

schoolnews

The Essential Management Guide for Education Industry Professionals



Media Kit

*Opportunity.
Information.
Investment.
Return.*

schoolnews

Key Facts:

Published:

Quarterly (School Terms)

Circulation / Readership:

5,000 / 15,000+

Readers:

New Zealand Education Industry Professionals

Distribution:

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

Website:

www.schoolnews.co.nz



School News is the definitive guide for the education industry professional, read by over 15,000 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.”



Join our family of successful industry specialist advertising clients:

- 4FUN
- Accessit Software
- Acitivboard
- Assembly SMS
- Autex Industries
- Barbara Lee
- Bartons Sound Systems
- Bizzy Bodz After School and Holiday Care
- Burgess Matting
- Calibre Solutions
- Cancer Society of New Zealand Inc
- Canon New Zealand
- Canterbury Education Services
- CORE Education
- Crescendo Enterprises
- Delta Educational
- Dimension3
- Distinction Furniture
- Education Television and Video
- Communications Tr
- Edwards Sound Systems
- Electrotest
- Epson Australia
- First Training
- Fresco Shades
- Gencom Technology
- Growth Collective
- Hart Sport
- Harvey Norman
- Heart Foundation
- Horton Signs
- Husqvarna Outdoor Products
- Hydestor Manufacturing
- Integrated Education Software (IES)
- Kamar
- Libelle Group
- Life Care Consultants
- Lunchonline
- Matta Products
- Mish
- Moana Clothing
- Mountain Fresh
- MUSAC
- My After School Headquarters
- Office Interiors
- Oticon
- Pacific Medicare
- PCSchool
- Potter Interior Systems
- Pro+Med
- Purewater Products New Zealand
- Rug Doctor
- Sanitarium Health & Wellbeing
- Schneider Electrical
- Schoolgen
- School-Links
- Showcases Direct
- snApp Mobile
- Softlink
- Solar Group
- Solar King
- Solarcity New Zealand
- Soundskills
- South Pacific Book Distributors
- SPELD NZ
- Spike @ School Trust
- Spirit Of Adventure
- TapWaterWells
- The Learning Staircase
- The Lunch Box Club
- The Village Press
- Tiger Turf
- Triple One Care
- Westpac
- Woods Furniture
- Wrap It Up



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



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 4 - 2015

Issue 31

Booking Deadline	6 November 2015
Cancellation Deadline	30 October 2015
Incomplete Artwork	11 November 2015
Final Approval/Payment	13 November 2015

Releases **November 2015**

Term 1 - 2016

Issue 32

Booking Deadline	5 February 2016
Cancellation Deadline	29 January 2016
Incomplete Artwork	10 February 2016
Final Approval/Payment	12 February 2016

Releases **February 2016**

Term 2 - 2016

Issue 33

Booking Deadline	6 May 2016
Cancellation Deadline	29 April 2016
Incomplete Artwork	11 May 2016
Final Approval/Payment	13 May 2016

Releases **May 2016**

Term 3 - 2016

Issue 34

Booking Deadline	29 July 2016
Cancellation Deadline	22 July 2016
Incomplete Artwork	3 August 2016
Final Approval/Payment	5 August 2016

Releases **August 2016**

Term 4 - 2016

Issue 35

Booking Deadline	4 November 2016
Cancellation Deadline	28 October 2016
Incomplete Artwork	9 November 2016
Final Approval/Payment	11 November 2016

Releases **November 2016**

Term 1 - 2017

Issue 36

Booking Deadline	3 February 2017
Cancellation Deadline	27 January 2017
Incomplete Artwork	8 February 2017
Final Approval/Payment	10 February 2017

Releases **February 2017**

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.

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	1500	1425	1350	1200
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 Front Page

Includes banners on minimum of four newsletters per month.	x1	x3	x6	x12
Title Banner - 728px x 90px	1,250	1,185	1,125	1,000
Header Banner - 468px x 60px	750	710	675	600
Panel Banner - 300px x 250px	650	620	585	520
Profile (Advertorial)				
Small (200 Words + 1 Image)	250	240	225	200
Medium (400 Words + 2 Images)	325	305	290	260
Large (800 Words + 4 Images)	375	355	335	300
Spotlight (Large + Spotlight)	450	425	400	360

* Banners include hyperlink to external URL or direct to email address

Electronic Direct Marketing Package

EDM sends are limited to only 1 per month

1x EDM Blast to 3,000+ Education Industry Professionals throughout New Zealand,
Panel Banner 300 x 250 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.

Total Package: \$3,500

Note: All prices exclude GST. Agency commission terms & conditions apply.

ADVERTISING ENQUIRIES

Please contact Pip Casey on (03) 974 1037 or email: p.casey@schoolnews.co.nz



www.multimediapublishing.co.nz

NEW ZEALAND

+64 (03) 365 5575

Fax: +64 (03) 365 1655

Postal: PO Box 5104, Papanui, Christchurch, 8523
advertising@schoolnews.co.nz

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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.