

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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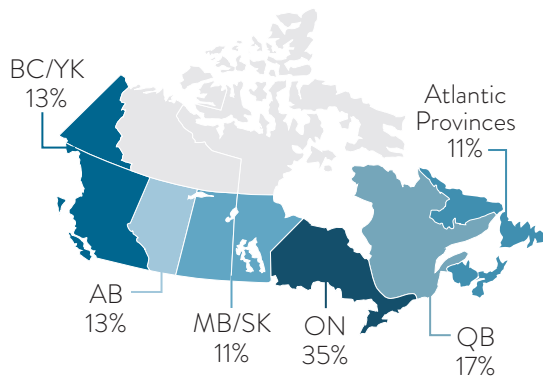
AUDIENCE PROFILE

CANADA CIRCULATION

Magazine Circulation

Digital: 10,000

Geographic Coverage (Percentage)

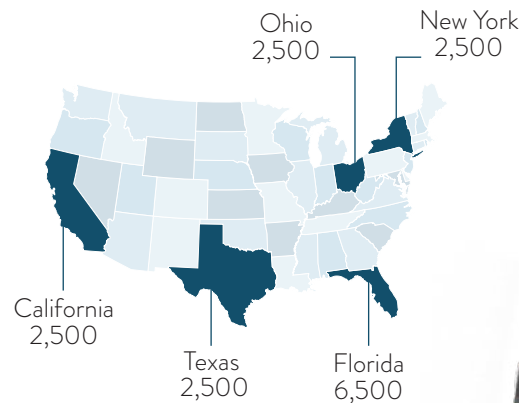


USA CIRCULATION

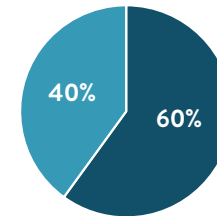
Magazine/Email Newsletter

Digital only: 16,500

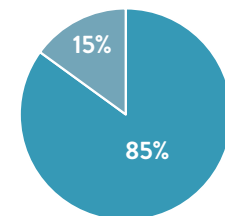
Geographic Coverage (States With Most Readership)



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.



Migration

- Why do people move away from their home or homeland?
- What are some difficulties or challenges people might face?
- What are some emotions or feelings that people may have from facing those challenges?
- What are some opportunities or benefits someone might receive?
- What are some emotions or feelings that people may have from receiving those opportunities?

ADDITIONAL CANADIAN BOOKS TO SUPPORT THESE SUB-THEMES



So Young to Escape: A Vietnamese Girl Who Had to Be Rescued with Her Family by War Ho and Marjorie Frenkel, Skowogah (Penguin Press, 2018)



Meeting Canada: How I Became a Canadian by Susan Elliott (Checkmate Books, 2016)



Pandora on the Eastside by Catherine Poirer (Checkmate Books, 2016)

Using trauma-informed practice, the educator can share images or book/magazine covers depicting families in migratory circumstances—refugee camps, boats arriving on beaches, etc.—in conjunction with the guiding questions. The purpose is to help prompt student thinking and build connections with the wordless picture books to be used later in the lesson. The discussion can work to highlight important vocabulary and ideas around concepts of migration, immigration, and emigration. Discuss the concepts of push/pull factors and create a list for students to refer back to as needed throughout the unit. Educators can generate and share lists of the key vocabulary identified by using word cloud generators like **Mentimeter**, constructing a Google Sheet, or using large paper and markers.

READ, PLAN, AND PRACTICE

Using a wordless picture book as a mentor text, the educator will provide guidance for students on how to follow the story, how to infer meaning, and how to express what they see and understand either in words or through additional tactile or digital art. Guiding Question: How might we read a wordless picture book to help us understand and develop empathy for those who have chosen or been forced to leave their home?

Students will work in small groups, pairs, or individually, depending on the availability of books (e-books may also be available through the library catalogue). Start with a picture walk through the wordless recommended title. Colours of sticky notes to answer the following questions as they examine the book:

- What do you notice about the pictures, characters, and actions on each page?
- What questions do you have about what message the image is trying to share with us?

Students will use the vocabulary and ideas generated from the large group discussion to identify and describe the who, what, why, when, where, and how of the main characters in the story. They will also identify, infer, and work with students to describe the main characters.

FIELD TRIPS



AMAZING GAITS EQUESTRIAN CENTER
Theodore, AL

Amazing Gaits' Educational Riding Field Trip is interactive, customizable, and plenty of fun. Students will learn about horse care and nutrition, pasture maintenance, and more, while having an opportunity to ride the horses too.

ANT EQUESTRIAN
Surry, NC

At ANT Equestrian, customizable programs are available for elementary school students. Along with horseback riding, other educational opportunities can include: practicing how to lead and back horses, learning about grooming and being out, understanding feeding and equine care.

Renew your students in the wonderful world of horses through these exciting equine field trips! Learning how to ride a horse can have many benefits for kids. It helps them build self-confidence, while also improving their strength, coordination, and balance. By taking care of these majestic animals, children are taught the importance of responsibility and leadership skills and gain valuable communication and leadership skills through riding together. Horseback riding is a great way to relieve stress and pent-up energy too. With so many positive takeaways, there's no better time to get kids outside and into some saddles. Check out these six spectacular field trips across Canada and the U.S. and start riding today.

CIRCLE R RANCH
Delaware, ON

The Western Horseback Riding trip at Circle R Ranch is suitable for Grades 4-12, and provides students with the unique opportunity to take a leisurely ride across the ranch's 80-hectare trail system. Each rider is paired with a horse that is best suited to their age and riding ability, and then given a lesson about the basics of horsemanship before following the ranch's qualified instructors onto the trail.

FOREST VIEW FARMS
Tinley Park, IL

Forest View Farms offers 30-minute and 1-hour rides for students in Grades 4 and up. Each student is paired with a horse that matches their skill level, before setting off on exciting trail rides that wind through the picturesque Cook County Forest Preserve. Pony rides for students in Grades K-3 are also available on the farm.

MOUNTAIN TRAIL RIDES
Davis, WY

Students can take in the unparalleled beauty of the Mountain Valley on horseback with the help of Mountain Trail Riders. Specializing in beginners and groups, Mountain Trail Riders provides instructions about horse behavior, riding safety for all visitors. An age-specific program is available, and can be customized to emphasize topics, upon request. Groups of 15 or more students are a discount.

SUNSET TRAILS STABLES
Lee's Summit, MO

These field trips provide an exciting introduction to the world of horses. Students will learn about horse care, breeds, how to keep horses healthy, and more. Sunset Trails offers opportunities for students to ride, where students are taught proper riding positions and safety, and how to mount and dismount, and how to steer, etc.

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>	Equity and Inclusion	February 1	February 6	Mid-March 2024
May/Jun <i>Digital Only</i>	Environmental Issues	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

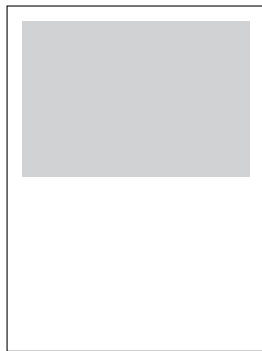


MAGAZINE ADVERTISING | DIGITAL

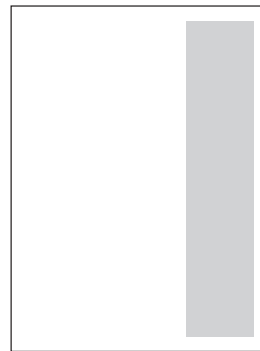
AD SIZE SPECIFICATIONS (W X H)



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	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



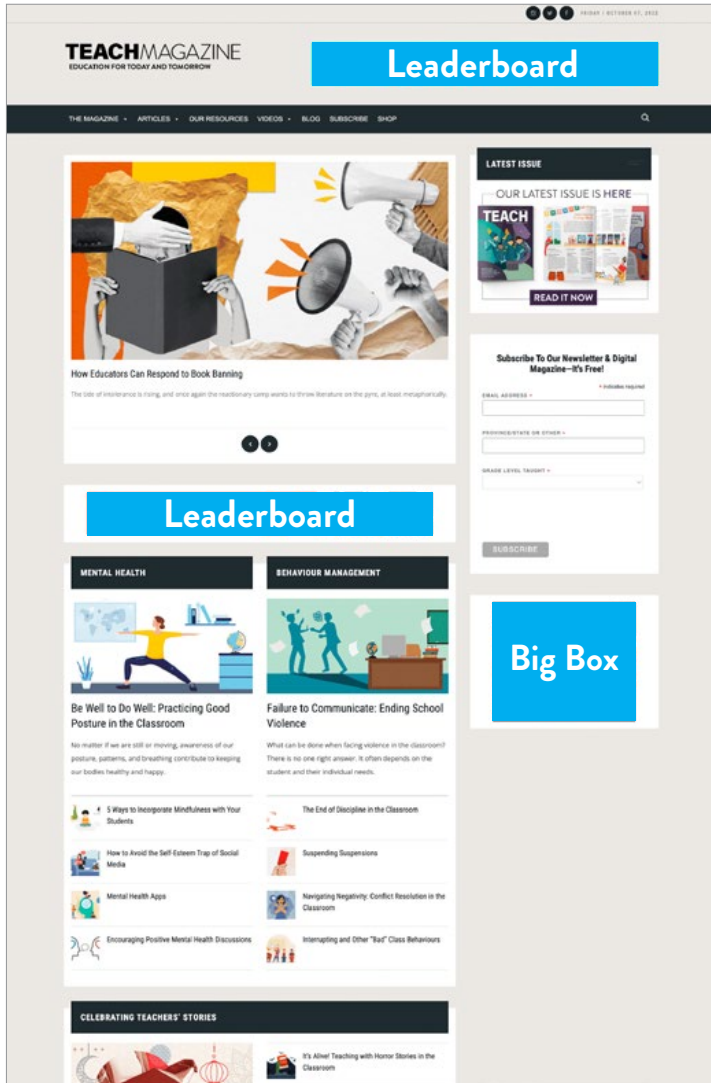
MAGAZINE ADVERTISING | SPECIAL OFFER

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

DIGITAL ONLY ISSUES
PRICE: \$1,550



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.

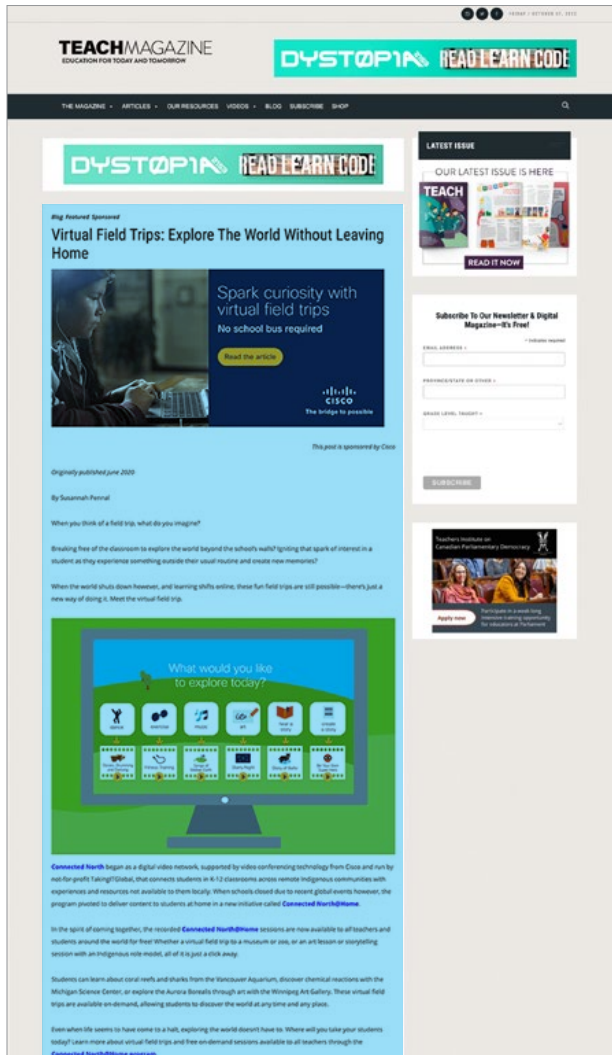
MATERIAL SUBMISSION AND DEADLINES

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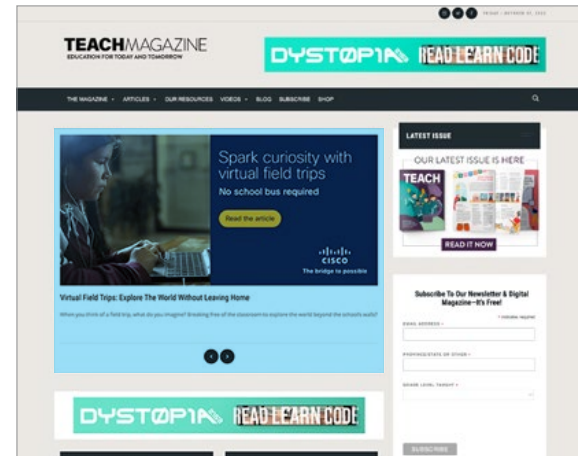
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WEB ADVERTISING | HOMEPAGE BLOG POSTING

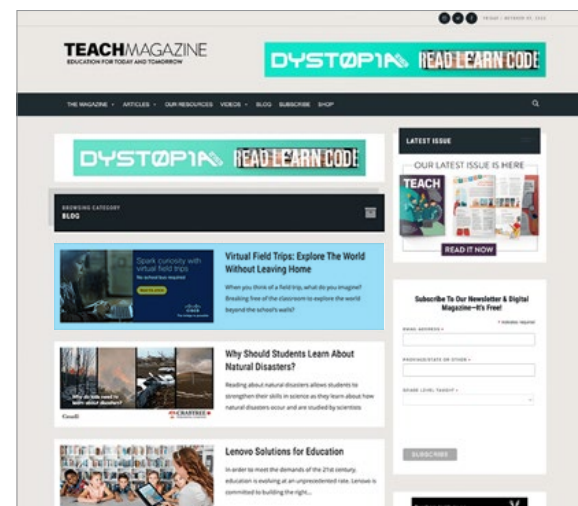
Recommended for general awareness and promotion.



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

Email not displaying properly? [View it in your browser.](#)

TEACHNEWSLETTER

HONOURING INDIGENOUS HISTORY MONTH

June is National Indigenous History Month in the country now called Canada. It is a time to reflect on the history, diversity, and strengths of First Nations, Inuit, and Métis Peoples. During this month, non-Indigenous Canadians are encouraged to learn about the contributions that Indigenous peoples have made, and continue to make. This is also an opportunity to acknowledge the past and ongoing challenges that many Indigenous communities face, and to continue reconciliation efforts. Here are some articles to help you and your students honour National Indigenous History Month.



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Webinar: Accelerate eLearning with AWS Marketplace

Join this webinar to learn how to accelerate your eLearning strategy with the help of proven digital learning solutions available in AWS Marketplace. In this session, A Cloud Guru, Coursera, and Amazon Web Services share industry trends and solutions to help you make informed decisions about a comprehensive eLearning approach.

[Watch Now](#)

Articles Related to Indigenous History Month



Ad

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TEACHNEWSLETTER

A message from our sponsor

Lenovo Chromebooks for Education
Devices Built for the Classroom and Beyond



The Smart Way to Learn. IT Orchestration by CDW™


Trusted by teachers and students across the world, Chromebooks are fast, easy to use, secure, and affordable. With access to the extensive library of apps in the Chrome Web Store and Google Play, these devices help give learners and teachers the proper tools for schoolwork, collaboration, and exploration.



Lenovo 100e Chromebook
Display: 11.6" HD (1366 x 768) anti-glare display
Battery: Up to 10 hrs, 42Whr battery
Keyboard: Water-resistant (up to 330 ml) with touchpad and mechanically-anchored keys
[SHOP NOW >](#)



Lenovo 300e Chromebook
Display: 11.6" HD IPS Touch (1366 x 768)
Battery: Up to 10 hrs, 42Whr battery
Keyboard: Water-resistant (up to 330 ml) with touchpad and mechanically-anchored keys
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Lenovo 14e Chromebook
Display: 14" FHD (1920 x 1080) IPS Multi-touch
Anti-Glare
Battery: Up to 10 hours, 57 Whr
Keyboard: Water-resistant (up to 330 ml) with touchpad and mechanically-anchored keys
[SHOP NOW >](#)



Lenovo 15e Chromebook Tablet
Display: 10.1" FHD IPS Touch (1500 x 1000, 400 nits with Drogopanel™ Pro glass)
Battery: Up to 16.5 hours, 21.5 Whr battery
Keyboard: Optional water-resistant (up to 330 ml) keyboard and touchpad
[SHOP NOW >](#)

Sponsored

**NEWSLETTERS
AVAILABLE
WEEKLY**

10,000 Canadian Subscribers | **16,500** USA Subscribers

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

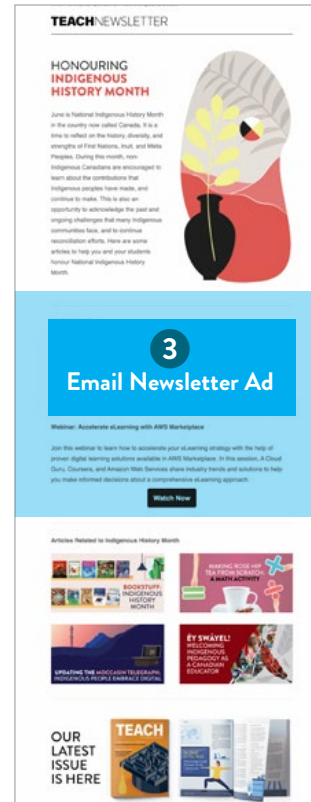
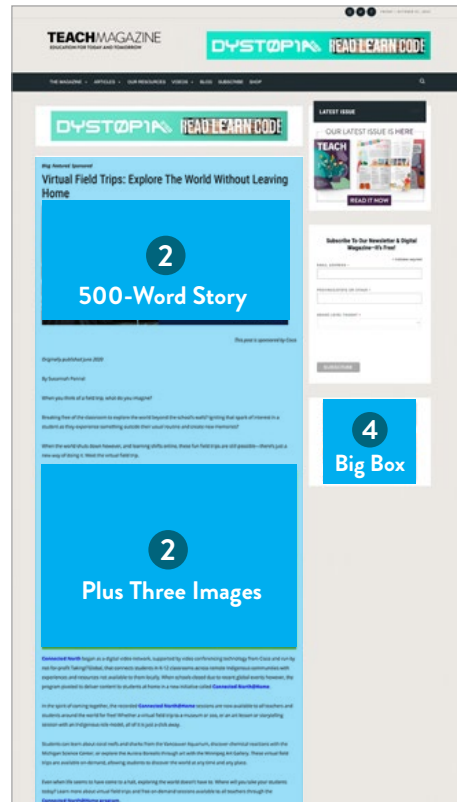
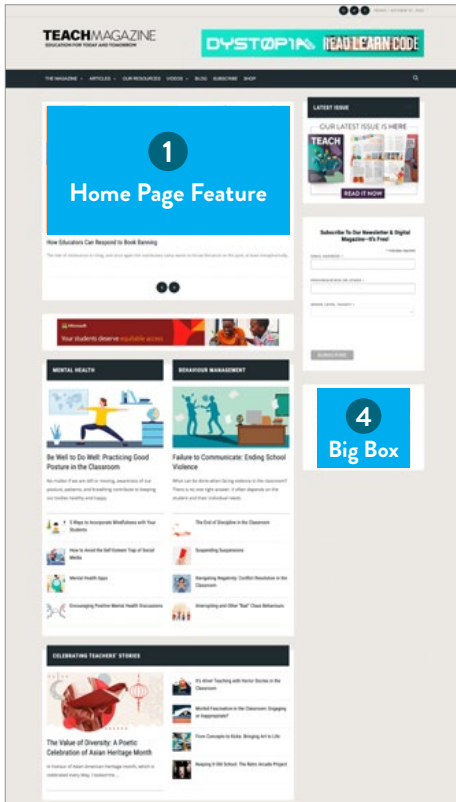
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CONTENT SPONSORSHIP BUNDLE

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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