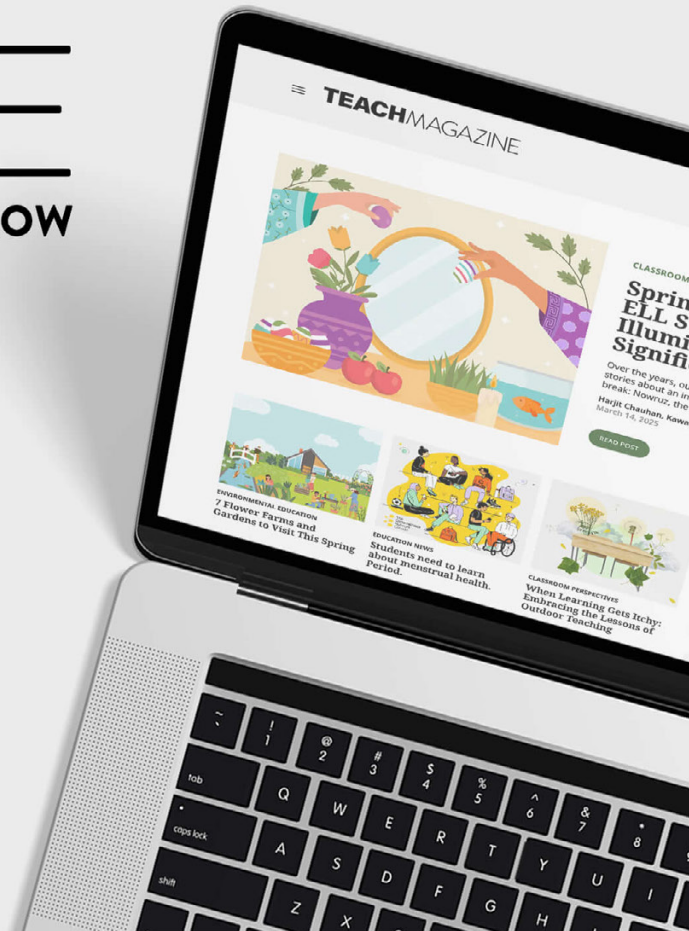
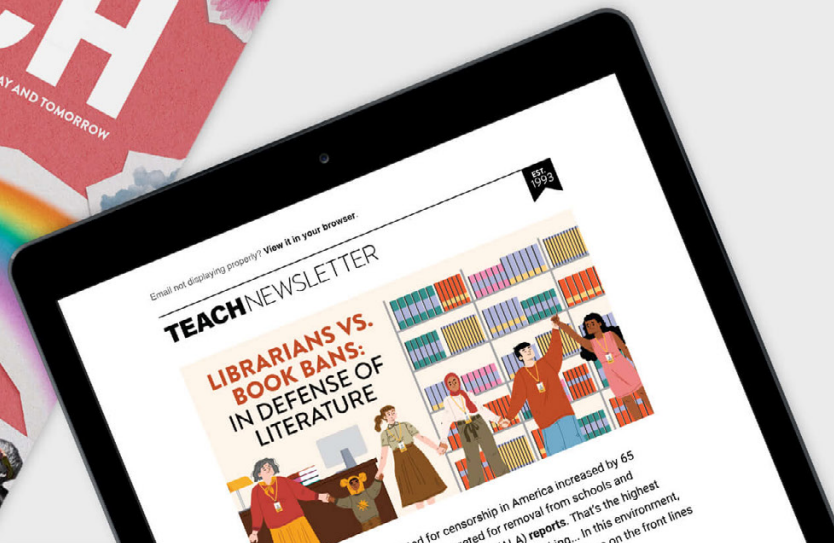


MEDIA
KIT
2025

TEACH MAGAZINE

EDUCATION FOR TODAY AND TOMORROW





ABOUT TEACH MAGAZINE

Established in 1993, TEACH Magazine is the leading educational publication for K-12 public school teachers worldwide. 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 reading and books to technology, professional development, and more.



EDITOR'S MESSAGE:

Welcome to TEACH. We connect advertisers to a passionate and impactful audience: K-12 teachers. They influence young minds, shape future generations, and spend thousands annually on classroom tools, resources, and personal essentials. Teachers value products that empower their mission, and they trust partners who understand their needs. We know how to reach them authentically, building connections that resonate and inspire.

OUR AUDIENCE

Total Digital Reach: 100K+

Digital Magazine: 40K Reach per issue

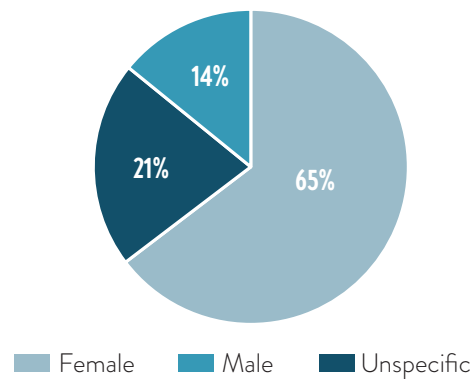
Website: 40K Reach per month

Newsletter: 10K Subscribers
Average open rate of 30%

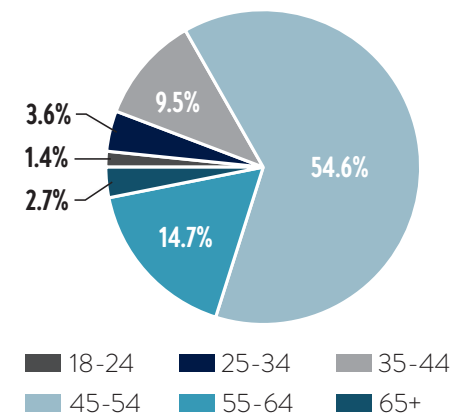
Social: 15K Followers

Source: Google Analytics, 12-Month Average (Jan-Dec 2024)

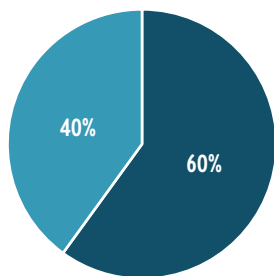
GENDER



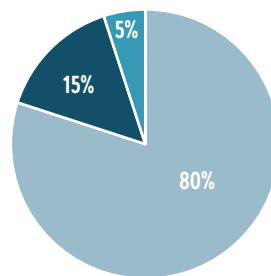
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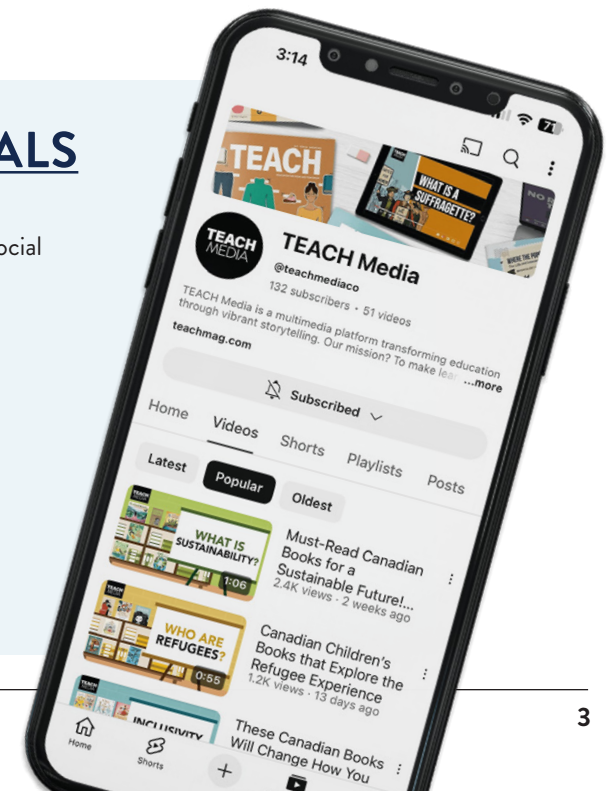
JK-8
Grades 9-12



Teachers
Librarians
Administrators

OUR SOCIALS

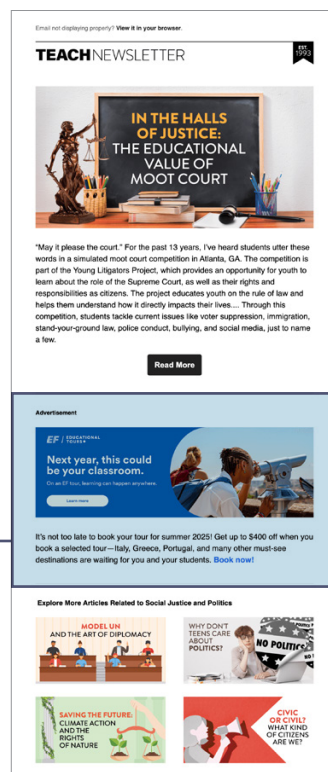
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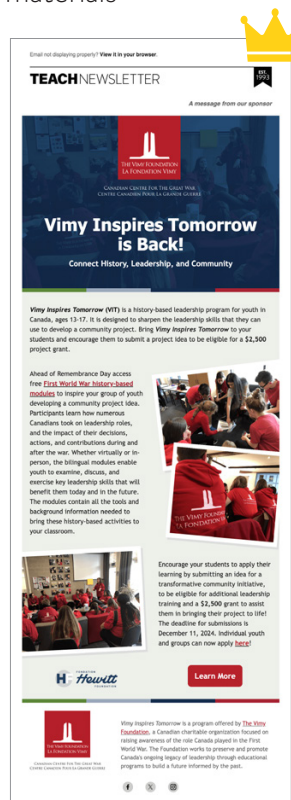
OUR NEWSLETTERS

Our editorial and custom-designed sponsored newsletters offer advertisers a powerful way to engage educators and deliver impactful messaging directly to their inboxes.

- Published monthly | Average open rate of 30%
- Reaches 10K readers per newsletter
- Best for advertisers with finalized content and fixed deadlines. No flexibility with materials



Editorial Newsletter Ad



Custom-Designed
Sponsored Newsletter

RATES PLACEMENT

**RATE PER
NEWSLETTER**

Editorial Newsletter Ad

\$1,300.00

- Your content appears alongside other content
- Ad includes short text, banner ad, and link(s)
- This placement integrates with our editorial and helps drive traffic to your website
- Complimentary copy review
- Bonus: your logo is featured on our advertiser's page
- Placement is available on a first-come, first-served basis; to guarantee top position, a 20% fee applies

Custom-Designed Sponsored Newsletter

\$2,600.00

- Your content appears exclusively
- Materials includes longer text, multiple images, and link(s)
- This premium placement guarantees immediate visibility and helps drive traffic to your website
- The custom design reinforces your brand identity for maximum impact
- Complimentary copy review
- Bonus: your logo is featured on our advertiser's page
- Content is subject to editorial approval

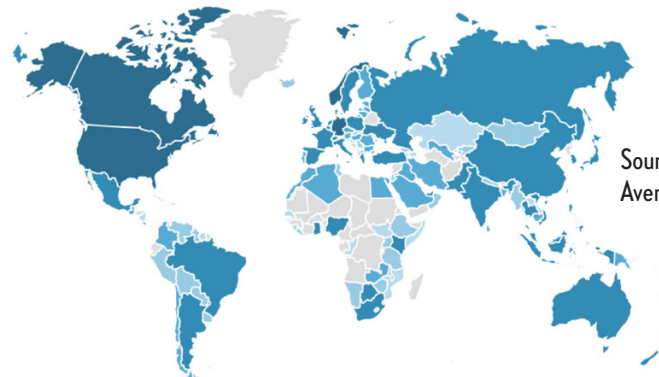
Agency Handling Fee: We reserve the right to apply a handling fee of 20% to bookings made through advertising agencies.

*All rates listed are Net.

OUR WEBSITE

Our website connects educators worldwide, offering resources, tools, and insights to enhance teaching and foster continuous learning.

- New content published weekly
- Reaches 40K readers monthly
- Ideal for advertisers looking for flexibility around deadlines



Source: Google Analytics, 12-Month Average (Jan-Dec 2024)

RATES

PLACEMENT

RATE PER MONTH

Banner Ads

\$500.00

- Leaderboard + Big Box
- 35K Impressions + High Resolution
- Placement is exclusive and never shared
- Simple, cost-efficient way to help boost visibility and drive traffic to your site
- Bonus: your logo is featured on our advertiser's page

Homepage Advertorial Sponsorship

\$1,200.00

- Premium placement on our homepage
- Inform readers without it feeling like an ad
- Integrate with our editorial for a smooth reading experience
- SEO options to help increase reach
- Complimentary copy review
- Includes Leaderboard + Big Box Ads
- Bonus: your logo is featured on our advertiser's page

Agency Handling Fee: We reserve the right to apply a handling fee of 20% to bookings made through advertising agencies.

*All rates listed are Net.

Banner Ad Placements

Homepage Advertorial Sponsorship

OUR DIGITAL MAGAZINE

Our flagship publication showcases the latest educational trends, expert insights, and innovative teaching strategies, and more.

- Published 4x a year
- Reaches 40K readers per issue

IN EVERY ISSUE

Features: Thorough, investigative articles uncovering key education trends and topics, paired with practical insights for educators.

Bookstuff: One of our most popular columns, curated book lists in every issue, highlighting relevant topics and engaging themes.

Field Trips: Offering suggestions for educational and immersive place-based learning experiences.

Classroom Perspectives: An opinion column featuring teachers from around the world sharing their personal experiences and stories in the classroom.

Curricula: A unique supplemental resource that enhances the core curriculum with additional materials, activities, or lessons to deepen learning and engage students.



SPECIAL OFFER

Buy a Full Page and
receive a complimentary
Full Page Advertorial!

PUBLISHING SCHEDULE

ISSUE	THEME	BOOKING DEADLINE	MATERIAL DEADLINE	PUBLISHED
Jan/Feb <i>Digital Only</i>	Equity and Inclusion	December 8	December 15	Mid-Jan 2025
Mar/Apr <i>Digital Only</i>	Environmental Issues	February 14	February 21	Mid-Mar 2025
May/Jun <i>Digital Only</i>	Books and Literacy	April 17	April 25	Mid-May 2025
Sep/Oct <i>Digital Only</i>	Back-to-School	August 15	August 22	Mid-Sep 2025

*Editorial schedule subject to change.

RATES

AD SIZE	RATE
Full Page	\$1,200.00
Half Page	\$1,000.00
Third Page	\$800.00

Magazine Ads are ideal for long-term brand visibility in a digital keepsake format.

Detailed metrics aren't available, so we recommend using tracked links.

Firm deadlines apply; no flexibility with materials.

Bonus: Your logo is featured on our advertiser's page

Agency Handling Fee: We reserve the right to apply a handling fee of 20% to bookings made through advertising agencies.

*All rates listed are Net.

OUR RECENT CLIENTS





TEACH MAGAZINE

TO ADVERTISE, CONTACT:

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ltran@teachmag.com

WWW.TEACHMAG.COM

