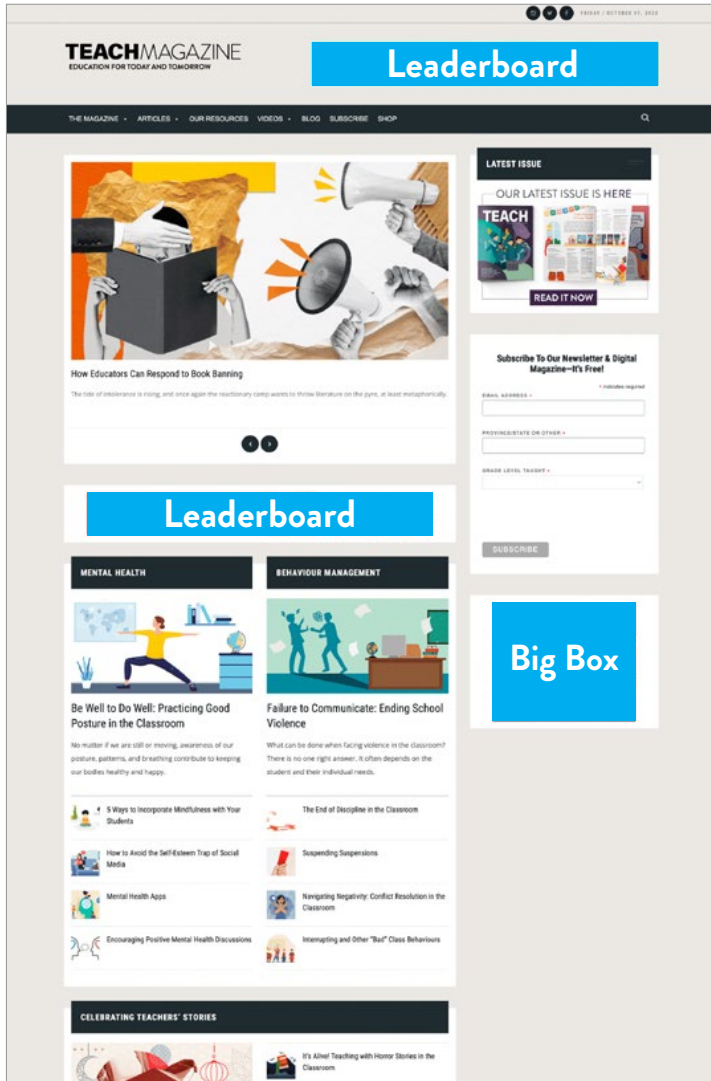
For more information about Cisco's tools for hybrid education [here](#).

**CISCO** The bridge to possible

Between curiosity and knowledge, there's a bridge.

**CISCO**  
The bridge to possible

WEB ADVERTISING | BANNERS



RATES

TYPE	DESCRIPTION	SPECIFICATIONS	PRICE/MONTH
Leaderboard	Image + URL	1456 x 180	\$875
Big Box	Image + URL	600 x 500	\$875

\*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.

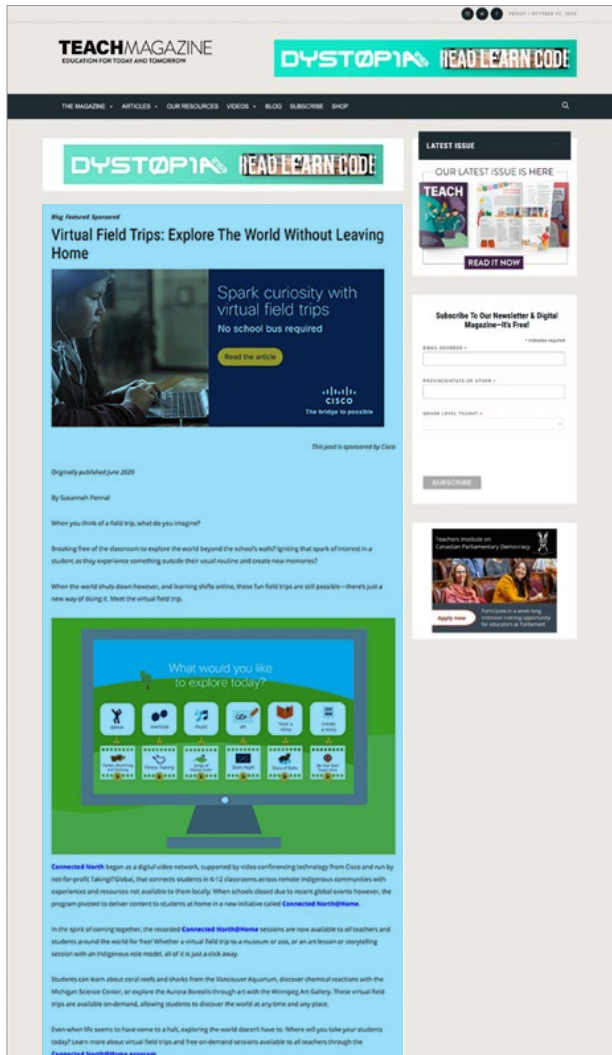
MATERIAL SUBMISSION AND DEADLINES

Material is **due two weeks prior to scheduled launch**. Only JPG, GIF, or PNG files that are formatted for the web can be supported.

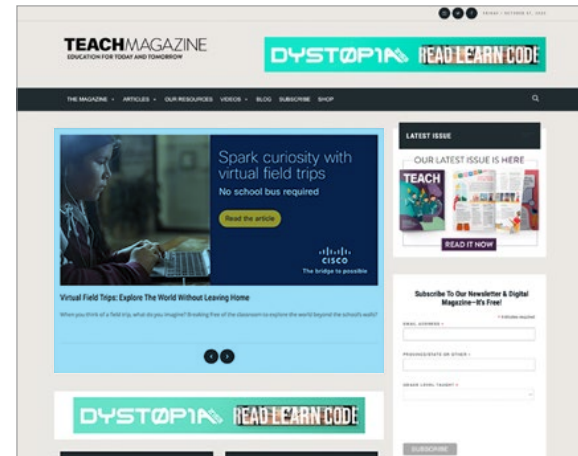
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## WEB ADVERTISING | HOMEPAGE BLOG POSTING

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.



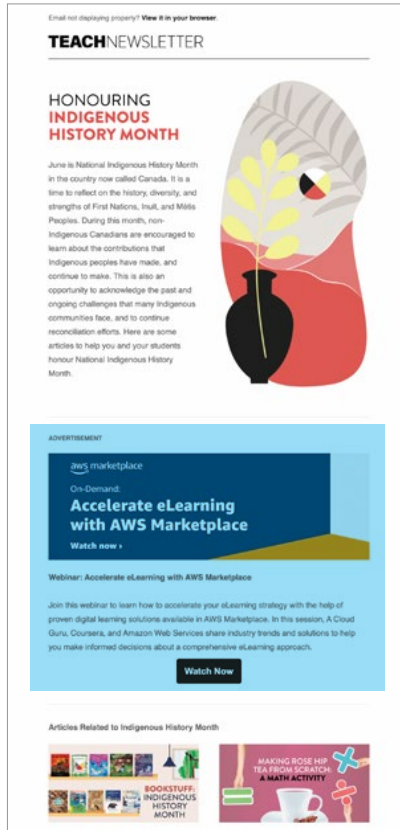
2 Story also appears alongside editorial content in the Homepage Slider, with the featured image, and links to the full content.



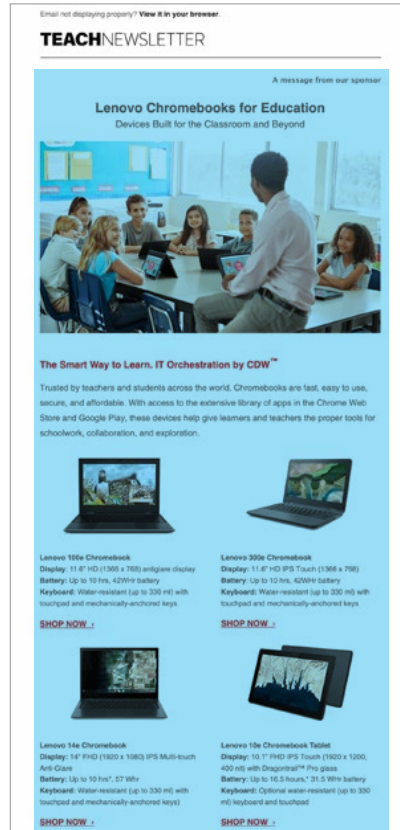
3 Story also appears in the Blog Section of the website, with the featured image, and links to the full content.



## NEWSLETTER ADVERTISING



Ad



Sponsored

## RATES

TYPE	DESCRIPTION	SPECIFICATIONS	PRICE
Ad	Client's content appears alongside TEACH editorial	Any combination of the following: a banner, an image, a logo, and 150-word description	\$820
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.	\$1700

\*All rates listed are Net

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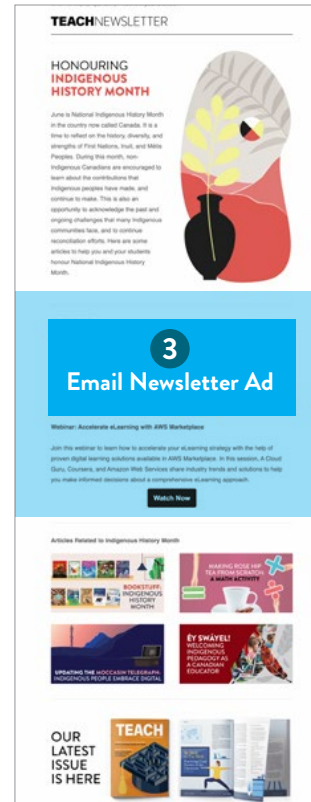
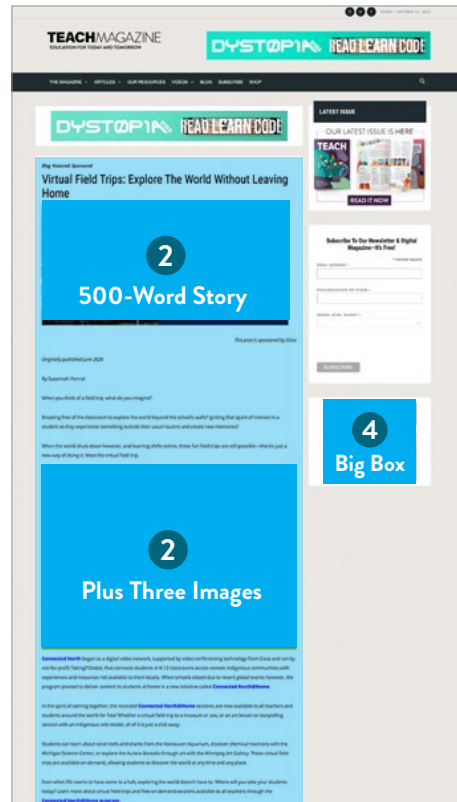
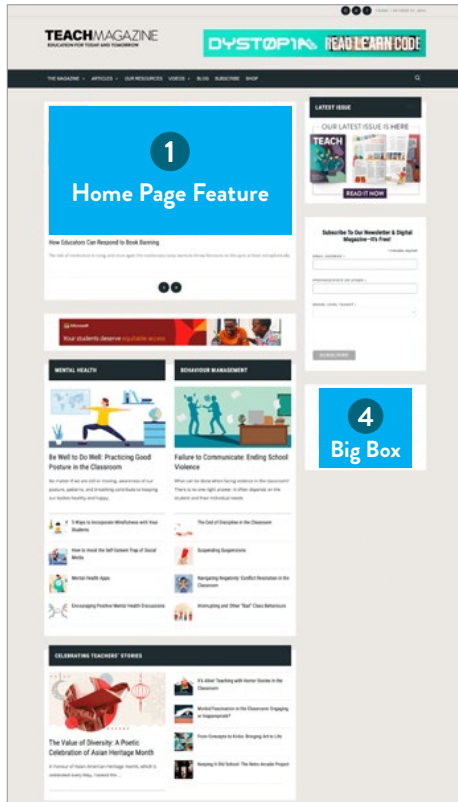
NEWSLETTERS  
AVAILABLE  
WEEKLY

10,000  
Canadian Subscribers

16,500  
USA Subscribers

## CONTENT SPONSORSHIP BUNDLE

VALUE: \$2700+



- 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: \$2060**



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