

# TEACHMAGAZINE

EDUCATION FOR TODAY AND TOMORROW

MEDIA  
KIT  
2025



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:  
Raenu Sarathy | [rsarathy@teachmag.com](mailto:rsarathy@teachmag.com)

## AUDIENCE PROFILE

### CANADA CIRCULATION

#### Magazine Circulation

Digital: 10,000



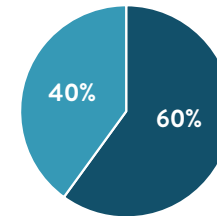
### USA CIRCULATION

#### Magazine/Email Newsletter

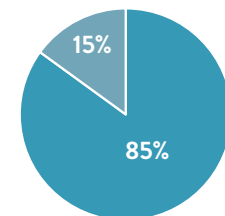
Digital only: 16,500



### 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. 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

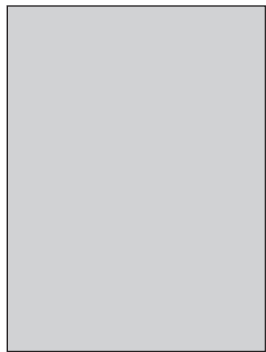
ISSUE	THEME	BOOK BY	MATERIAL DUE	PUBLISHED
Jan/Feb <i>Digital Only</i>	<b>Class Management</b>	December 8	December 15	Mid-January 2025
Mar/Apr <i>Digital Only</i>	<b>Equity and Inclusion</b>	February 14	February 21	Mid-March 2025
May/Jun <i>Digital Only</i>	<b>Environmental Issues</b>	April 17	April 25	Mid-May 2025
Sep/Oct <i>Digital Only</i>	<b>Back-to-School</b>	August 15	August 22	Mid-September 2025

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

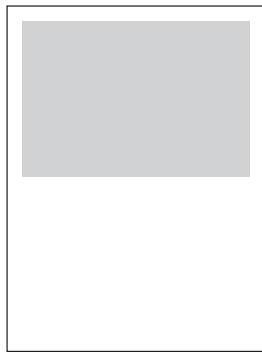


MAGAZINE ADVERTISING | DIGITAL

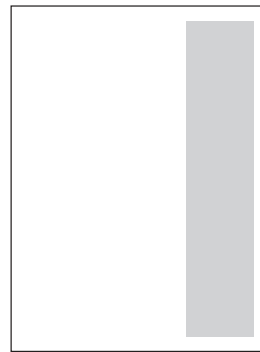
AD SIZE SPECIFICATIONS (W X H)



Full Page  
8.5" x 11"



Half Page  
7.5" x 4.5"



Third Page  
2.3125" x 9.625"

**SPECIAL OFFER**  
Buy a Full Page Ad and receive a complimentary Full Page Advertorial!

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.

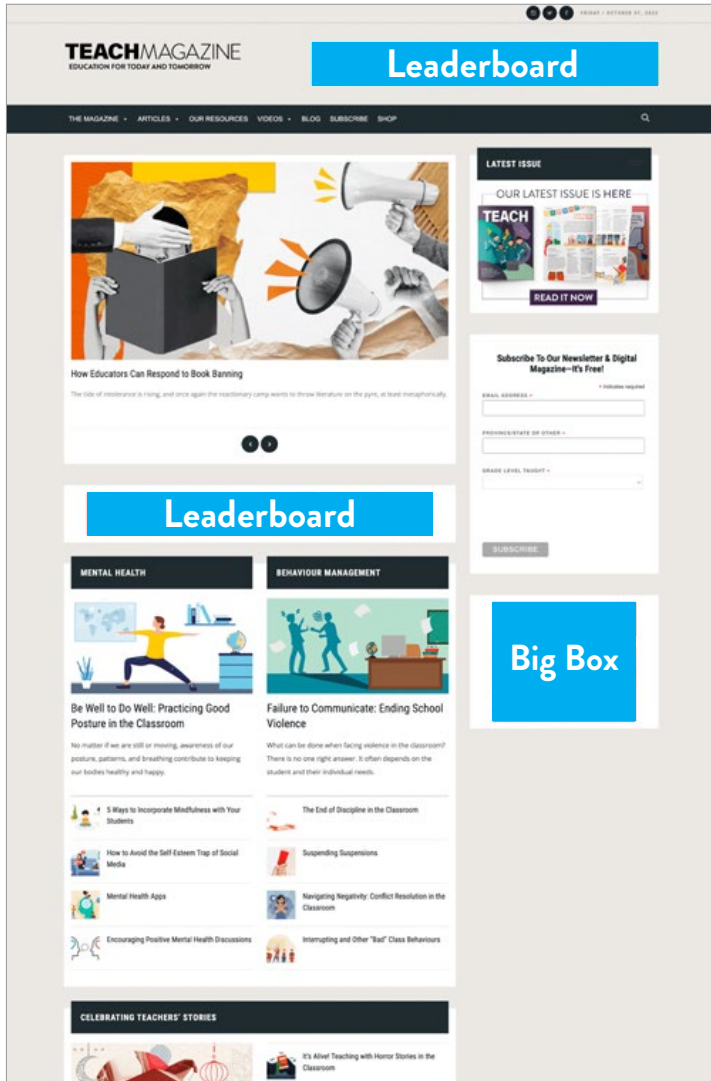
DIGITAL ONLY RATES\*

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



## WEB ADVERTISING | BANNERS



### RATES

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

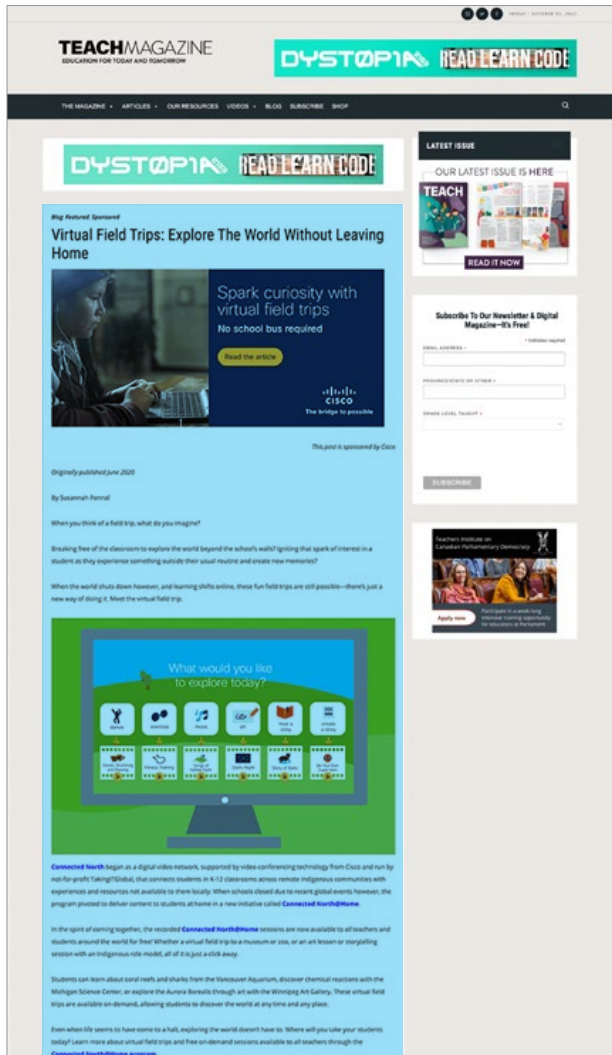
\*All rates listed are Net

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.

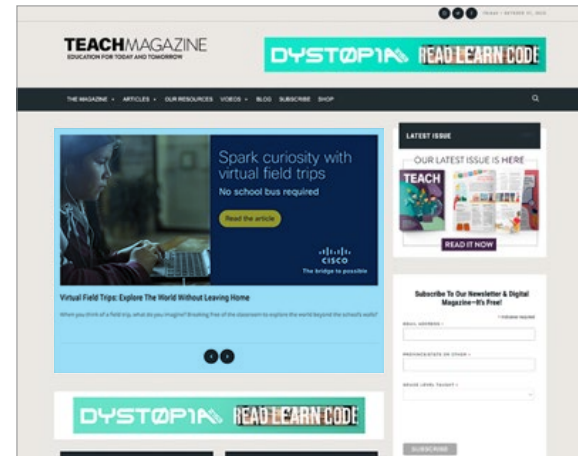
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## WEB ADVERTISING | HOMEPAGE BLOG POSTING

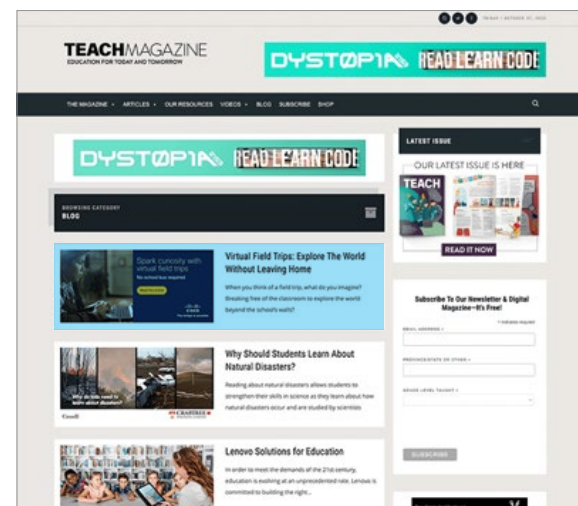
Recommended for general awareness and promotion.



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

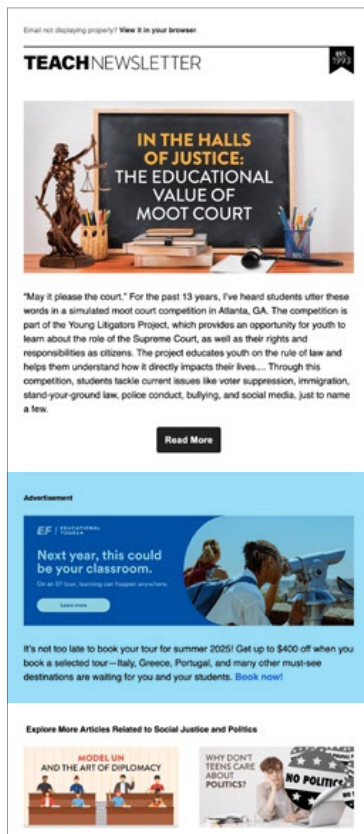


**2** Story also appears alongside editorial content in the Homepage Slider, with the featured image, and links to the full content.



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

## NEWSLETTER ADVERTISING



Ad



Custom-Designed 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 100-word description	\$1000
Custom-Designed Sponsored*	Client's content appears exclusively in the newsletter	Any combination of the following: banners, images, logos, and up to 300 words of text. Content subject to editorial approval. Examples available upon request.	\$2000

\*All rates listed are Net

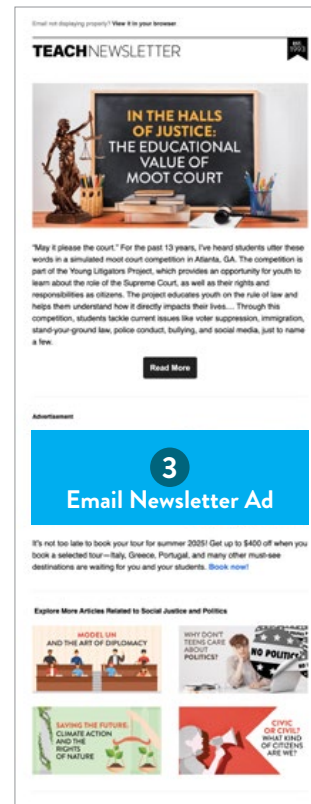
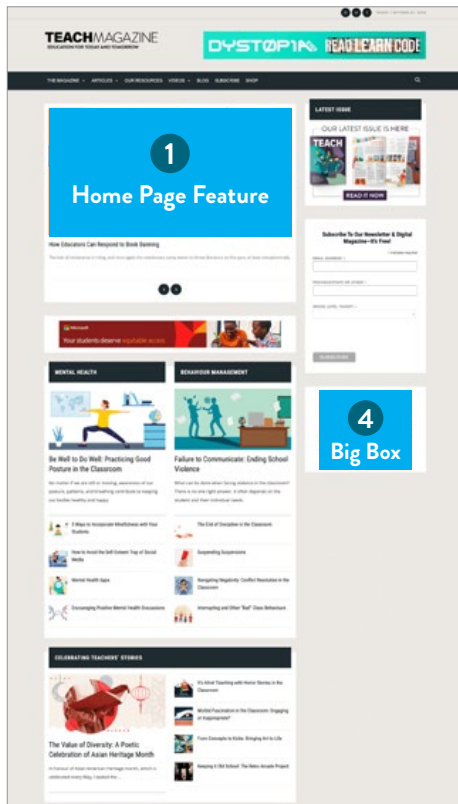
**NEWSLETTERS AVAILABLE MONTHLY**     **10,000** Subscribers

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## CONTENT SPONSORSHIP BUNDLE

VALUE: \$2700+



- 1 Home Page Feature that links to story (1200 x 628 px)
- 2 300-Word Story posted in the Blog with up to 3 images
- 3 Email Newsletter Ad (One banner 1200 x 400 px + 100-word text)
- 4 Big Box Banner for one month (600 x 500 px + link)

**COST: \$2100**

OUR RECENT CLIENTS





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**Raenu Sarathy**  
rsarathy@teachmag.com

[WWW.TEACHMAG.COM](http://WWW.TEACHMAG.COM)

 /teachmag  @teachmag

 @teachmag  @teachmediaco