

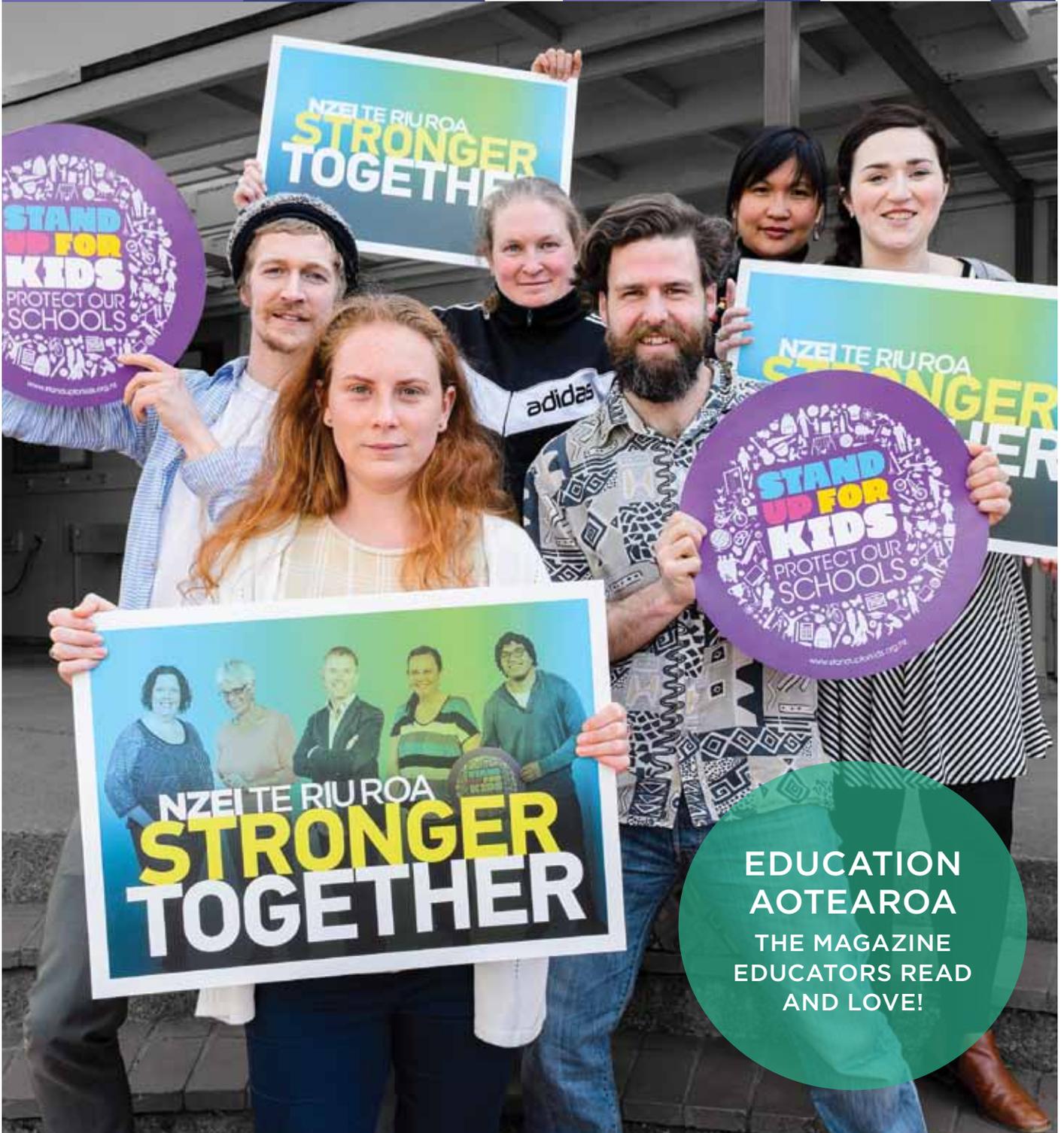
EDUCATION AOTEAROA

EA

NZEI TE RIUROA

EA.ORG.NZ 

MEDIA KIT



EDUCATION
AOTEAROA
THE MAGAZINE
EDUCATORS READ
AND LOVE!

INSPIRATION FOR EDUCATORS

Education Aotearoa is published by NZEI to inspire and celebrate New Zealand's fabulous educators.

Nearly all primary principals and teachers, and most early childhood educators, read *Education Aotearoa*.

It's also read by school administrators, boards of trustees, librarians, support staff – and journalists, academics, policy-makers, and politicians.

We run in-depth features and we tell educators where to find the latest and best resources and research. We give critics and advocates a voice – and we remind educators why they chose to work in such rewarding jobs.

“Thank you for a wonderful professional magazine linking educators across the country.”

“Attractive layout, easy and appealing to read. Very accessible, informative and topical.”

“Thanks for a magazine that I insist on reading from cover to cover”

“Exceptionally high quality in content and in its presentation.”



Key demographics

- 48,000+ readers
- 79% aged 30-59
- Read by 97% of primary principals
- Read by more than 33,000 teachers
- 81% of readers work full-time
- 57% have household incomes over \$80,000
- 77% own their own home and 21% of those are mortgage-free
- Average reading time: 30 minutes (66% read it for 20 minutes or more)
- 85% keep their copies for future reference, or pass them on

About Education Aotearoa

Inspire

- Educators to greater levels of professionalism.
- Stakeholders and parents to share the vision of making New Zealand's the best performing education system in the world (we're currently 4th).

Inform

- Educators, stakeholders and parents about best practice, latest research and current issues facing the sector.

Advocate

- For educators, parents and students.
- For the New Zealand education system.

Celebrate

- New Zealand's leading position in international education rankings.
- The passion and professionalism of New Zealand educators.
- Educators' achievements.

Key facts

- Print run of 48,000 and growing
- Quarterly
- 32 or 36 pages plus cover
- The only New Zealand magazine with broad appeal going to 97 percent of primary schools and most kindergartens and early childhood centres
- Influential publication with high-income earners in the sector

Content

Front section

- Editorials – short and lively
- Cartoon
- News briefs, local and international
- Letters to the editor
- Competitions
- Poll result – a survey of members on a question of the day
- A short news feature on a topical issue of the day

Middle section

- Features on the education issues of the day written by commissioned journalists and photographers.
- Technology – a regular column by specialist writer Diana Clement.
- Lifestyle features – helping educators to manage their busy and sometimes stressful working lives.
- International – feature articles about education overseas.

Back section

- Reviews – best new books for children and educators.
- The professionals – some of the best-read pages. Latest news in professional development and research.
- Giveaways – resources and treats for hard-working educators.



Team Education Aotearoa

The editorial team works with experts in the education sector and award-winning writers, illustrators and photographers.



Managing editor

Stephanie Mills

As an international director of Greenpeace, Stephanie brought environmental messages to the forefront. Now a mother of three, her passion is to promote New Zealand's schools and centres. Email: stephanie.mills@nzei.org.nz



Editor

Jane Blaikie

Award-winning writer Jane Blaikie has published widely in education. Jane sees *Education Aotearoa* as the best vehicle to celebrate and inspire New Zealand's educators. 'Principals and teachers love the magazine – and you can reach them through our pages!' Email: jane.blaikie@nzei.org.nz



Writer

Shelley Nixon

Shelley Nixon is a former senior journalist from Radio New Zealand and *The Education Review*, who has also been an ESOL teacher. Email: shelley.nixon@nzei.org.nz

Digital media and photography

Education Aotearoa is developing an online presence with in-house experts **Meredith Biberstein** and **Dempsey Woodley**. Meredith's experience at Learning Media means she knows what appeals to educators. Dempsey has huge experience with digital media.

Contributors

Education Aotearoa commissions award-winning writers and journalists to produce its lead features. We also publish comment and research from leading experts in primary and early education.

More on our readers

- NZEI membership is 48,000.
- Around 97 percent of primary school principals – high income earners who are the key budget-holders in schools – read *Education Aotearoa*.
- Well over 90 percent of kindergarten head teachers are also readers.
- Some 6000 men belong to NZEI, predominantly high income earners.
- Membership includes a group of some 15,000 support staff in primary and secondary schools, aged around 30-55. They are largely second income earners.
- 5000 members work in kindergartens and early childhood.

NZEI
MEMBERSHIP IS
48,000

Who is the magazine for?

Primary audience: Educators working in early and primary education (principals, teachers, support staff).

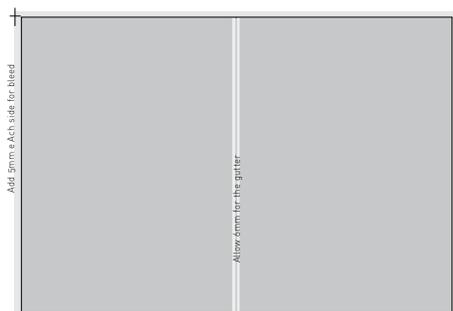
Secondary audience: PPTA and other sector groups; education researchers, both from universities and polytechs; school boards.

Tertiary audience: Parents, media, politicians, sector organisations, government departments and the wider public.

Distribution

Education Aotearoa is mailed directly to readers (13%), handed directly to them by worksite representatives (21%) or placed on educators workstations (18%), or into their pigeon holes (48%).

Display advertising specifications

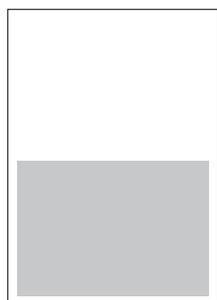


Double page spread trim size
420 x 297 mm plus 5mm bleed all sides
and trim marks offset 5mm

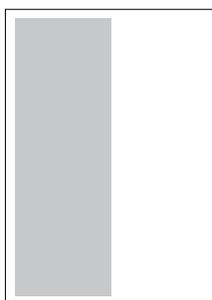


Full page trim size
210 x 297 mm plus 5mm bleed all sides
and trim marks offset 5mm

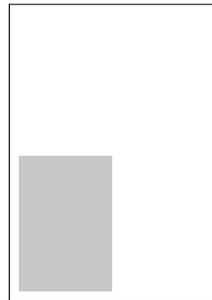
PLEASE NOTE:
All dimensions stated
are width x height



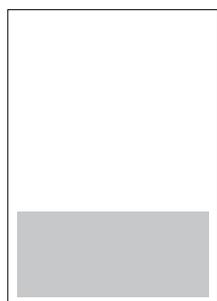
Half page horizontal
187 x 117.5 mm



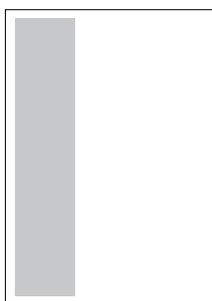
Half page vertical
92 x 250 mm



Quarter page
92 x 117.5 mm



Third page horizontal
187 x 80 mm



Third page vertical
60 x 250 mm



For Noticeboard
placements, we can
design your advertisement
if you supply a high-
resolution (300dpi) image
and some words.

Noticeboard
Single unit: 89mm wide x 50mm high
Double unit: 89mm wide x 106mm high (vertical)
Double unit: 187mm wide x 50mm high (horizontal)

Key deadlines

	Into schools	Booking deadline	Material deadline
Summer 2016	January 27, 2016	December 18, 2015	January 4, 2016
Autumn 2016	April 27, 2016	March 30, 2016	April 16, 2016
Winter 2016	July 26, 2016	June 22, 2016	June 29, 2016
Spring 2016	October 10, 2016	September 7, 2016	September 14, 2016

To advertise call **Debbie Miller**
DDI: (09) 579 7715 • Mobile: 027 765 3677
Email: EAdvertising@xtra.co.nz
Please email media releases to: educationaotearoa@nzei.org.nz

EDUCATION AOTEAROA



Display advertising rates

Four colour	Casual	2x (5%)	3x (10%)	4x (17.5%)
Double page spread (DPS)	\$5,700	\$5,415	\$5,130	\$4,702
Full page	\$3,800	\$3,610	\$3,420	\$3,135
Half page	\$2,090	\$1,985	\$1,881	\$1,724
Third page	\$1,420	\$1,349	\$1,278	\$1,171
Quarter page	\$1,150	\$1,092	\$1,035	\$948

Premium positions

Four colour	Casual	3x (9%)	6x (17.5%)
Inside front cover DPS	\$6,555	\$5,965	\$5,407
Outside back cover	\$4,370	\$3,976	\$3,605

Other premium positions – a 10% premium applies to the following positions: opposite contents page, inside back cover, opposite editor's page, second DPS, first right hand page, other nominated (guaranteed) positions.

Noticeboard

Four colour	1x	2x	3x	4x
Single unit	\$475	\$450	\$425	\$390
Double unit	\$900	\$855	\$810	\$740

Loose inserts

\$100 per 1000 full run

\$125 per 1000 part run (minimum 20K)



To advertise call **Debbie Miller**

DDI: (09) 579 7715 • Mobile: 027 765 3677

Email: EAdvertising@xtra.co.nz

Please email media releases to: educationaotearoa@nzei.org.nz

EDUCATION AOTEAROA



Online advertising

Use the EA website to spread your message

The EA website has been redeveloped to become New Zealand's leading news and information site for educators. Visit us: www.ea.org.nz



Dimensions

Leaderboard
1110px x 100px

Medium rectangle
350px x 292px

*For full technical specifications visit
www.ea.org.nz/about/advertise-with-us/*

Rates

	One term	
Leaderboard		\$750
Medium rectangle		\$300
Blog-style focus articles available to professional institutions, including both a print and online component	\$1,300 1/3 page + blog	\$2,000 1/2 page + blog

To advertise call **Debbie Miller**
DDI: (09) 579 7715 • Mobile: 027 765 3677
Email: EAdvertising@xtra.co.nz
Please email media releases to: educationaotearoa@nzei.org.nz

EDUCATION AOTEAROA

