

SchoolNews

The essential industry guide

The Essential Management Guide for Education Industry Professionals



Media Kit

Key Facts:

Published:

Quarterly (School Terms)

Circulation/Readership:

4,000/12,000+

Readers:

New Zealand Education Industry Professionals

Distribution:

All primary, intermediate and secondary schools nationwide and selected tertiary education providers.

Website:

www.schoolnews.co.nz

*Opportunity.
Information.
Investment.
Return.*



School News is the definitive guide for the education industry professional, read by over 12,000 industry professionals through our print edition, the schoolnews.co.nz website and weekly e-newsletter.

The magazine provides informed and relevant editorial and is an invaluable resource to anyone involved in education. School News covers a wide range of topics encompassing all aspects of the education management industry. For education industry professionals School News has it covered.

Who reads School News?

School News readers are on the front lines of education. They are in the business of running schools, from maintenance to IT, capital works to refurbishments, classrooms to playgrounds. They are the key decision makers, ranging from principals, property managers, curriculum leaders, student advisors, purchasing officers, PTA and Board of Trustee members. If they have a role to play in the running of a school, School News talks to them.



Why advertise in School News?

School News gets you right where you need to be – under the noses and in the minds of the key decision makers. They are a very targeted, highly sought-after group, with quantifiable budgets to spend on all things to do with the education sector.

Advertiser Feedback:

“Advertising with School News has been of great significance in conveying our message to schools, educators, teachers, principals and key decision-makers.

Each magazine is full of new current and relevant topics that ensures School News is a valuable resource for the industry. Communication and advice from School News, specifically Pip is of high class and makes the advertising process a breeze – it couldn't be any easier.

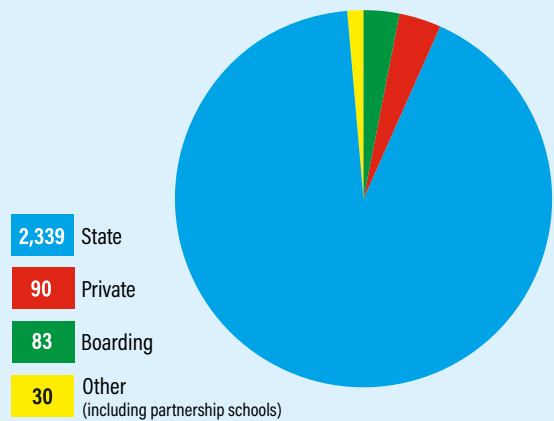
We love working with School News for both our print and online presence.”



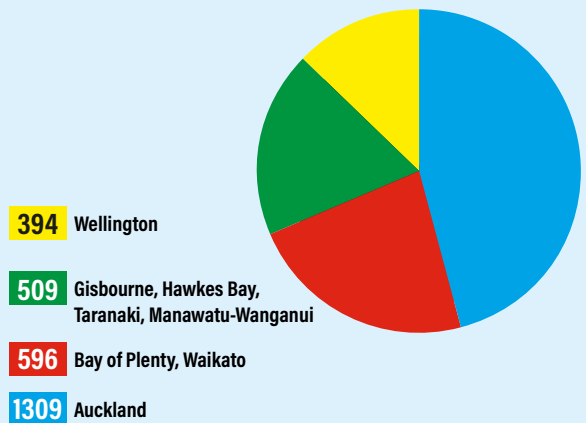
– Monique Griffin, Marketing and Brand Coordinator, Potter Interior Systems

Distribution Breakdown

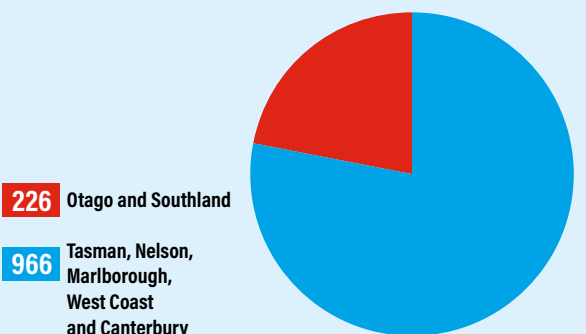
Total Number of Schools: 2,542



Distribution North Island: 2,808



Distribution South Island: 1,192



Regular Sections

- News
- Education
- Administration
- Health & Safety
- Sports & Recreation
- External Learning
- Teaching Resources
- Food & Beverage
- What's Hot
- Property
- Profiles



Booking and Material Deadlines

Term 1 - 2020

Issue 48

Booking Deadline	31 January 2020
Cancellation Deadline	29 January 2020
Incomplete Artwork	31 January 2020
Final Approval/Payment	07 February 2020

Releases

February 2020

Term 2 - 2020

Issue 49

Booking Deadline	10 April 2020
Cancellation Deadline	24 April 2020
Incomplete Artwork	24 April 2020
Final Approval/Payment	10 May 2020

Releases

May 2020

Term 3 - 2020

Issue 50

Booking Deadline	10 July 2020
Cancellation Deadline	17 July 2020
Incomplete Artwork	27 July 2020
Final Approval/Payment	24 July 2020

Releases

August 2020

Term 4 - 2020

Issue 51

Booking Deadline	02 October 2020
Cancellation Deadline	09 October 2020
Incomplete Artwork	09 October 2020
Final Approval/Payment	16 October 2020

Releases

November 2020

Term 1 - 2021

Issue 52

Booking Deadline	29 January 2021
Cancellation Deadline	27 January 2021
Incomplete Artwork	29 January 2021
Final Approval/Payment	05 February 2021

Releases

February 2021

Term 2 - 2021

Issue 53

Booking Deadline	09 April 2021
Cancellation Deadline	23 April 2021
Incomplete Artwork	23 April 2021
Final Approval/Payment	07 May 2021

Releases

May 2021

sn Website



www.schoolnews.co.nz

The School News website offers subscribers and visitors an increasing range of online services to complement the information provided in the printed magazine.

If you are looking to increase your online response and drive traffic to your website then schoolnews.co.nz provides you with a range of advertising and marketing solutions.

To enquire please email advertising@schoolnews.co.nz or call us on 03 3655575.

Rates & Material Requirements

Display Advertising

Size	x1	x2	x3	x4
1/8 Page	680	640	620	580
1/4 Page	1,180	1,120	1,060	1,000
1/2 Page	1,940	1,840	1,740	1,660
1 Page	3,560	3,380	3,200	3,020
2 Page	5,780	5,500	5,200	4,920
Front Cover Ad Strip	1,500	1,425	1,350	1,200
Back Cover	4,800	4,560	4,320	4,070
Inside Cover	4,450	4,220	4,000	3,770
Inside Cover Spread (2 Page)	6,060	5,770	5,460	5,160

Profile (Display/Advertorial)

Half display and half advertorial space.	x1	x2	x3	x4
1/2 Page Profile (1/4 Ad + 1/4 Ed)	1,640	1,550	1,470	1,390
1 Page Profile (1/2 Ad + 1/2 Ed)	3,020	2,860	2,710	2,560
2 Page Profile (1 Ad + 1 Ed)	4,910	4,660	4,410	4,170

Inserts - (max 350gsm)

	National	North	South
DL	1,950	1,320	700
A4	2,450	1,660	880
A3 (maximum flat A4)	3,050	2,070	1,090

Email & Website HomePage + Run of Site

Banners	Email Size	Web Size	x1	x2	x3	x6	x12
Title	600x74	728x90	1,450	1,375	1,300	1,150	1,000
Header	400x51	728x90	850	800	750	650	595
Panel	300x250	300x250	750	710	675	600	525

Website Only

Banners	Size	x1	x2	x3	x6	x12
Panel	300x250	525	500	470	420	360
Large Panel	300x500	850	800	760	680	590
Off Network Targeted* (50,000 Impressions)	300x250 / 728x90	950	900	850	760	660
Mid Article Panel Banner* (20,000 Impressions by section)	300x250	600	570	540	480	420
HomePage Skins Left & Right (1 Week only)	Custom	450 Per Week	425 Per Week	400 Per Week	360 Per Week	310 Per Week

*Off Network Targeted banners deliver banners to school-news users on other websites they visit based on the content they view on schoolnews.co.nz – An example of this is when a user views an article in the Teaching Resources section and then sees the relevant banner on Google Partner Network sites as they continue browsing the web.

* Mid Article Panel Banners target specific section articles, appearing mid article - *Example only External Learning articles*

Electronic Direct Marketing Package

1x EDM blast to 3,900+ education industry professionals throughout New Zealand, panel banner 300x250 on School News website and newsletter for 4 weeks. Included in the package is the design of the EDM blast and also the panel banner for the website/newsletter. Plus 50,000 off-network impressions (300x250 banner) - **EDM Only \$1,750 excl. GST**

EDM sends limited to only 4 per month

Total Package \$3,000 excl. GST

Supplier News

	x1	x2	x3	x6	x12
Supplier/Product Profile (Up to 800 words + 4 images)	450	420	400	360	310
Supplier/Product Profile + Weekly Newsletter	550	510	490	440	380

SchoolNews

The Essential Management Guide for Education Industry Professionals

Material Requirements

	Height	Width
Front Cover Strip		
Trim	40mm	210mm
Type Area	30mm	200mm
Bleed - (bottom & right only)		5mm
2 page		
Trim	297mm	420mm
Type Area	287mm	410mm
Bleed		5mm
1 page		
Trim	297mm	210mm
Type Area	287mm	200mm
Bleed		5mm

1/2 page	Horizontal	131mm	183mm
	Vertical	267mm	89mm

1/4 page	Standard	131mm	89mm
	Horizontal	63mm	183mm

1/8 page	Horizontal	63mm	89mm
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Profile

Size		Words	Images
2 page	(1 + 1)	800	4
1 page	(1/2 + 1/2)	400	2
1/2 page	(1/4 + 1/4)	200	1

Web Banners

Size	Width	Height
Title	728	90
Header	486	60
Panel	300	250

Banners can be accepted in GIF, JPEG or FLASH formats. Maximum file size 40Kb. Files should be set to 96dpi.

File Specifications

School News is a FULL COLOUR publication, so all files are to be supplied as process CMYK. Indesign, Photoshop, Illustrator, Freehand & Acrobat PDF Files are supported.

Files to be supplied as EPS, TIFF, JPEG or PDF. All images must be CMYK @ 300DPI with all relevant fonts and images associated with the file.

You must specify CMYK/PMS colour values when supplying hard copy of logos, etc. for exact colour reproduction. Supply text via email or on disk.