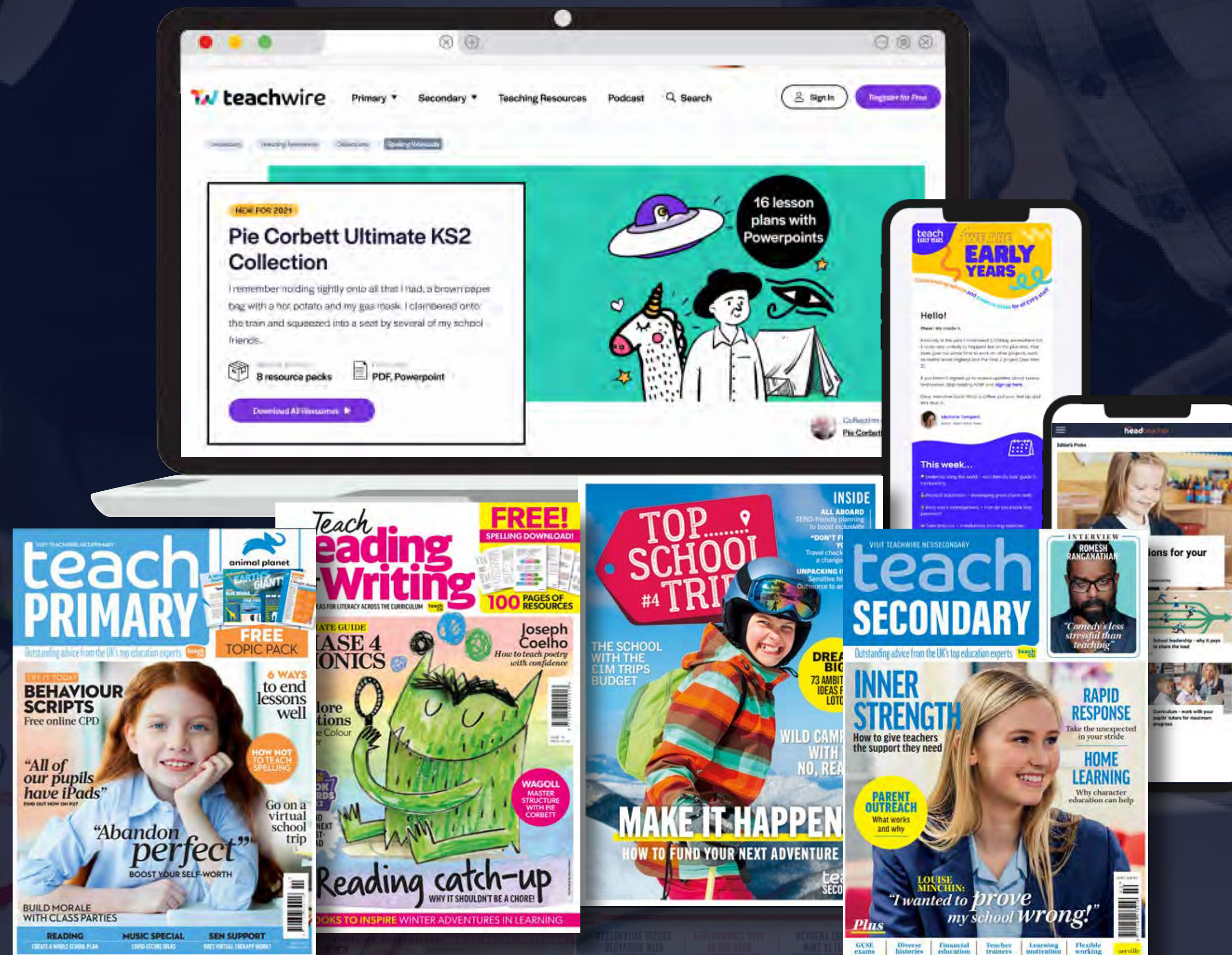




# Media Pack 2023

Reaching 100,000s of  
education professionals  
every month







## **Our services**

- 1. Print publishing and marketing**
- 2. Digital publishing and marketing: Teachwire (primary and secondary)**
- 3. Digital publishing and marketing: Teach Early Years**
- 4. Digital publishing and marketing: The Headteacher (primary)**
- 5. School trips promotion**
- 6. Education resource creation**
- 7. Video and podcasts**
- 8. Contact us**

# 01. Let's work together

With one of the most diverse media portfolios in education, TeachCo has the tools to help you connect with teachers, schools and nurseries through multiple channels.

Following the launch of Teach Primary in 2005, we have grown over the decades to establish ourselves as a trusted source of pedagogical excellence – the ‘how to’ of education.

Through print and digital, data and multimedia, we support clients both large and small to reach an audience that’s actively engaged in the search for new ways to improve education in their settings.



A significant reach

4.2m

Annual unique online users

104,000

Educators in our email database

109,000

Print copies mailed each year

155,000

Followers on social media

4,000

Website registrations each month



# 02. Our clients

We help companies from across education and beyond to connect with schools.





### 03. Satisfied customers...



“Teach Secondary has been a great asset in supporting us gain more secondary school business here at the resort. The team has been really accommodating, especially during the pandemic, moving our activity during school closures and offering complimentary upgrades, which has been a huge boost to us.”



“TeachCo has been a great resource for reaching and acquiring customers we may otherwise not have been able to reach. Their flexible options and friendly and helpful account managers make the process easy, taking the hassle out of planning campaigns.”







# **Print publishing and marketing**

**Our portfolio of education magazines**



# 04. The ‘how to’ of teaching

Our content is evergreen. We work with leading teachers and education experts to create materials that support improvement in schools and early years settings.

From curriculum planning and lesson plans, to pedagogical best practice and career advice, the articles we publish all join a library of educational expertise that remains relevant and valuable through the years.

Great content relies on top contributors, and it is the teachers and consultants we work with that underpin our readers’ trust in the TeachCo brands.



**Nikki Cunningham-Smith**  
Assistant head, Gloucestershire  
and Forest Schools Alternative  
Provision Service



**Colin Foster**  
Reader in mathematics  
education at Loughborough  
University



**Natasha Devon MBE**  
Author broadcaster and  
researcher



**Vic Goddard**  
Co-principal at Passmores  
Academy



**Nick Hart**  
Executive headteacher of  
the Alwyn and Courthouse  
Federation



**Teresa Cremin**  
Professor of literacy in  
education at The Open  
University



**Alex Rawlings**  
Headteacher at Quarry Bank  
Primary School



**Ben Levinson, OBE**  
Headteacher at Kensington  
Primary School



**Rachel Clarke**  
Director of the Primary  
English consultancy



**Jon Hutchinson**  
Director of training and  
development at the Reach  
Foundation



**June O’Sullivan MBE**  
CEO of the London Early Years  
Foundation



**Alistair Bryce-Clegg**  
Early years consultant



05. Our print advertising rates



teach  
PRIMARY

Covers:

- KS1-KS2

Key reader:

- Primary SLT

Total reach:

54,000

per issue

45%

Subject or key stage  
leaders

19%

Members of the SLT

54%

Never throw away their  
magazines

83%

Pay attention to adverts

43%

Of copies read by more  
than one person

99%

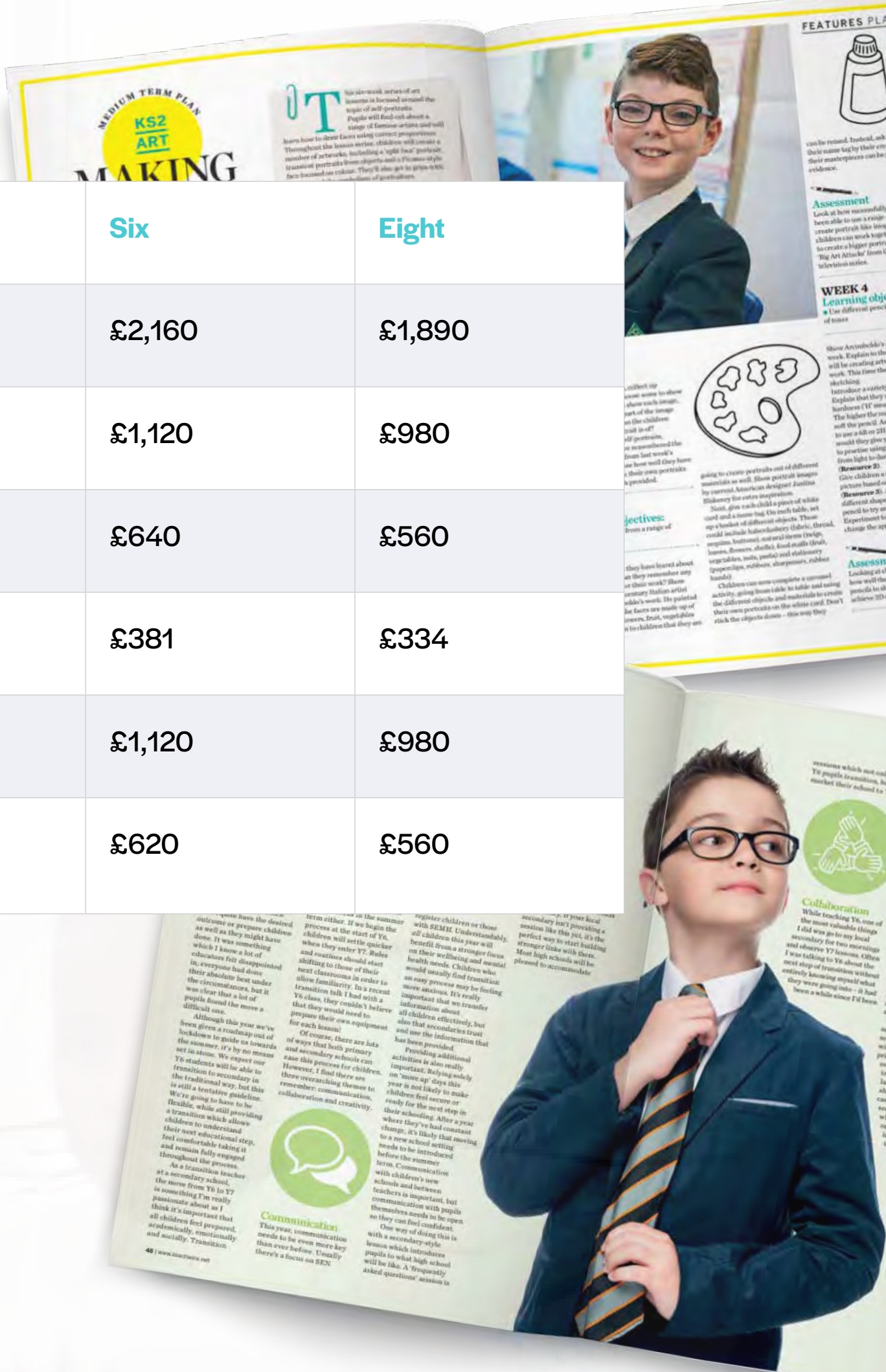
Would recommend the  
magazine to a colleague

Our magazine advertising rates

	One	Three	Six	Eight
Double page spread	£2,700	£2,430	£2,160	£1,890
Full page	£1,400	£1,260	£1,120	£980
Half page	£800	£720	£640	£560
Quarter page	£475	£428	£381	£334
Partner content full page	£1,400	£1,260	£1,120	£980
Partner content half page	£800	£720	£620	£560

First right hand page	£1,850
Inside back cover	£1,950
Inside front cover	£2,250
Outside back cover	£2,250
Bellyband	Contact for quote
False cover	Contact for quote

Samantha Law 01206 505499  
[samantha.law@theteachco.com](mailto:samantha.law@theteachco.com)





# 05. Our print advertising rates



teach  
SECONDARY

Covers:

- KS3-KS4

Key reader:

- Secondary subject leads

Total reach:

22,800

per issue

38%

Hold a senior position

33%

Never throw away their magazines

79%

Pay attention to advertising

21%

Have an annual budget of over £10k

63%

Of copies read by more than one person

97%

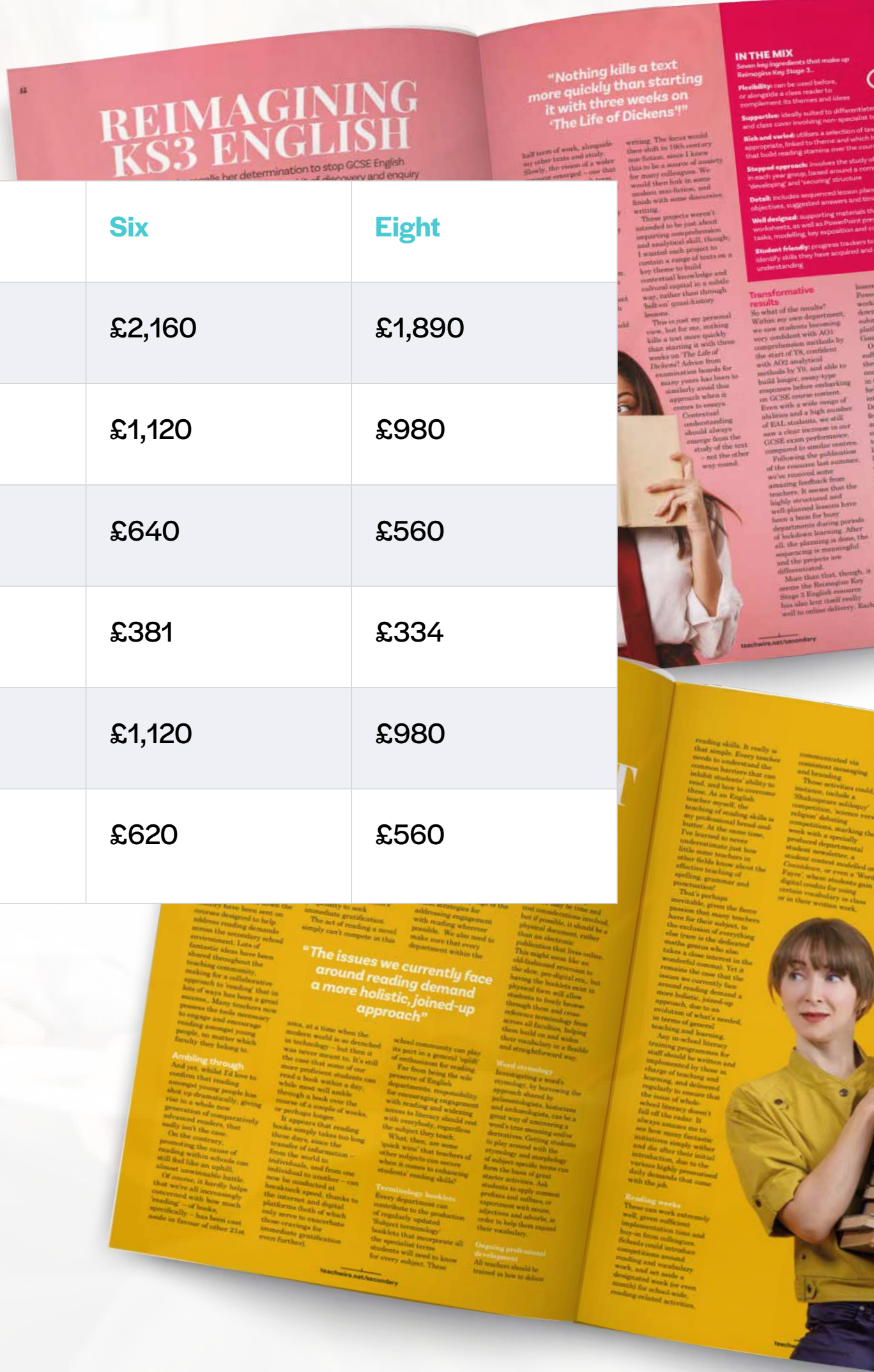
Would recommend the magazine to a colleague

## Our magazine advertising rates

	One	Three	Six	Eight
Double page spread	£2,700	£2,430	£2,160	£1,890
Full page	£1,400	£1,260	£1,120	£980
Half page	£800	£720	£640	£560
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Partner content full page	£1,400	£1,260	£1,120	£980
Partner content half page	£800	£720	£620	£560

First right hand page	£1,850
Inside back cover	£1,950
Inside front cover	£2,250
Outside back cover	£2,250
Bellyband	Contact for quote
False cover	Contact for quote

Ria Bentham 01206 505928  
[ria.bentham@theteachco.com](mailto:ria.bentham@theteachco.com)





06. Publications for specialist audiences



Covers:  
KS1-KS2

Key reader:  
▪ Primary leads, school trip coordinators

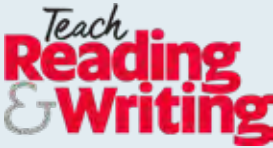
Total reach:  
**47,000**  
per issue



Covers:  
KS3-KS4

Key reader:  
▪ Secondary leads, school trip coordinators

Total reach:  
**20,000**  
per issue



Covers:  
KS1-KS2

Key reader:  
▪ Literacy leads, librarians

Total reach:  
**47,000**  
per issue



Covers:  
▪ KS3-KS4

Key reader:  
▪ ITDMs

Total reach:  
**50,800**  
per issue

Contact for options, costs & specs  
Samantha Law 01206 505499  
[samantha.law@theteachco.com](mailto:samantha.law@theteachco.com)



# 06. Print publishing schedule 2023 and advert specifications

## Schedule

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Teach Primary	✓	✓		✓	✓	✓			✓	✓	✓	
Teach Secondary	✓	✓		✓	✓	✓			✓	✓	✓	
Teach Reading and Writing						✓					✓	
Top School Trips	✓ (Primary)		✓ (Secondary)									
Essential School Resources									✓ (Primary) (Secondary)			
Technology & Innovation									✓			

## Ad specs

- All images required in CMYK at a minimum of 300 DPI.
- Preferred format is hi res PDF.
- Fonts embedded.
- Full page or DPS – PLEASE NOTE: indent the type by 10 mm on both the left and right hand edges of the page to avoid gutter loss.

**Double page spread**  
420mm x 297mm  
+ 5mm bleed  
(please supply artwork as 2 x 210mm x 297mm pages)

**Full page**  
210mm x 297mm  
+ 5mm bleed

**Half page (landscape)**  
190mm x 133mm

**Half page (portrait)**  
93mm x 270mm

**Quarter page**  
93mm x 133mm

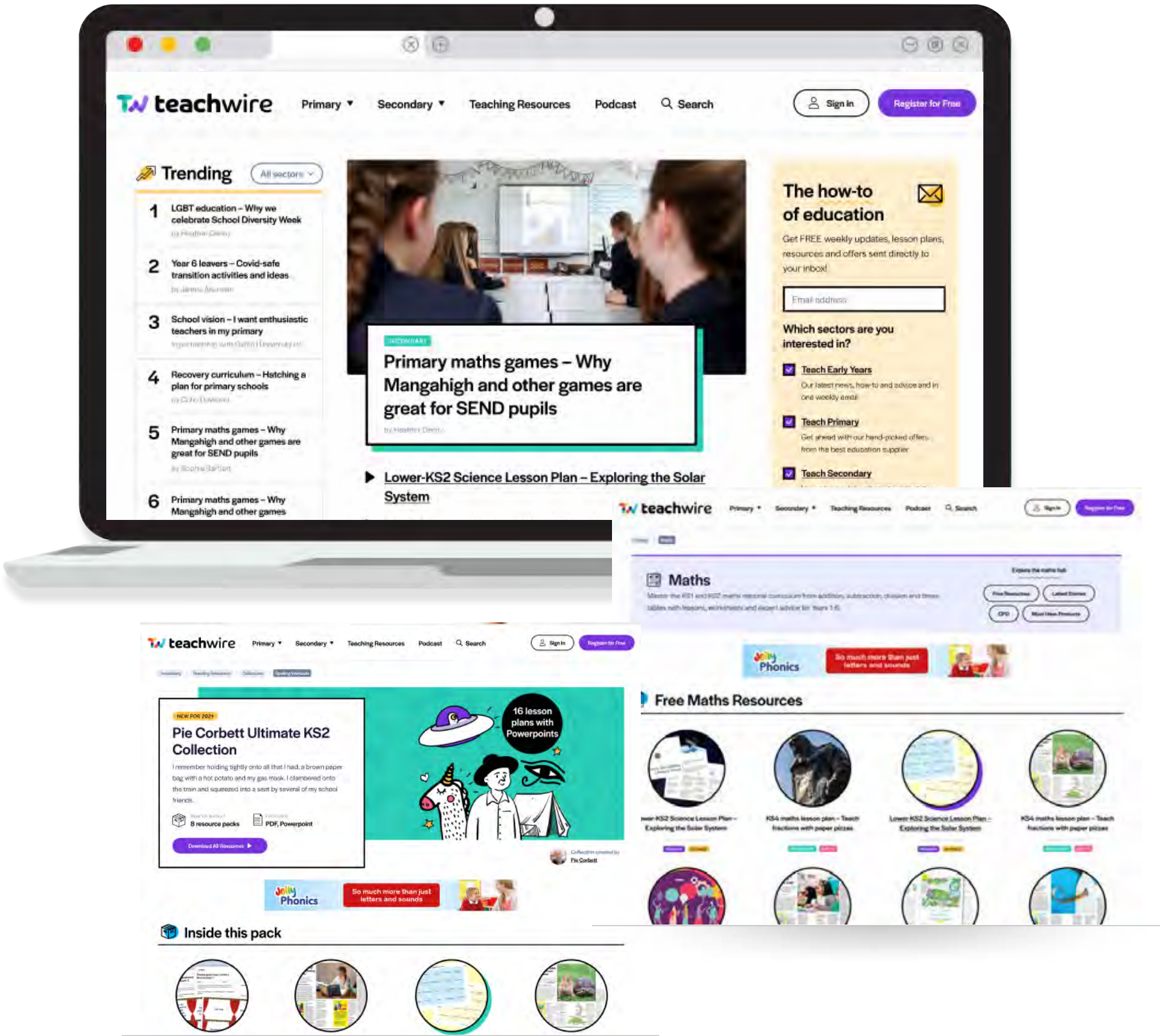


# **Teachwire:** digital publishing and marketing

Website, data, emails, social media,  
native content, SEO, awards



07. Teachwire - our flagship website



Total reach:

211,367

unique monthly users

Sign ups:

4,000+

per month

Downloads:

10,000+

per month



## 08. Page 1 for Google searches

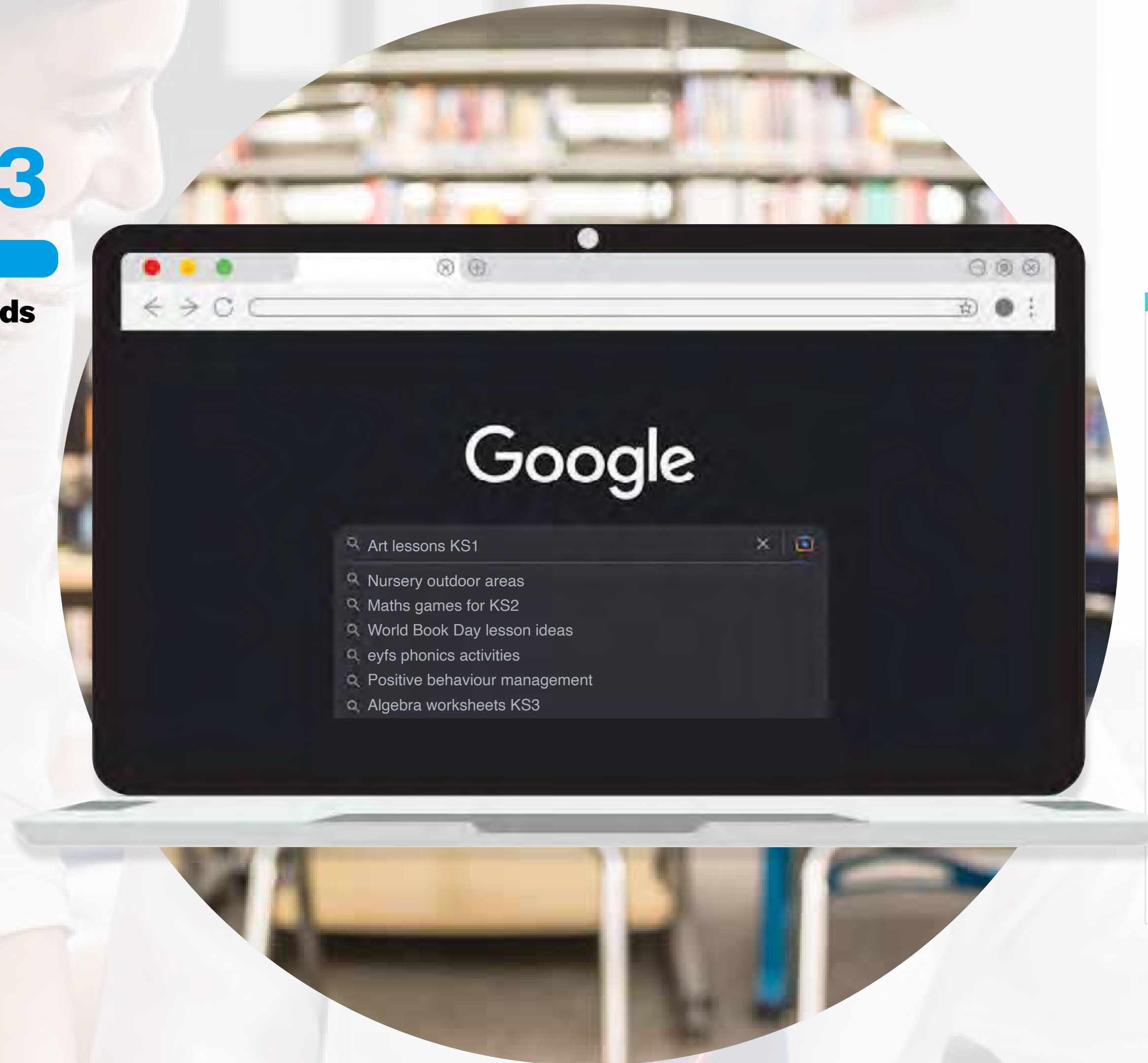
We're constantly working on SEO to ensure our content is there to answer teachers' questions.

### Google top 3

For over 1000 education keywords

### Google top 10

For over 7000 education keywords



### Just some of the searches for which we're ranked #1...

- eyfs phonics activities
- Positive behaviour management
- Maths games for KS2
- Art lessons KS1
- Nursery outdoor areas
- World Book Day lesson ideas
- Algebra worksheets KS3



## 09. Digital marketing on Teachwire

Our flagship website, teachwire.net, is the ‘how to’ of teaching, offering 1000s of articles from top education experts. Across the site, we have a suite of digital marketing opportunities so you can connect with our audience.

### Advertise across the website

Promotional article	£450
Leader and footer display advert	£600
Double MPU display advert	£750
Native content (includes copywriting service)	£1,200
Billboard display advert	£1,800
Website takeover (backing plate, pop-up and catfish)	£2,500

**210,000+**  
monthly unique visitors

**120,000**  
visitors with specific  
interest in primary

**110,000**  
visitors with specific  
interest in secondary

**Rapidly growing traffic  
up 40%**  
year on year  
(April 21 – March 22)

## Target your audience on a specialist channel

We’ve created channels for the primary and secondary sectors dedicated to important areas of education (such as STEM, assessment, and wellbeing).

Advertising on these channels allows you to reach audiences looking specifically for the solutions you provide. Selecting our maths channel, for example, will see your promotion run alongside all maths content on the website, and our maths hub.

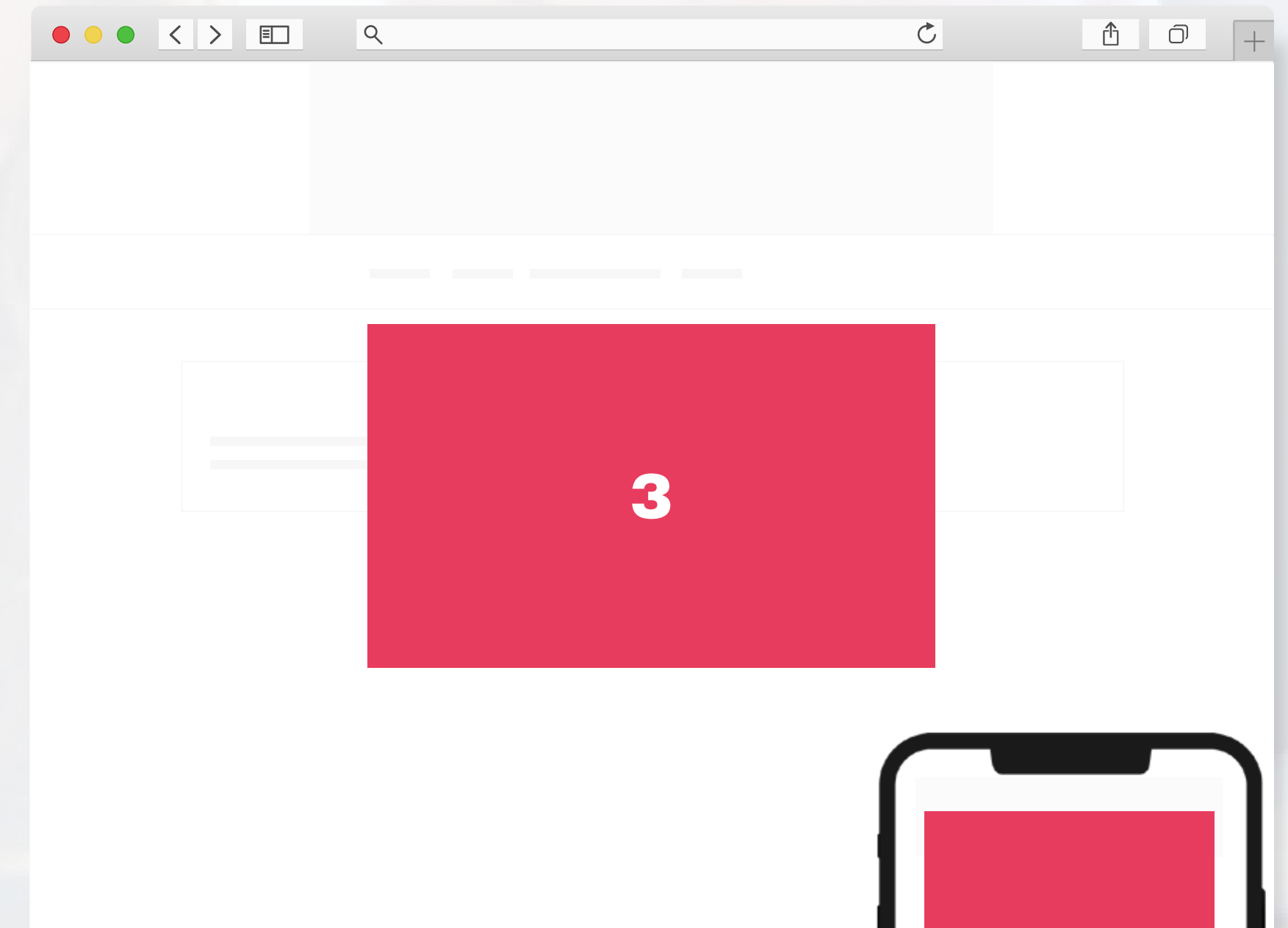
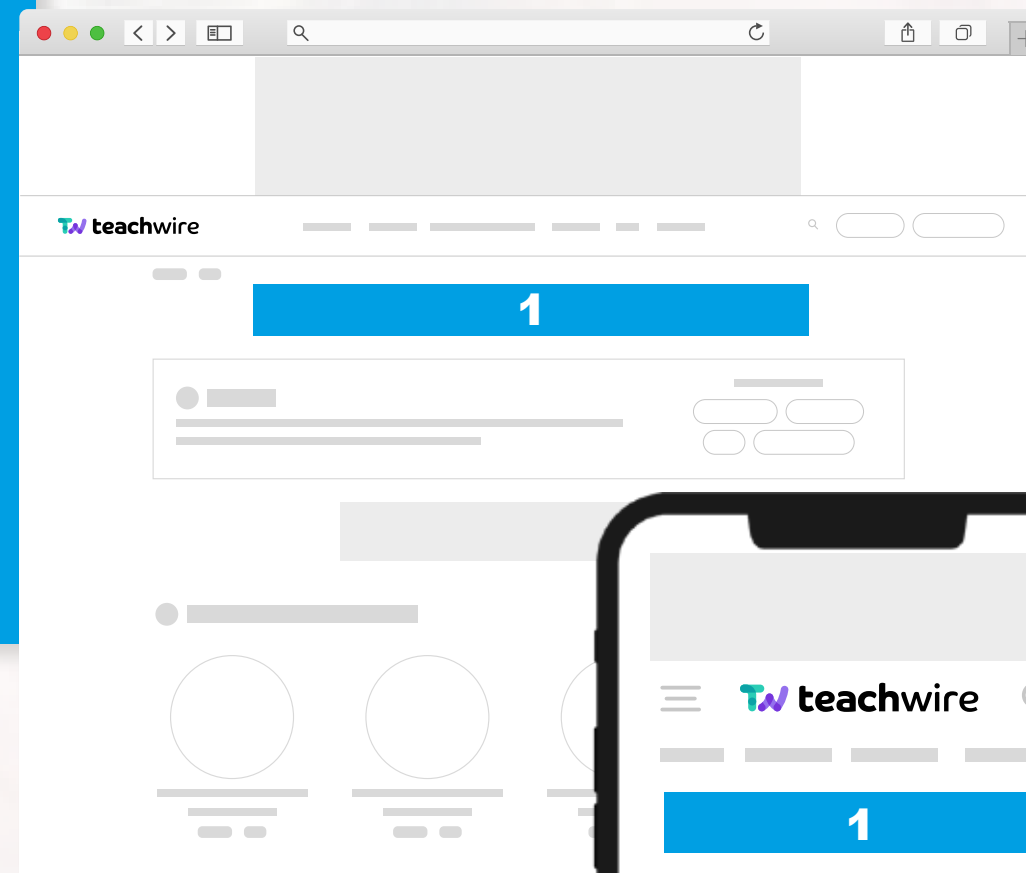
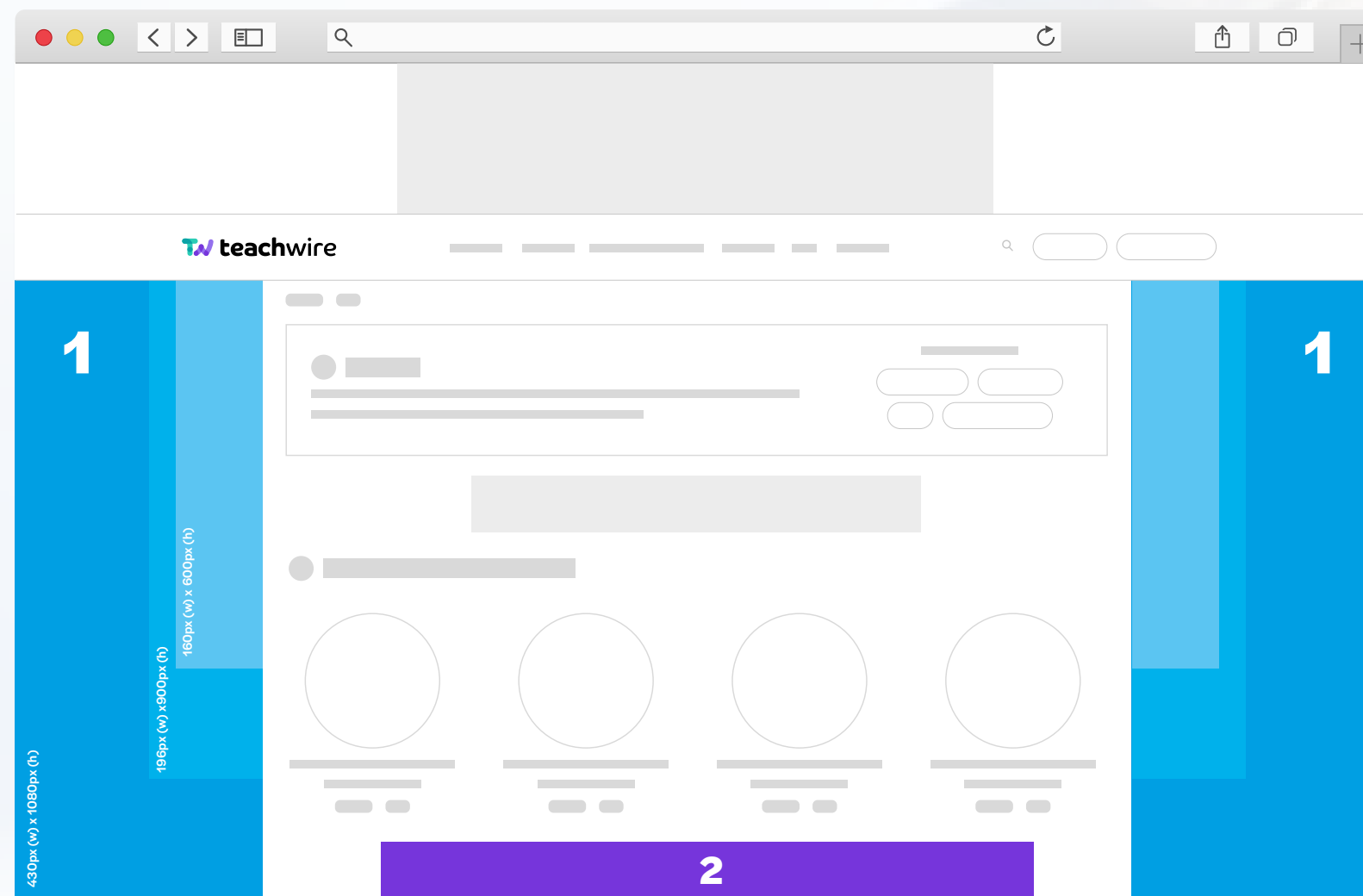
Contact us for a full list of available channels.

### Advertise on a specialist channel

Promotional article	£450
Review product / service	£700
Authored native content	£1050
Leader & Footer display banner	£450
Double MPU display banner	£450
Billboard display banner	£1,695
Website takeover (backing plate, pop-up and catfish)	£1,695

# 10. Advertising opportunities

Catfish, backing plates and pop-ups



## 1 Backing plates

(LEFT and RIGHT)

**Desktop one:** (for screen sizes 1500px +) Two units (left and right) need to be to a full spec of 430px (w) x 1080px (h)

*PLEASE NOTE: Area for main message/call to action should sit within 160px (w) x 769px (h) area*

**Desktop two:** (for screen sizes 1499px - 765px) Single unit of 728px (w) x 90px (h)

**Mobile:** 320px (w) x 50px (h)

## 2 Catfish banner

**Desktop:** 960px (w) x 85px (h)

**Mobile:** 320px (w) x 50px (h)

## 3 Pop up banner

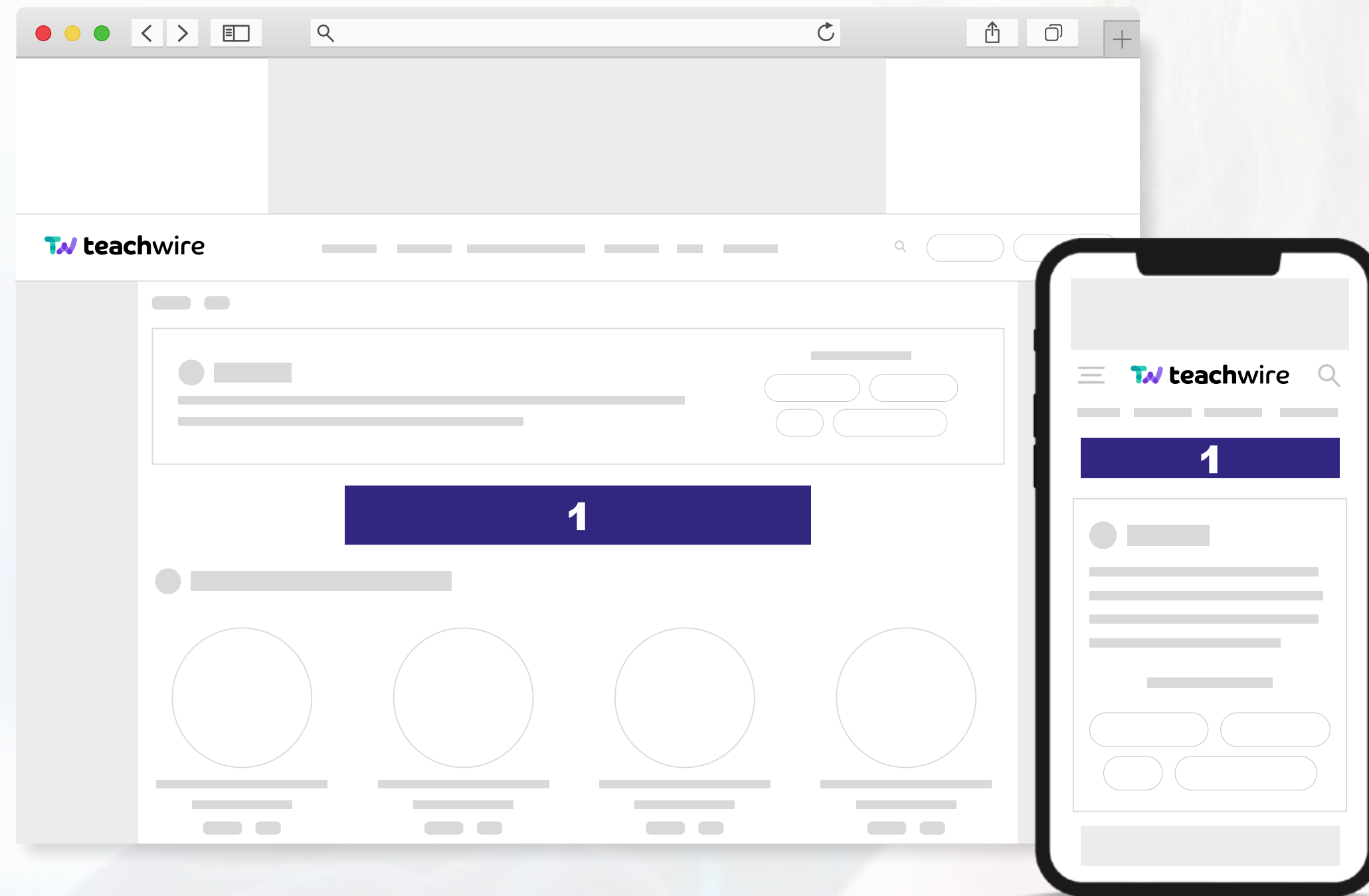
**Desktop:** 600px (w) x 380px (h)

**Mobile:** 300px (w) x 600px (h)



## 10. Advertising opportunities

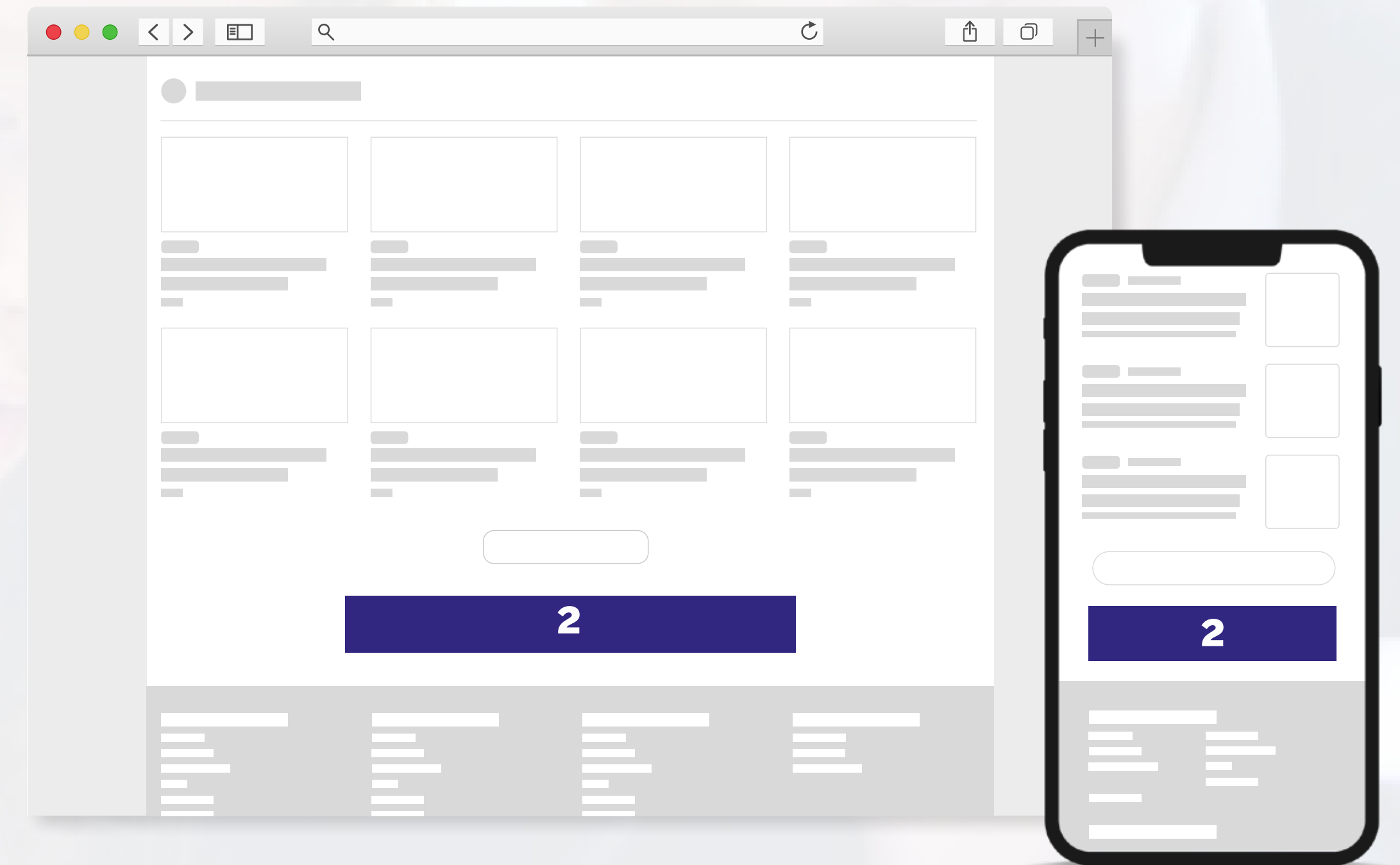
Leader and footer banners (sold combined)



### **1** Leader banner

Desktop: 728px (w) x 90px (h)

Mobile: 320px (w) x 50px (h)



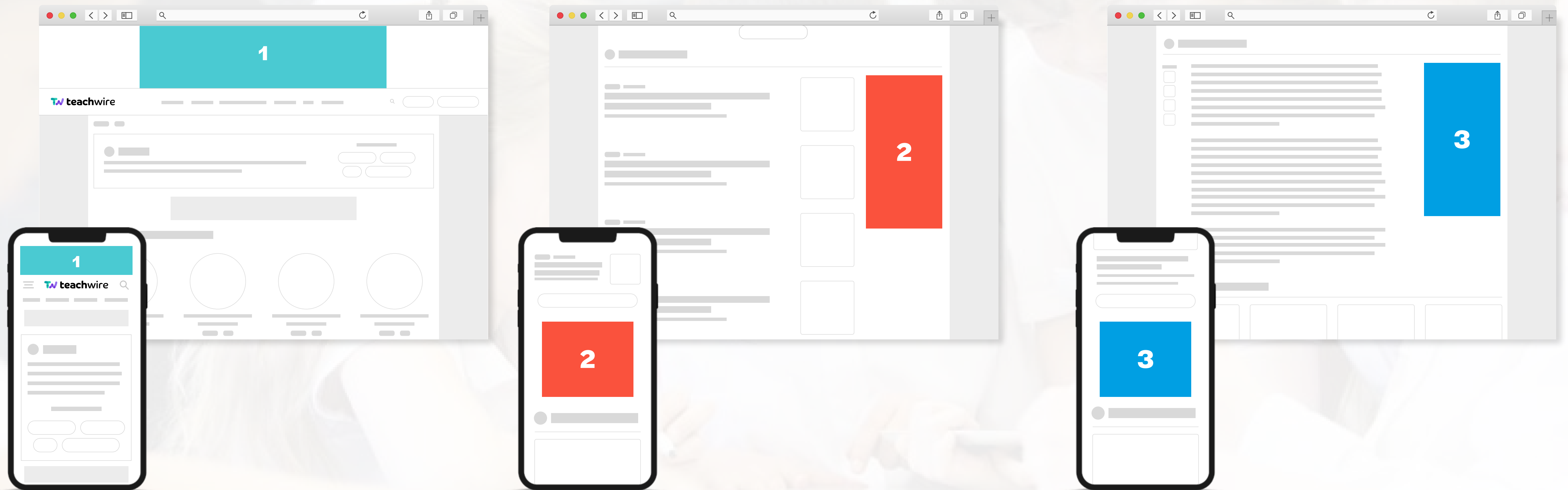
### **2** Footer banner

Desktop: 728px (w) x 90px (h)

Mobile: 320px (w) x 50px (h)

## 10. Advertising opportunities

Billboard and MPU banners



**1** **Billboard banner**  
Desktop: 970px (w) x 250px (h)  
Mobile: 350px (w) x 90px (h)

**2** **MPU banner 1**  
Desktop: 300px (w) x 600px (h)  
Mobile: 300px (w) x 250px (h)

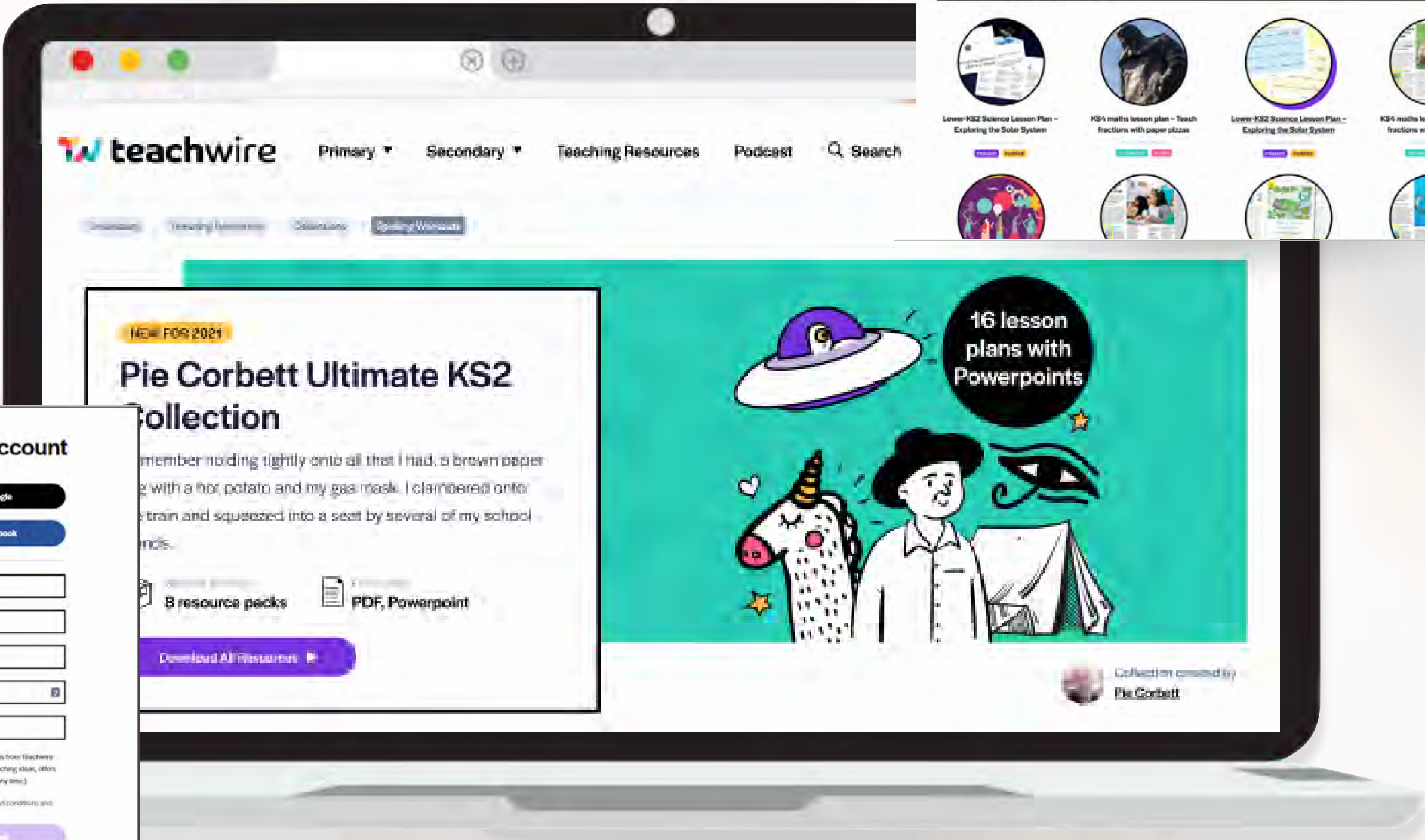
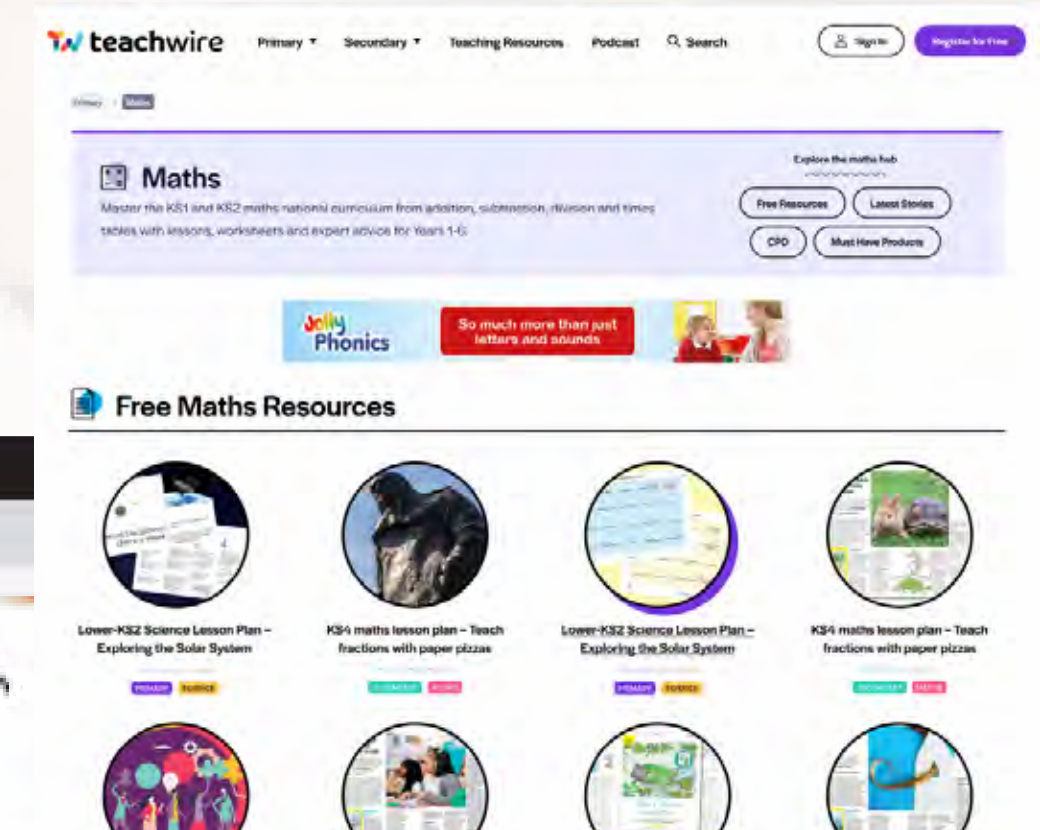
**3** **MPU banner 2**  
Desktop: 300px (w) x 600px (h)  
Mobile: 300px (w) x 250px (h)



# 11. A unique source of data



None of our data is taken from publicly available lists. It is all gathered from users signing up direct to our websites and products. This means you can be sure you're reaching educators who are currently seeking ideas and solutions for their settings. Many users also sign up with personal email addresses, meaning we don't lose contact when they move schools.



### Why join Teachwire?

Get what you need to become a better teacher with unlimited access to exclusive free classroom resources and expert CPD downloads.

- ☆ Exclusive classroom resource downloads
- 📄 Free worksheets and lesson plans
- 📎 CPD downloads, written by experts
- ⚡ Resource packs to supercharge your planning
- 📖 Special web-only magazine editions
- 🎧 Educational podcasts & resources
- 📺 Access to free literacy webinars
- ✉️ Newsletters and offers

### Create free account

Sign Up with Google

Sign Up with Facebook

or

First name\*

Last name\*

Email address\*

Password\*

I am a...\*

☐ I would like to receive regular updates from Teachwire with free lesson plans, great new teaching ideas, offers and more. (You can unsubscribe at any time.)

By signing up you agree to our [terms and conditions](#) and [privacy policy](#)

Sign Up with Email

Already have an account? [login here](#)

4,000

New registered Teachwire members a month

104,000

Educators in our database



# 12. Send targeted emails to our unique lists

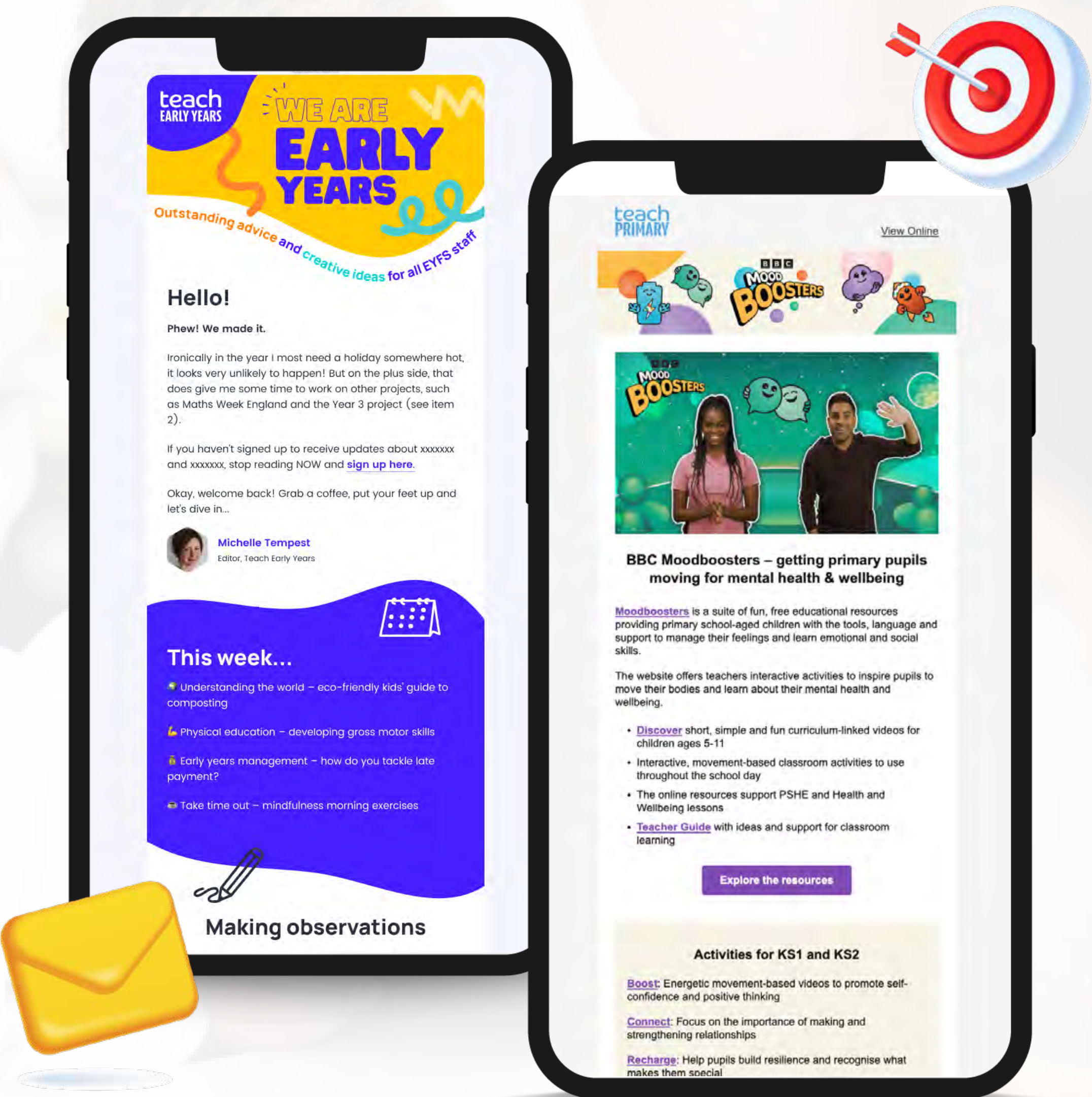


## Email lists and solus email rates

We can send your email marketing messages to our database. Send us your HTML, or choose from one of our predesigned templates for solus mailings.

Primary curriculum: 38k recipients	£985
Secondary leaders: 15k recipients	£895
Primary leadership: 6k recipients	£895
Primary literacy: 7.9k recipients	£645
Primary SENCo: 4k recipients	£695
Early years: 12k recipients	£725

Contact us for our full list of email audiences, and our latest audience figures; they change daily!



## Exclusive positions on weekly newsletters

We share our top editorial content weekly with our subscribers – education professionals eager to discover new ideas and access our latest resources. Limited promotional opportunities are available on these emails in the form of native content.

## Newsletters and rates:

Primary newsletter: 43k subscribers	£695
Secondary newsletter: 15k subscribers	£695
Early years newsletter: 19k subscribers	£500
Headteacher newsletter: 1800 subscribers	£695



# 16. Spread the word on social

Many of our marketing packages can be supported by a social media campaign. These are run through our own social channels and boosted by investment in targeted promotions.

Twitter and LinkedIn are our two main platforms, as these are professional spaces where educators come to share ideas and develop their careers.

A social campaign can be planned to drive clients direct to your website, or to highlight editorial content.

## Twitter

With over 100,000 followers across our Twitter channels, we can bring fresh eyes to any editorial packages you book with us.

Tweets are integrated with our weekly editorial schedule to be shared with our professional network.

- @teachprimary: **70k followers**
- @teachsecondary: **12k followers**
- @TeachEarlyYrs: **16k followers**
- @headteacherHQ: **2k followers**



## LinkedIn

Promotion via LinkedIn is ideal for targeting specific audiences. Our expert social media team can deliver your ad to tailored audience based on age, location, job title and level of seniority.

These are just some of the categories you can select to determine who sees your message:

- Teacher
- Primary teacher
- Secondary teacher
- Deputy headteacher
- Early childhood educator
- Educational leadership
- Curriculum development
- Teacher mentoring

A suite of reporting tools allow us to feed back in detail on the results of your promotion. We can provide insight on:

- Demographic breakdowns
- Engagement by job title

## Prices

Cost per 1000 impressions	£35
Minimum order	10k impressions



15. Native content

Let us tell your story

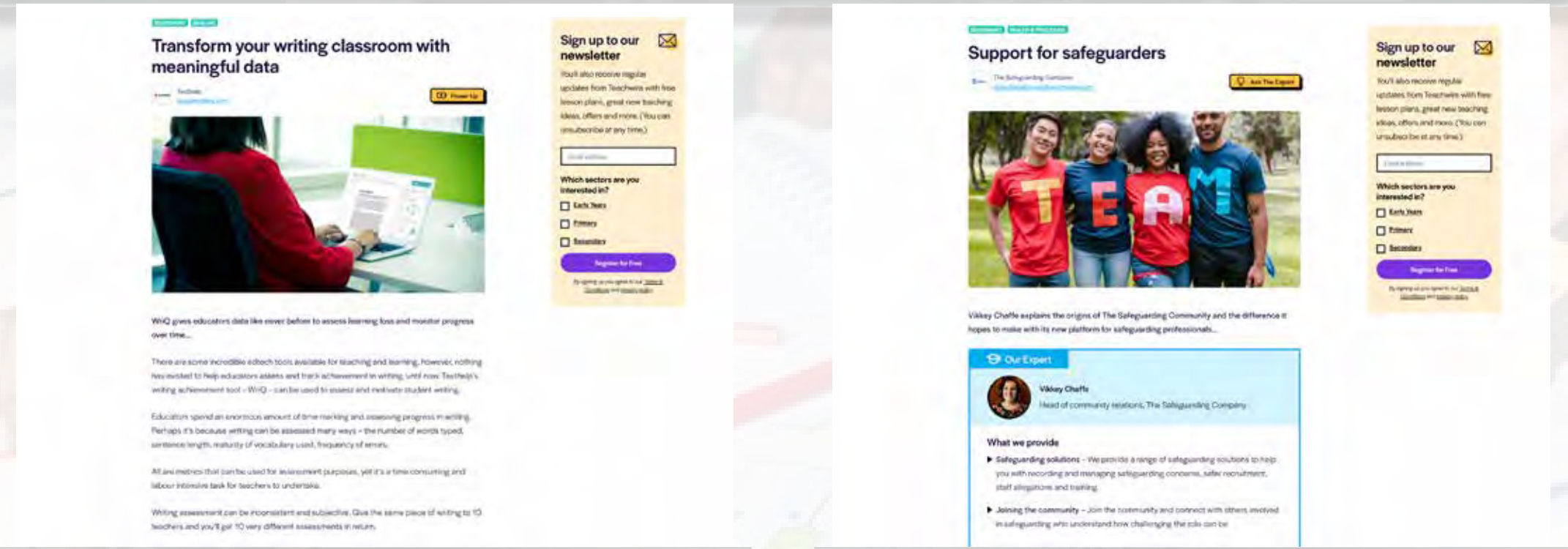
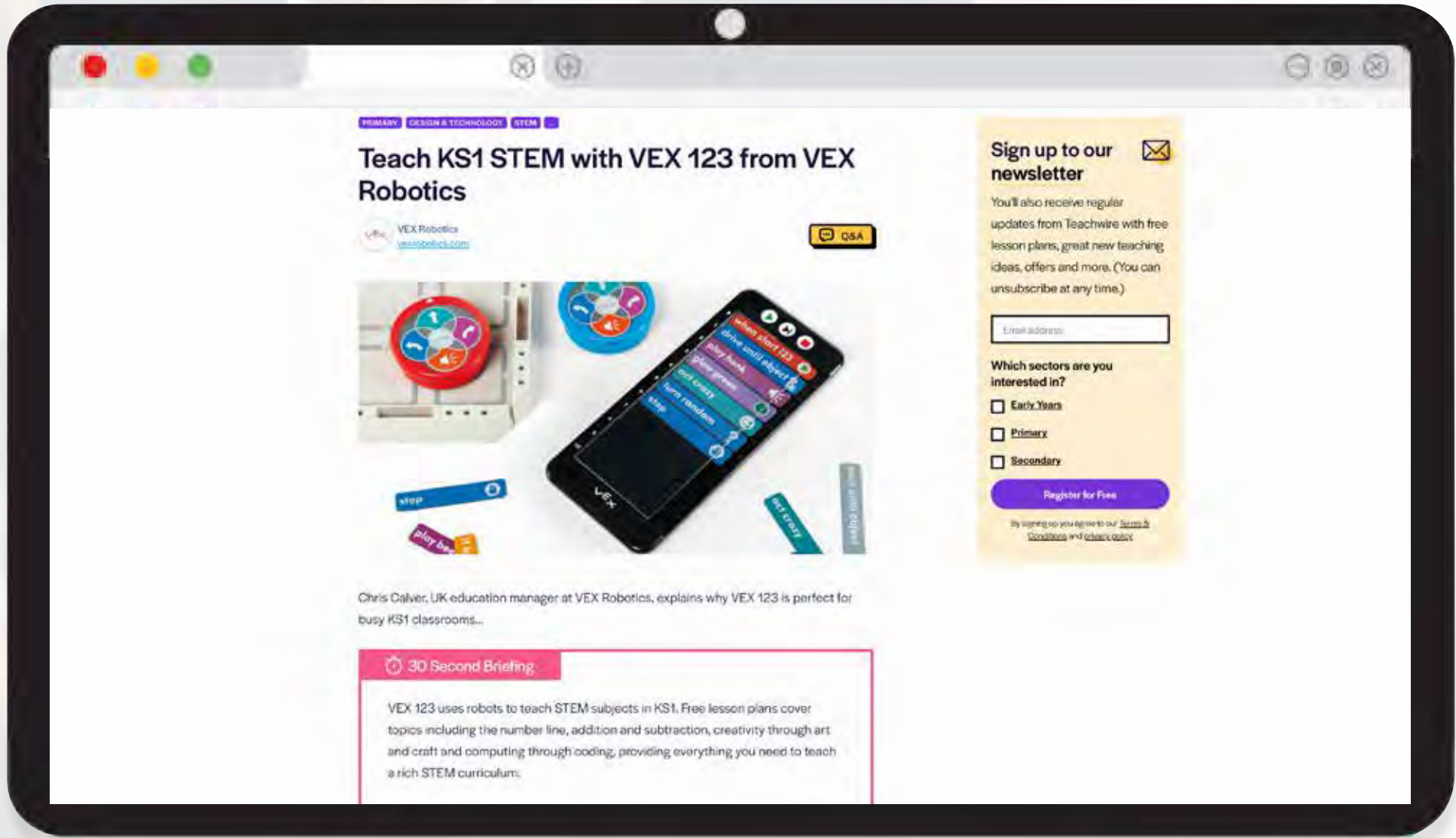
Our native content packages offer a complete editorial and marketing service. Following your brief, our writers will create a narrative around your product or service that deepens understanding and drives demand.

As well as positioning your company as the answer to teachers’ online searches, our writers edit each piece of native content for SEO, using the optimisation package Frase to ensure it matches or exceeds the SEO score of the competing top SERP entries (providing an appropriate keyword is available).

Prices (quoted figures include social media service)

One article	£1,300
Three+ articles	£990 each

Reporting is provided each fortnight for the first month, followed by monthly reporting for six months.



Amplifying your message

- Hosting the content on Teachwire
- Promoting articles on LinkedIn and boosting the posts to increase visibility to the most relevant audience
- Positioning your content on our weekly newsletters, sent to tens of thousands of educators
- Sharing links and teasers to your content with our Twitter followers (numbering over 100k in total)
- Backlinking your native content to your website to boost authority and traffic on your page

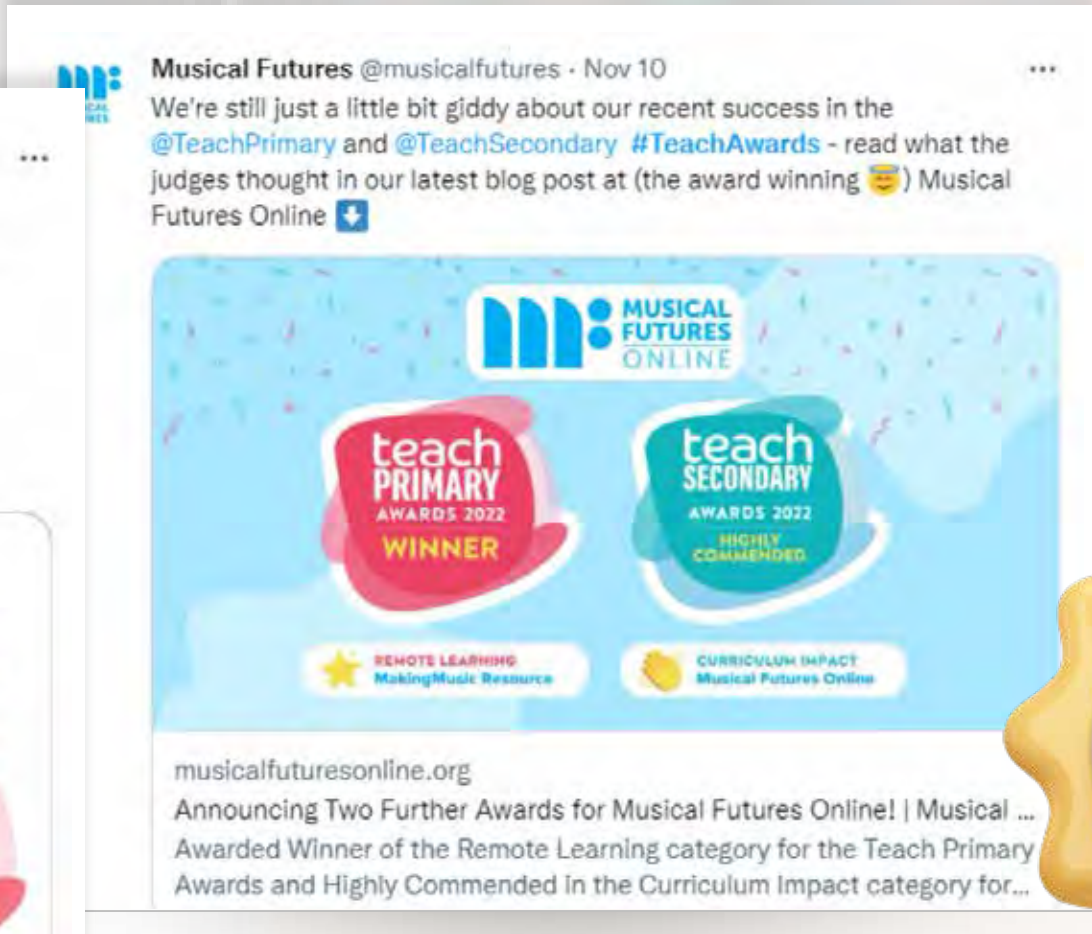


# 16. Celebrating you

A major annual event, the Teach Awards is our opportunity to herald the great work done by you by sharing the very best in educational resources with our audience.

Entries open around May each year with a broad range of categories available across three key sectors: the Teach Primary Awards, the Teach Secondary Awards, and the Teach Early Years Awards.

Winners are celebrated across print and digital, reaching a combined audience of 100,000s of educators.







# Teach Early Years: digital publishing and marketing

Website, data, emails, social media,  
native content, SEO



## 17. Evergreen content

Over 70,000 early years professionals visit the Teach Early Years website each month, and these are just some of the questions that lead them there.

With thousands of articles, all written by early years experts, our website is an invaluable and trusted source of information for nursery staff and reception teachers.

teach  
EARLY YEARS

**“How can I improve health and safety in my nursery?”**



**“How can we develop nursery children’s fine motor skills?”**



**“What do effective observations look like in the early years?”**

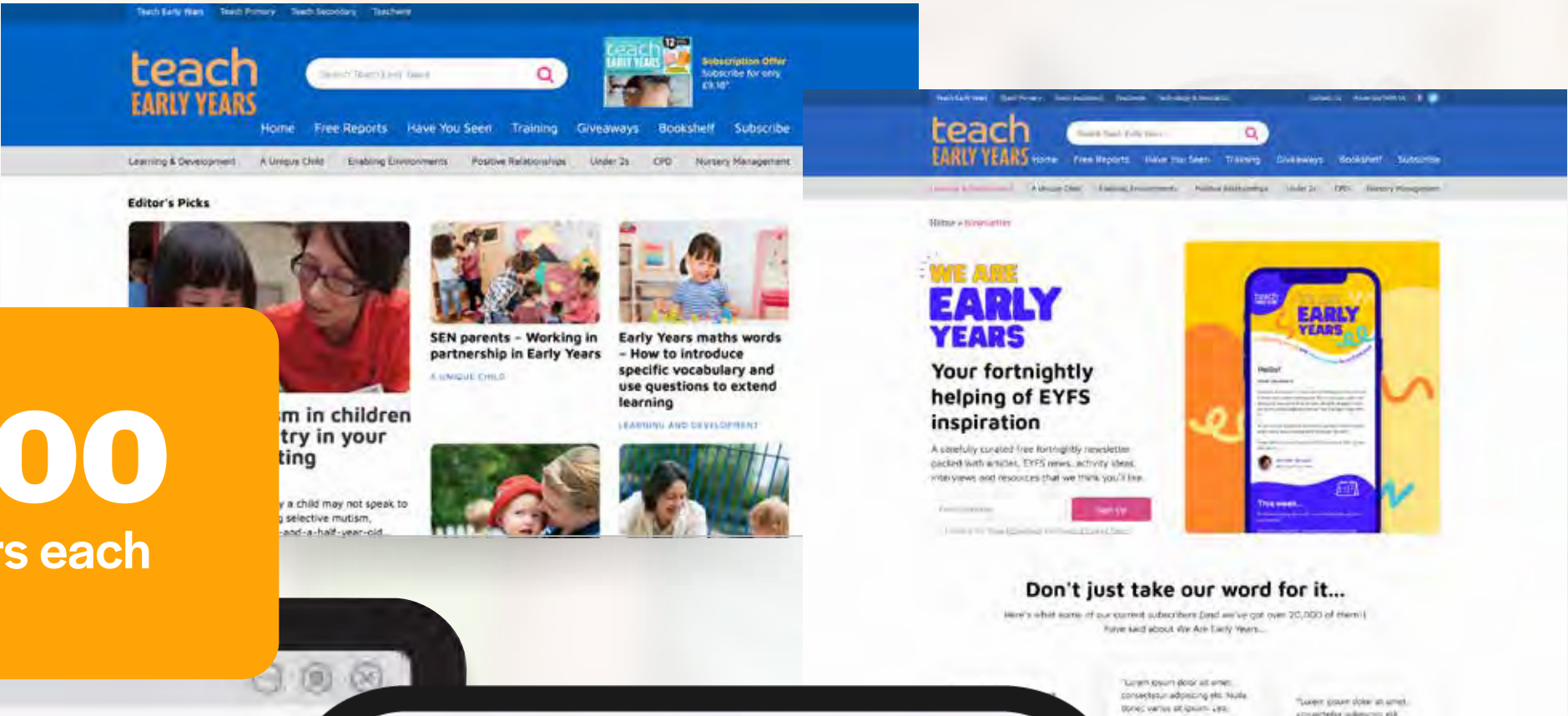




# 18. A thriving website

Launched in 2012, teachearlyyears.com has grown its audience every year, and now receives on average over 100,000 page views each month – ensuring a high number of impressions for our advertisers.

Over  
**70,000**  
unique visitors each month

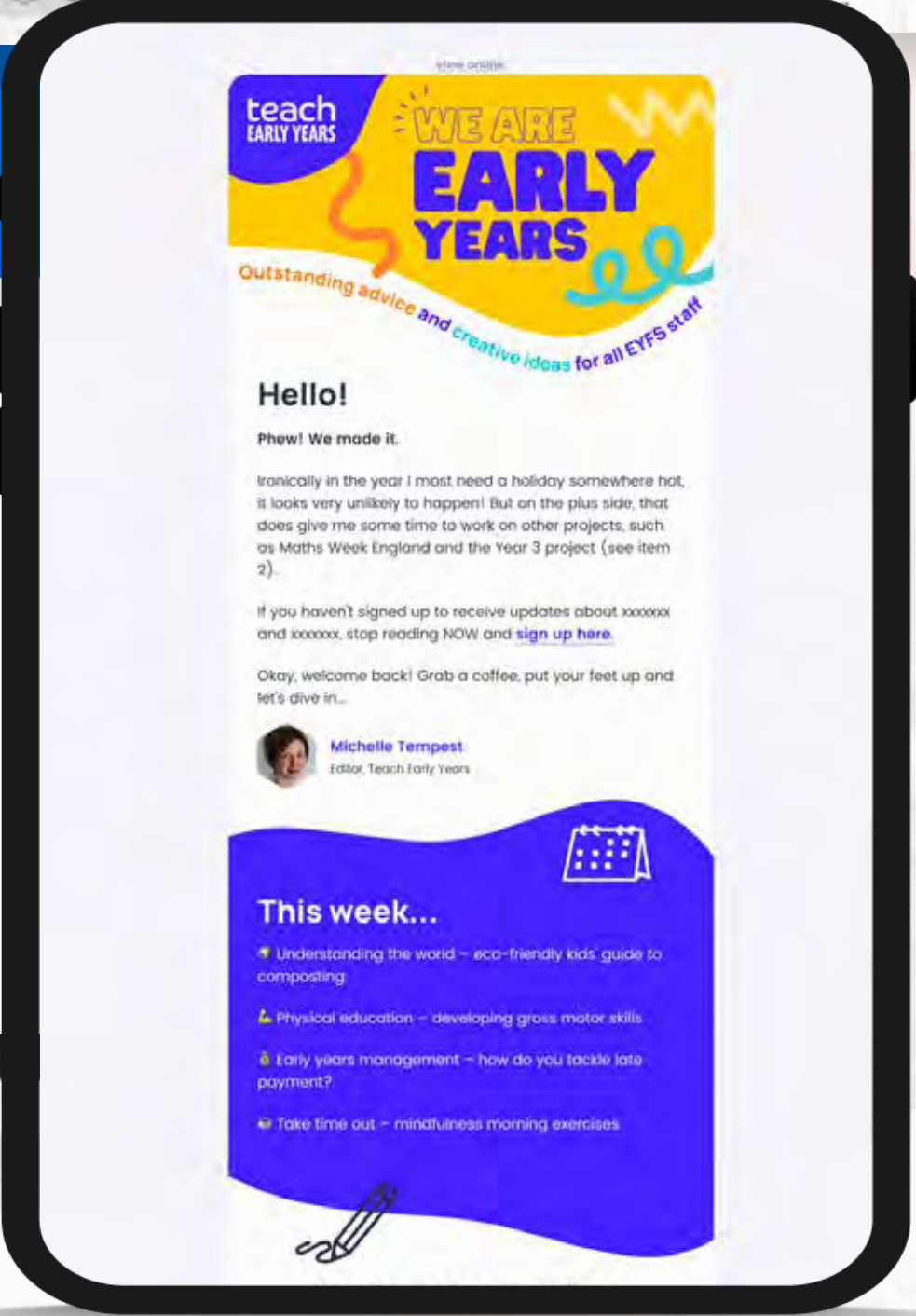


## Freshly collected data

Our GDPR compliant database of 18,900 early years professionals has been curated from the active users on our website, each of which has signed up to our newsletter, or to download our resources.

The list is regularly maintained, with any inactive users being removed, and new members joining the list each month.

We can bring your product and service direct to this audience via spots on our popular weekly newsletter, or you can book to send your own bespoke email to our database.



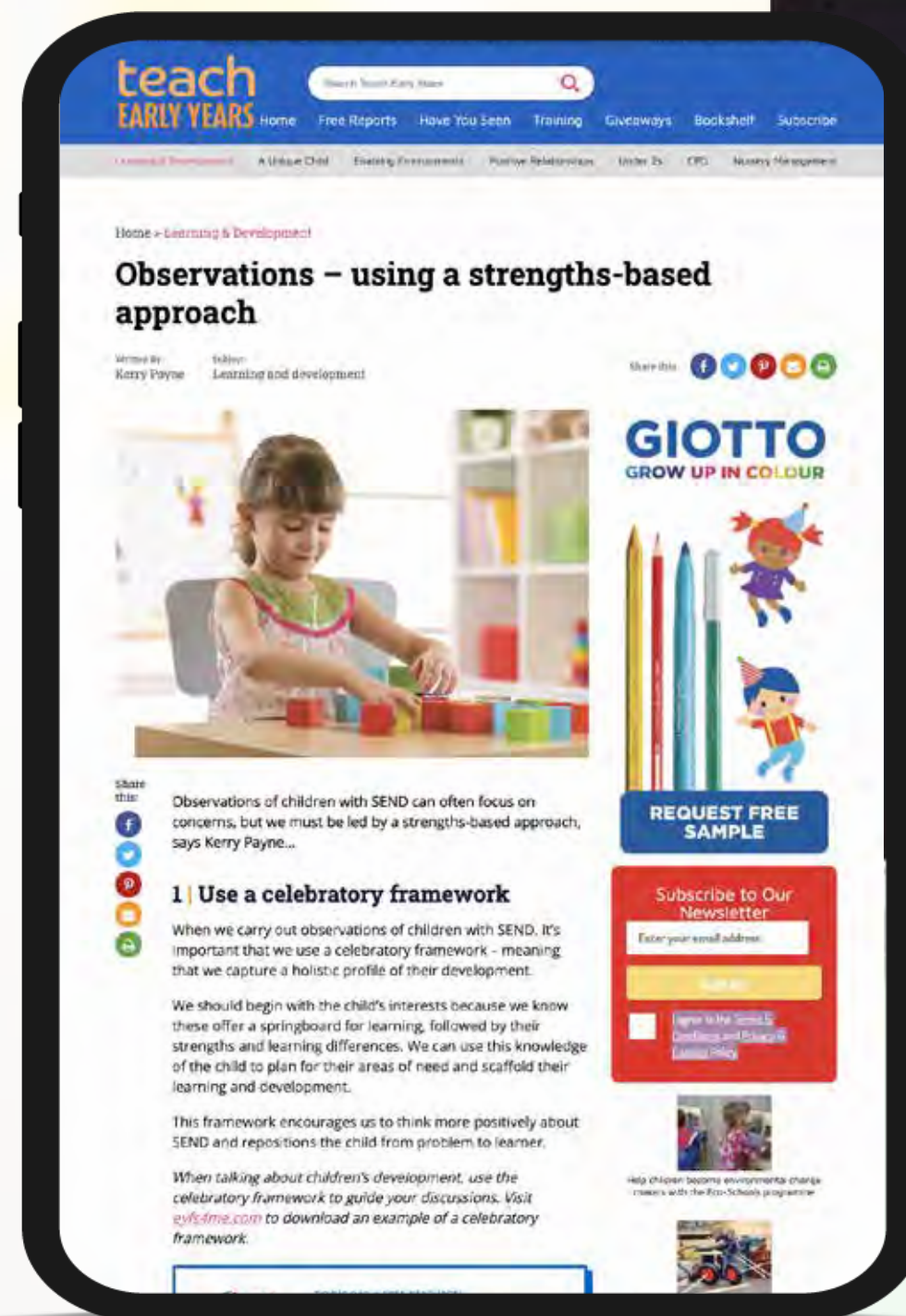


## 19. SEO focused

When early years professionals have questions, we want to be first on the list of answers.

All newly published articles are optimised for key, high volume search terms, and currently [teachearlyyears.com](https://teachearlyyears.com) appears in the top 10

Google searches for over 800 early years related keywords.



### Ranked #1 on Google for terms including:

- health and safety in nursery
- language rich environment eyfs
- outdoor maths eyfs
- nursery planning
- fine motor activities eyfs
- treasure basket 0-2 years
- block play early years
- therapeutic play
- world book day eyfs
- communication and language activities eyfs



# 20. Digital marketing on Teach Early Years



We offer a range of marketing options to bring your product to our audience, but our combination campaigns offer the best value for money. Please get in touch to discover our full range of options and to discuss which marketing will be the best fit for your budget and objectives.

## Online advertising rates for Teach Early Years

Leader & footer display advert	£350
Double MPU display advert	£415
Promotional article	£450
Review of your product or service	£525
Native content (includes copywriting service)	£950
Billboard display advert	£1400
Website takeover (backing plate, pop-up & catfish)	£1600

## Solus email cost

11,500 early years recipients	£725
-------------------------------	------

## Newsletter promotion

19,000 early years recipients	£500
-------------------------------	------

Contact us for our latest audience figures; they change daily

BRAND BUILDER CAMPAIGN

£1,300  
20% saving

x1 Newsletter promotion  
x1 Solus email  
x1 MPU

BRAND IMPACT CAMPAIGN

£1,500  
40% saving

x3 Newsletter promotions  
x3 Solus emails  
x3 MPUs

CUSTOMER CONVERTER CAMPAIGN

£3,900  
60% saving

x6 Newsletter promotions  
x6 Solus emails  
x6 MPUs

All digital packages are flexible and can be booked at a time of your choosing, subject to availability.



# 21. Targeted publishing

Fresh expertise is being added to our website each week, offering advice on a range of in-demand subjects.

We structure our content around key pillars of early years information, mapping articles across our site to maximise SEO, and increase organic traffic.

Our content pillars include:

- Safeguarding
- Staff management
- Literacy
- Mathematics
- Physical development
- Communication and language
- Personal, social and emotional development
- Understanding the world
- Expressive arts and design
- Staff qualifications, training, support and skills
- Nutrition and health
- Assessment
- Planning and curriculum
- New business and financial management



Upcoming early years online exclusives include

## Spring

- Forest school – planning physical interventions
- Fun ways to introduce a foreign language in the early years
- Self regulation in the EYFS - what does it mean in practice?
- Intense interests – how to support pre-school children with obsessions
- The ultimate guide to loose parts play
- Safeguarding and British Values
- Alternatives to food play
- How to run inclusive assessments
- Planning a broad and inspiring early years curriculum
- How to save on energy costs

## Summer

- Fine motor skills activities in EYFS
- Exploring books and language beyond your nursery reading corner
- Improving mathematical vocabulary in the early years
- Understanding the world – using the seasons
- Choosing CPD that works for you
- Food safety in the early years
- Staff wellbeing and retention - creating a positive culture
- Best practice for Reception Baseline Assessments
- Your expert guide to building a brand

## Autumn

- Supporting SEND children with physical development
- How to prepare children for mark-marking and writing
- Merging outdoor and indoor learning
- Expressive arts and design EYFS – 14 toy-themed activities to try at your nursery
- Expert advice on safe recruitment
- How to improve wellbeing by getting staff to work together
- Help staff to make meaningful observations - following the new EYFS
- What is emergent learning and how do you plan it?
- Expert advice on how to evolve your business to survive financially





# **The Headteacher:** digital publishing and marketing

Website, data, emails, social media,  
native content, SEO



## 22. Reach clients with spending power

the  
**head**teacher

School leaders visit the [theheadteacher.com](https://theheadteacher.com) to discover what successful schools across the country are doing to get it right. It's a place where they can find out about the strategies fellow heads are implementing to drive school improvement, and keep up to date with the latest policy, practice and resources.

**Rapidly growing traffic  
- up 20% year on year  
(April 21 – March 22)**

**Connect with more  
than 10,000 primary  
school leaders every  
month**

**Ranked #1 on  
Google for key  
searches**





## 23. Digital marketing on The Headteacher



Across The Headteacher website, we have a suite of digital marketing opportunities that allow you to connect with our audience.

As well as getting eyes on your advertising across the site, we can develop editorial campaigns that will deepen potential clients’ understanding of your products and services.

### Online advertising rates for The Headteacher

Promotional article	£495
Leader and footer display advert	£500
Double MPU display advert	£600
Review of your product or service	£700
Native content (includes copywriting service)	£1250
Billboard display advert - £1400	£1400
Website takeover (backing plate, pop-up & catfish)	£1600



### Campaigns that target your audience

We can help to match your marketing to the right clients. We have four key channels on the website, covering: attainment and assessment; procurement; pupils and parents; and staff management. When booking, you can choose to place adverts against the channel or channels of your choice.

### Advertise on a specialist channel:

Leader and footer banner	£350
Double MPU 1	£450
Double MPU 2	£450
Billboard	£1,000
Takeover (pop-up, catfish and backing plate)	£1,200
Online advertorial	£695

### Market to our highest value users

Though smaller than some of our other lists, each member in our database of primary leaders is a decision maker. Identified as headteachers and school leaders, they control large budgets and authorise purchases across their settings.

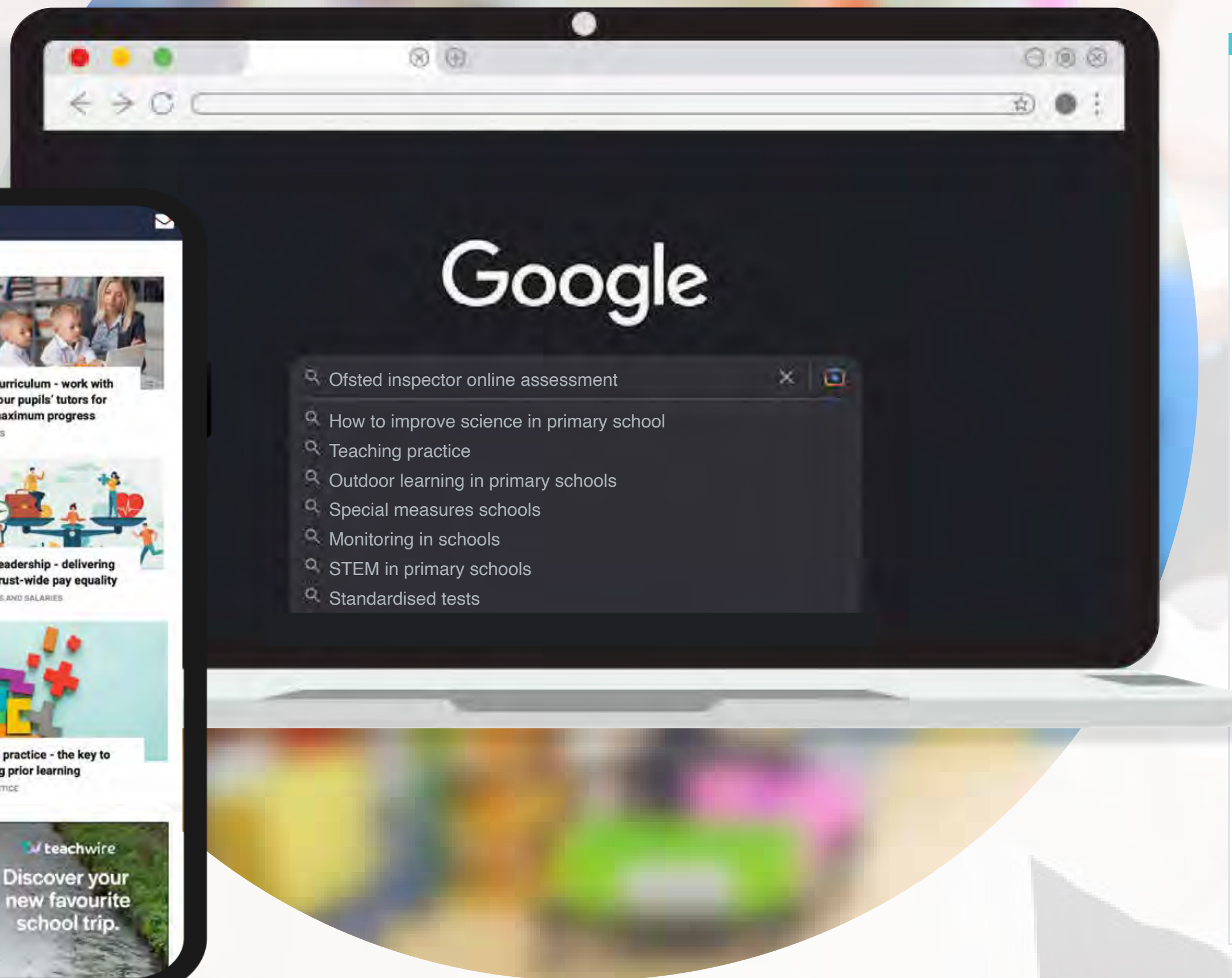
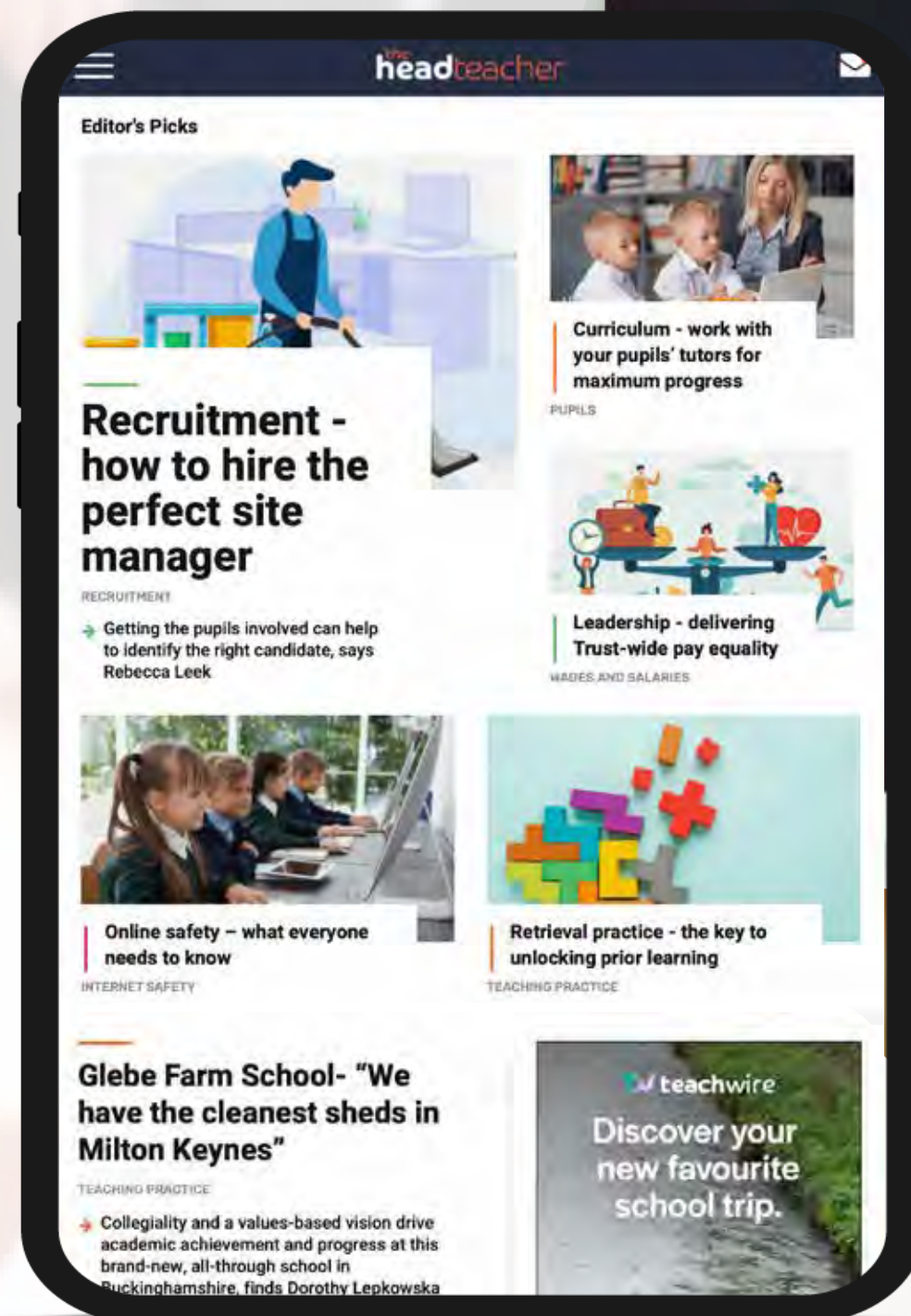
Solus email rates: 6,500 recipients - £895



## 24. SEO focused

When heads are searching for the answers to problems that affect their whole school and community, theheadteacher.com is frequently on the first page of Google, offering expert advice from fellow school leaders and consultants.

Each piece of new content uploaded to our website is edited for SEO, to ensure it reaches as wide an audience as possible.



### Ranked top 10 on Google for terms including:

- Ofsted inspector online assessment
- How to improve science in primary school
- Teaching practice
- Outdoor learning in primary schools
- Special measures schools
- Monitoring in schools
- STEM in primary schools
- Standardised tests
- Use of reasonable force
- Diversity in schools



# 25. Digital marketing on The Headteacher

For larger campaigns, we can offer exclusive savings on promotional packages that reach our audience on email and online.  
Please get in touch to discover our full range of options and to discuss which marketing will be the best fit for your budget and objectives.

BRAND BUILDER CAMPAIGN

£1,860  
15% saving

x1 Newsletter promotion  
x1 Solus email  
x1 MPU

BRAND IMPACT CAMPAIGN

£4,920  
25% saving

x3 Newsletter promotions  
x3 Solus emails  
x3 MPUs

CUSTOMER CONVERTER CAMPAIGN

£7,800  
40% saving

x6 Newsletter promotions  
x6 Solus emails  
x6 MPUs

All digital packages are flexible and can be booked at a time of your choosing, subject to availability





# School trips promotion

Make your destination teachers'  
first choice



## 26. School Trips

A new way for teachers to discover the best school trips

Teachwire’s School Trip Finder gives you the tools you need to generate fresh enquiries from the education sector.

Hosted on our flagship website, Teachwire, this intuitive service makes it easy for teachers to discover curriculum-rich excursions, residential adventures and exciting days out located across the UK – and even further afield.

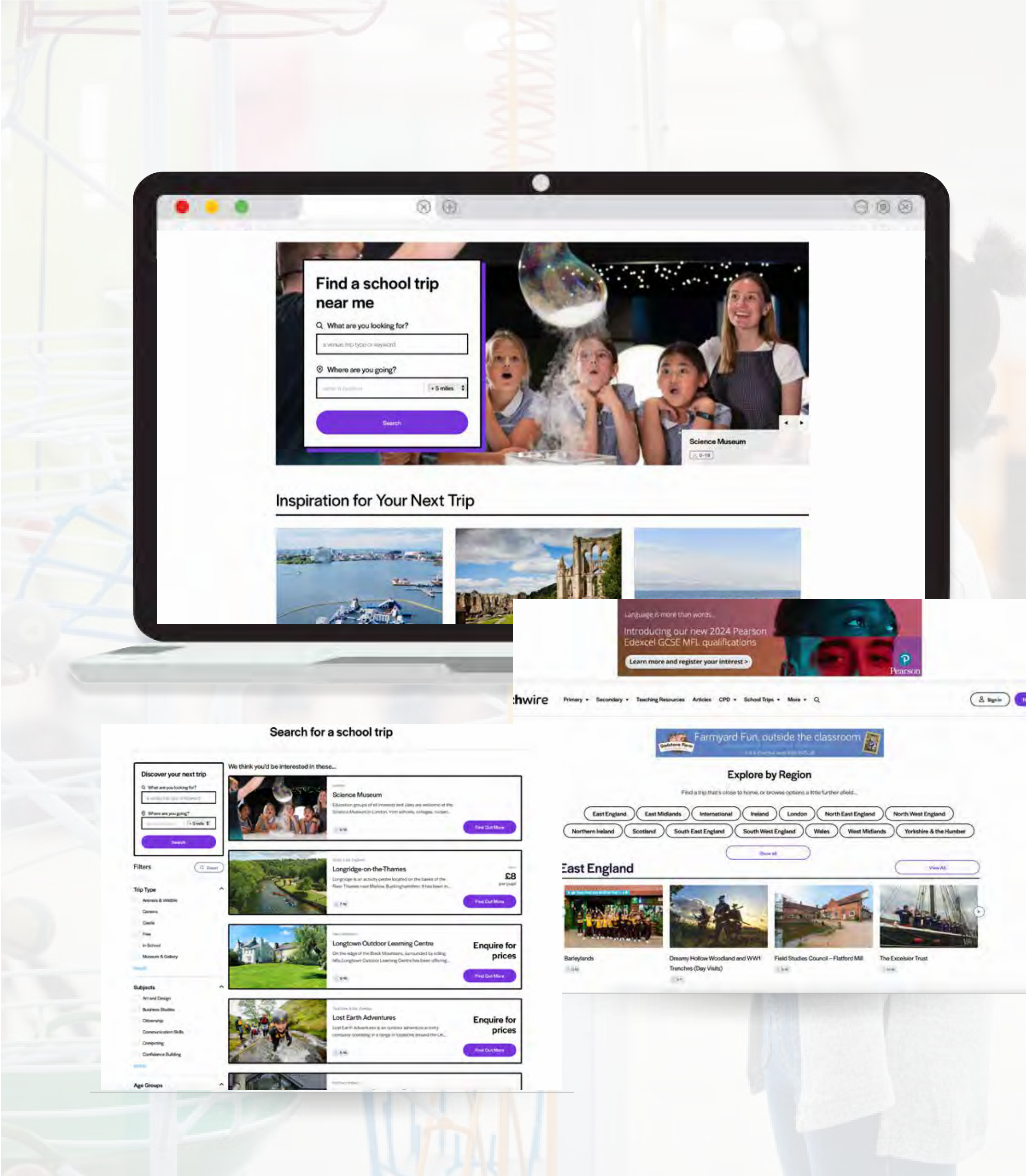
By becoming a premium partner, you can take full advantage of the tools available to ensure your trip is the first that teachers see on their search – whether they’re looking for a specific location, curriculum link or type of experience.



Display advertising prices

Digital banners guarantee your message is seen by an audience actively looking to book an experience. Offered on a one-month tenancy basis, adverts appear across the whole of the School Trip Finder site, maximising visibility.

Price list:	
Leader and footer	£500
Double MPU	£500
Billboard	£1,200
Catfish and popup	£1,400



210,000 teachers

The School Trip Finder is built into Teachwire, putting it in front of the 250,000 monthly visitors to the website.



# 27. School Trips

## Premium partnerships

By subscribing to our premium service, you unlock a host of marketing tools and customisable options for your listing.

Select your partnership package

3 months	£1,325*
6 months	£2,585*
12 months	£4,920*

Get sole ownership of advertising space alongside your listing – all competitor advertising is removed

Enjoy paid social media campaigns to promote your entry, with guaranteed impressions – all managed by our expert team

(included in cost)

Gain advertising impressions on school trip content across the whole of Teachwire

Add downloads to your listing – anything from classroom resources and risk assessment forms to maps and visitor guides

Appear at the top of the list for search results related to your destination





# 28. School Trips

Take advantage of our social media service

Our social media team has a huge amount of consumer marketing experience working on a diverse portfolio of brands. They can build out your campaign beyond education to reach a much wider audience.

Get in touch to find out how you can take advantage of this dedicated service, which includes live monitoring and optimisation of your promotion to maximise its impact.



## Get positive user reviews

When booking a trip, teachers want to hear from fellow professionals about what makes it a truly worthwhile experience. To add that all important detail and peer insight, we can commission a member of our review panel to visit your destination and produce an in-depth write up of their experience.

The review is then published alongside your entry on the School Trip Finder, and the content is provided to you to use in any first-party marketing.

Review cost:

£1,700

(includes promotion of the review online)







# Education resource creation

Put your brand in the classroom



## 29. Content creation

We can create your next education resource

Our expert team is on hand to create in-demand teaching resources for your brand. You can choose something off-the-shelf, or speak to us about a bespoke option; in both cases we can help get teachers across the country to use your new materials in the classroom.

Who makes the resources?

Our in-house team of experienced teachers and editors, often working with our network of external education advisers. All content is polished to a high standard, then handed over to our designers to create colourful, school-friendly resources.

How does it work?

We'll take your brief and come back with an overview of the resources we think will most appeal to teachers. Once approved, our content team gets cracking and delivers the completed resource to deadline. From here you'll have a chance to review and make final changes, to make sure everything is as you want it.





# 30. Content creation

## Getting your resource into classrooms

We connect with over 400,000 teachers every month through our print and online channels, so once we've made your resource, we can make sure it gets noticed.

If you're looking for promotion alongside resource creation, speak to us about how we can share your content on our email newsletters, social media channels and on our websites – [teachwire.net](https://www.teachwire.net) and [plazoom.com](https://www.plazoom.com)



## Successful projects

10,000+

Resource downloads achieved for our The Week Junior campaign – Topical Tuesdays

The Week Junior campaign – Topical Tuesdays worksheets include sections for 'UK news', 'This week's big news', and 'PM's speech sets out his main aims'. Each page has a 'Hold a debate' section and a 'Writing challenge!' section.

2,700

Downloads of Dr Seuss activity pack for Oh the Places You'll Go!

The Dr Seuss activity pack for 'Oh the Places You'll Go!' includes worksheets for 'WHAT COULD IT MEAN?', 'WORDS TO KEEP WITH ME!', and 'OH, THE PLACES YOU'LL GO!'. It features a 'Writing challenge!' section and a 'GETTING STARTED' section.

2,600

Downloads of Beano Comic Comprehension resource packs

The Beano Comic Comprehension resource packs include worksheets for 'NOW IT'S YOUR TURN', 'RUBI'S SCREWTOP SCIENCE', and 'DENNIS & GNASHER UNLEASHED'. Each page has a 'Comprehension' section and a 'Writing challenge!' section.



# 31. Content creation

What do the resources look like?

A standard resource combines a series of lessons accompanied by four student worksheets. Here's an example of a pack we made for the Dr Seuss book, Oh the places you'll go!

There is a fixed charge for similar resources, but if you're looking for something bigger, we're happy to arrange a meeting with our content team to discuss the options.

For example, we have supported HarperCollins with celebrating Michael Morpurgo month, which included a programme of 16 resources showcasing the rich vocabulary of the author's books.

Resource creation service available from **£1900**



We also worked with The Week Junior to create a weekly Topical Tuesdays event, where schools could sign up to teaching activities based on news stories featured in the magazine. To date, over 10,000 Topical Tuesday resources have been downloaded from our resource website, plazoom.com.

Our full range of services include video production, graphic design, content creation and marketing; so, whatever you need to create, we can help.







# **Video and podcasts**

**Professional film, photography,  
animation and recording services**



# 32. Sponsor our live CPD events – 20-Minute Twilights

## What are 20-Minute Twilights?

Each 20-Minute Twilight CPD event runs over one month, during which teachers can attend four concise CPD webinars delivered by an education expert.

The sessions are 20 minutes long so they can fit into teachers’ busy schedules: reports from both TALIS and the DfE show that around half of teachers say the biggest barrier to training is lack of time.

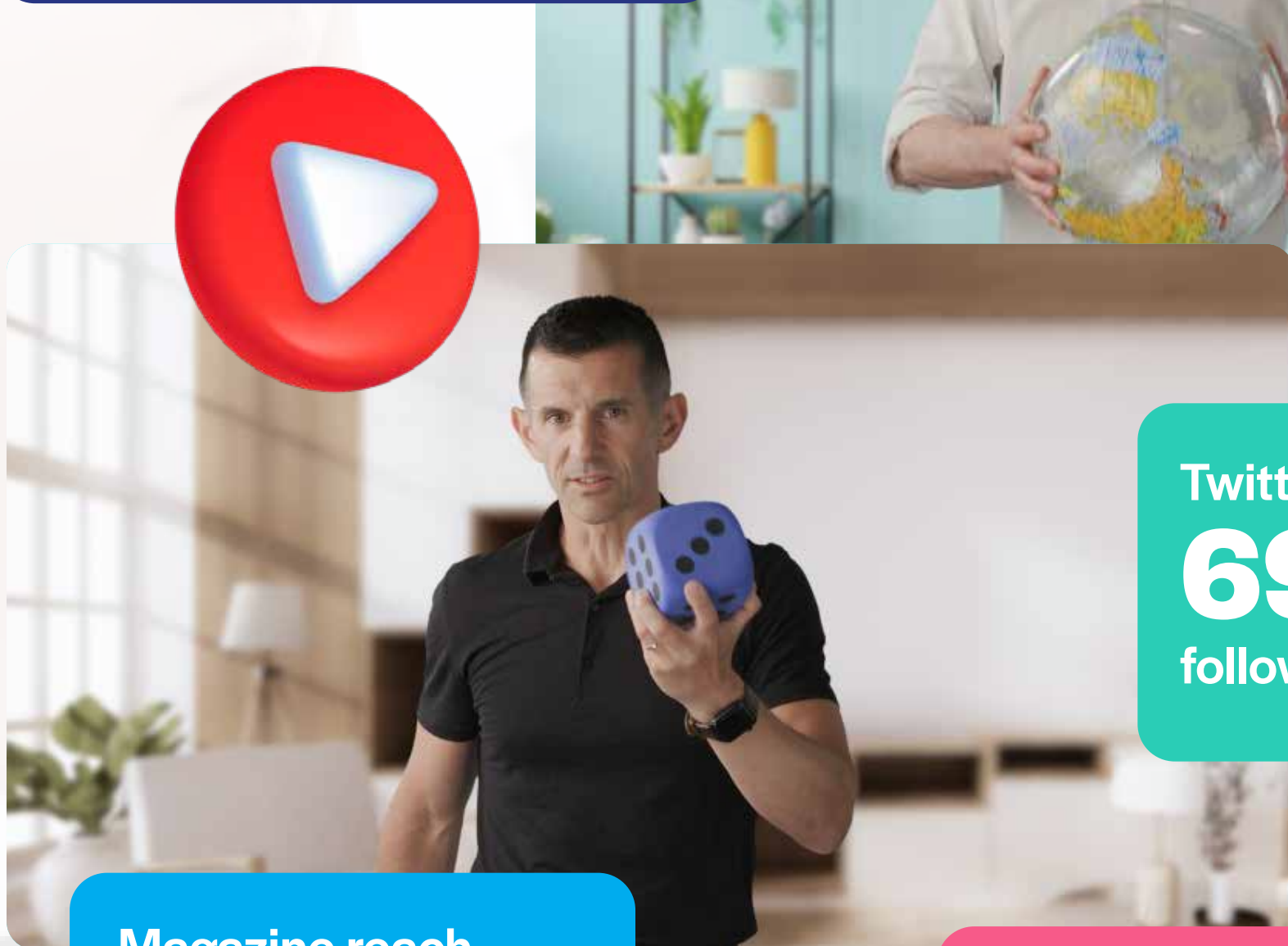
Once aired, the recordings join a library of specialist CPD content on our website (teachwire.net), making them to accessible to the 100,000s of teachers who visit every month.

All videos are filmed at our studios (cliqq.co.uk) to ensure high production values, and sessions are introduced live by our education editors.

## Campaign reach

As sponsor, your message will reach teachers not only during the event itself, but also throughout the promotional campaign, and for a full 12-months following the live event.

Teachwire  
**210,000+**  
monthly unique visitors



Magazine reach  
**21,850**  
copies

Email  
**42,000**  
direct contacts

Twitter  
**69,000**  
followers

Webinars – average  
**500 sign ups**  
per live event

## Sponsorship includes

- Your branding on each of the four live webinars
- A live Q&A with your brand representative, directly following a CPD session
- The option to share materials via email with webinar attendees
- Branding and backlinks on Teachwire for 12 months, alongside a dedicated page for the webinar recordings
- Your logo on the CPD certificate sent to all attendees
- Branding across our promotional campaign for the event, spanning email, print and social media

Sponsorship cost:	£7,000
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**Want to broadcast and promote your own event? Get in touch to see how we can make this happen.**



## 34. Share your new children's books on our podcast

Our Author In Your Classroom podcast is perfect for announcing the latest children's publications to teachers.

Each episode features a well-loved writer talking about their work and career, reading from their latest book and offering writing advice and inspiration.

Teachers listen to the podcasts with their class, after which they can use the fantastic resources packs we create to accompany each episode to teach an entire project based on the book.

Many big names have already featured, including:

- Michael Morpurgo
- Benjamin Zephaniah
- Dermot O' Leary
- Liz Pinchon
- Lauren Child
- Frank Cottrell Boyce
- Michael Rosen

Listen now, at [podfollow.com/aiyc](https://podfollow.com/aiyc)



### In-podcast advertising

By arrangement, we can include short advertising breaks in any episode of Author In Your Classroom, promoting other books by the featured author; other authors by the same publisher; upcoming events; or in-person author visits.

### Book an episode

Cost per episode - £2500

Each booking includes:

- Recording session with your author
- Publication across Apply, Spotify, etc
- The creation of a complete resource pack for your publication
- Promotion of your episode and resource in Teach Primary, Teachwire, and on social media

Please get in touch to find out our next available opening on the schedule.



**Author In Your Classroom** was named 'Best Books & Literature Podcast' at the 2022 Publisher Podcast Awards



35. Here to help

Whatever you need to achieve, our team is here to support you. Get in touch to find out how we can work together



Richard Stebbing  
01206 505957  
[richard.stebbing@theteachco.com](mailto:richard.stebbing@theteachco.com)



Ria Bentham  
01206 505928  
[ria.bentham@theteachco.com](mailto:ria.bentham@theteachco.com)



Samantha Law  
01206 505499  
[samantha.law@theteachco.com](mailto:samantha.law@theteachco.com)



Hannah Jones  
01206 505924  
[hannah.jones@theteachco.com](mailto:hannah.jones@theteachco.com)



Demi Maynard  
01206 505962  
[demi.maynard@theteachco.com](mailto:demi.maynard@theteachco.com)



Alfie Bennett  
01206 505996  
[alfie.bennett@theteachco.com](mailto:alfie.bennett@theteachco.com)

