



The Independent Schools Magazine

The professional journal for management & staff



2018/19
Media Pack

BOOK YOUR ADVERTISING SPACE
in the Independent Schools Magazine
T: 01242 259249 E: sam.turner@fellowsmedia.com





The Independent Schools Magazine

Informs. Interests. Inspires.

The Independent Schools Magazine (ISM) is read by decision makers and opinion formers throughout the UK's fee-paying independent education sector.

ISM is a mix of news, views, ideas and information of real use and interest to professionals in the field.

A complimentary copy of ISM is mailed personally to named individuals in every fee-paying independent school in the UK. Others are mailed directly to government ministers, associations, and trade bodies. Further e-copies are provided by request. Every issue is fully available to read on-line and also easily downloadable.

ISM is produced by an experienced team of editorial, advertising, and publishing specialists.



Content is guided editorially by a distinguished Editorial Advisory Board with a unique insight into the sector.

Richard Brown: Head, Handcross Park School, Sussex

Tory Gillingham: Managing Director of AMDIS - the Association of Marketing and Development in Independent Schools

Elisabeth Lewis-Jones: a governor of Bloxham School, Oxfordshire; 2008 President of the Chartered Institute of Public Relations and Director of Liquid Public Relations, a consultancy with expertise within the education sector

Henry Briggs: Senior Partner, HW, Chartered Accountants Birmingham and a former school Governor

Georgina Belcher: Communications Officer, Independent Schools Council

Alex Beynon: Former Head of Press Relations, Independent Schools Council (ISC)

Kevin Fear: Head, Nottingham High School

Deborah Leek-Bailey OBE: Advisor to Lord Nash on Cross Sector partnerships, Director of DLB Leadership Associates Ltd., former head of Babington House School, Kent

Tim Wilbur: Director of Schools Consultancy at Gabbitas Educational Consultants; former head of Rossall School, Lancashire, and of Wanganui Collegiate School, New Zealand

Helen Davies: Bursar, Tormead School, Surrey

The Independent Schools Magazine is produced by experienced journalists dedicated to accuracy and relevance.

Editorial is targeted at both academic and business orientated managers and includes:

- Latest trends and surveys
- Exclusive Interviews, including the ever-popular Head 'Profile' on the centre pages
- Independent schools news
- Classroom ideas and initiatives
- Interesting products and services
- Legal, financial, educational and marketing updates

The Independent Schools Magazine seeks not only to provide this compelling, readable content but also to provide a forum for the exchange of informed views and to champion the cause of fee-paying independent schools amongst opinion-formers.

What advertisers say..

"Schoolblazer have regularly advertised in The Independent Schools Magazine over the past ten years which has helped our business grow substantially to become the leading Independent School uniform and sportswear retailer." **Clare Burrows, Business Development Manager, Schoolblazer**

"Many journals cover education, but as a PR company looking for targeted promotion, Independent Schools Magazine excels in its field. It has a clearly defined readership and contains well-researched, topical and current articles, which lend the right backdrop for advertising and promotional activity within its pages." **Charmian Robson, ABR Publicity**

"The education market is important for Harlequin Floors and we advertise with Independent Schools Magazine to address our target audiences in the independent sector. Independent Schools Magazine is a high quality publication that continues to offer strong editorial content of interest to the readership. We appreciate the high level of professional support we receive from the title's editorial and advertising team." **Mark Rasmussen, Group Marketing Manager, Harlequin Floors**

"Marathon has found The Independent Schools Magazine to be a great platform from which to direct our marketing activity, reaching a wide selection of our target market and consistently communicating our message via advertising campaigns and focused editorials. It is always a pleasure talking to the team and the service we receive is always friendly and professional." **Jemima Ditum, Marketing & Media Manager, Marathon School Supplies Ltd**

"Independent Schools Magazine is an important element in our media mix and remains a useful window into the offices of independent school decision makers." **Jon Elson, Account Director, Media Managers Ltd (agency for CIE)**



At-a-glance facts



Printed subscriptions and **free** e-magazines available upon request



A4 size



Distributed by the **Royal Mail**



4,000 copies



Printed in the **UK**



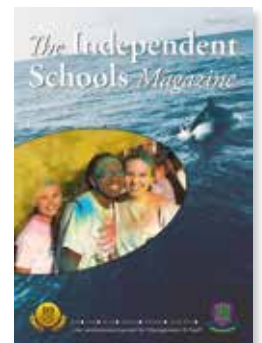
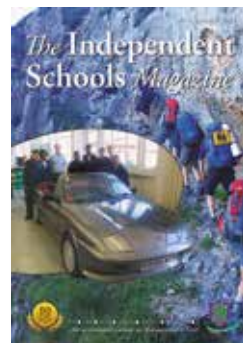
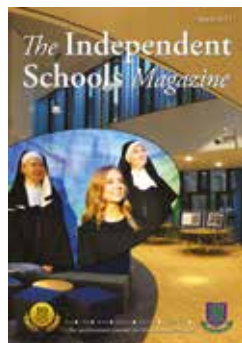
Full colour throughout



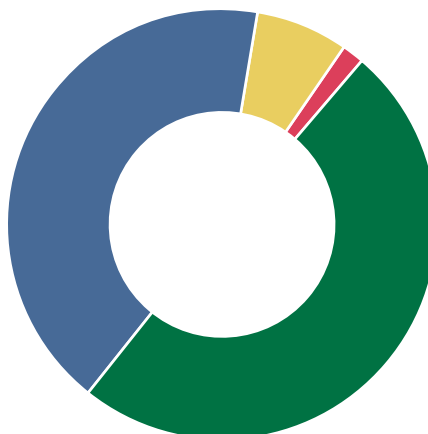
High-quality paper from **sustainable** resources



Distinguished editorial board



Distribution breakdown November 2017



● **1,834** Heads

● **1,556** Bursars

● **256** Deputy heads

● **61** Others

Plus

📖 **2,600** E-mag recipients

Advertorial features schedule Sep 2018 - Feb 2019

Music, drama, dance – special feature every issue

Advertisers are invited to submit editorial to complement their advertisements in these advertorial features.

September 2018

School Trip Covering types of trips, planning tips, practical advice & insurance.

Administration & Management IT software packages designed to support school office functions.

Sports Winter sports facilities, equipment centres & indoor gymnasium equipment.

October 2018

Catering In House or Contract, what's best? Looking at suitable equipment & service providers- including an overview of nutrition for pupils.

Drama/Theatre Suppliers Looking at theatrical equipment, stage kits, flooring, products & ticketing systems for large scale productions

Access & Special Needs Latest products and services.

November/December 2018

Estate Management Building purchase & ground maintenance.

Construction Who offers the best service, range & creation of innovative learning environments?

Insurance Cover for staff, pupils, buildings & equipment.

Utility & Heating Helpful tips to manage costs.

January 2019

School Uniforms & Sportswear Creating the right school image, with the best quality & service.

Security Protecting your pupils, buildings, equipment, IT and systems security

Marketing Attracting new pupils – How best to go about it?

February 2019

Transport Contract hire, Leasing outright purchase signwriting, Green Idea & Safety.

Modular Buildings Exploring the increasingly attractive options- cost effective and convenient

School Fees & Finance The range of specialist advice and services tailored for independent schools



Advertising and promotional opportunities

- Market leader for the independent school sector
- Up to 72-pages packed with news and information
- Read by decision makers – heads, governors, bursars, senior staff – in every mainstream UK fee-paying independent school
- Up-to-date mailing via Royal Mail to named individuals, carefully revised every year
- E-mag free subscriptions
- Honest, verifiable distribution
- Available on-line with links to advertisers' own websites
- Informative advertorial features and company profiles

Service and support from industry professionals

- Help and advice from experienced sales and editorial staff
- Honest distribution of the printed magazine
- Online links to advertisers own websites
- Cost effective advertisement and leaflet rates
- Complimentary artwork and design service

Advertisement rates & data

Full colour advertisement rates:

Display:

Full page	£1,600
Half	£895
Quarter	£550

Classified:

(Per scc)	£8
-----------	----

Product reviews:

(150 words plus image)	£135
------------------------	------

Company profiles:

(full page advertorial style)	£925
-------------------------------	------

Leaflet inserts:

(to 10gms weight max A4)	
(per thousand)	£105

Other sizes available upon request
Volume and Agency discounts available
Prices exclude VAT
Prices subject to change without notice

Full colour advertisement sizes (in mm)

Display:

	Trim size	Type area	Bleed
Full page	297x210	277x190	300x213
Half landscape	135x190	-	-
Half portrait	277x90	-	-
Quarter landscape	65x190	-	-
Quarter portrait	135x90	-	-

Classified:

Column width	34mm
--------------	------

Full colour artwork supply

Artwork should be supplied in PDF high resolution 300 dpi cmyk format with fonts embedded.

See www.pass4press.com for details.

For further guidance please email studio@independentschoolsmagazine.co.uk



The Independent
Schools Magazine



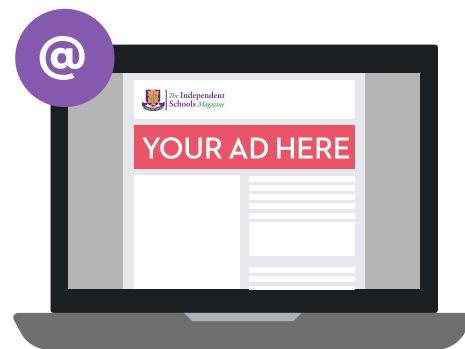
Digital Opportunities

ISM e-mag sponsorship

Sent directly to the inbox of all subscribers to the magazine, advertising on e-news allows you to target your prospects in a digital environment and allows you to re-inforce your brand messages made in print.

Ad size **700 x 100px**

Rate - **£195 + VAT**



2018/19 Ad Schedule

	Ad sales deadline	Ad copy deadline	Digital magazine available	Printed magazine available
Sep	31/08	06/09	Generally published mid-month	Generally published mid-month
Oct	28/09	05/10		
Nov - Dec	31/10	06/11		
Jan	17/12	05/01		
Feb	31/01	06/02		

Please send copy to e-mail: studio@independentschoolsmagazine.co.uk