

## MEDIA INFORMATION 2017

# TEACHING SCOTLAND



TEACHING SCOTLAND GIVES YOU DIRECT ACCESS TO ALL 70,000\* REGISTERED TEACHERS IN SCOTLAND

### TEACHING SCOTLAND MAGAZINE

- Teaching Scotland is the main communication channel of the General Teaching Council for Scotland (GTC Scotland).
- The magazine is designed to stimulate debate and interaction among people concerned with education in Scotland.
- Teaching Scotland provides a key resource for teachers, supporting them by providing information and guides on how to, among other things, make the most of their Career Long Professional Learning (CLPL) and keep up with Professional Standards.
- Teaching Scotland is sent directly to everyone registered to teach in Scotland, giving them more time to read each issue.
- The magazine is downloadable on [www.gtcs.org.uk](http://www.gtcs.org.uk)

\* This figure fluctuates

### CIRCULATION AND READERS

An average of 70,000\* copies of Teaching Scotland are printed and distributed: one each goes directly to all registered teachers and headteachers across Scotland, and a further 1,000 are shared with politicians, councillors and others associated with decision and policy making in education.

### TEACHING SCOTLAND READERS ARE INTERESTED IN:

- Products for their schools (including textbooks and software)
- Training and CLPL (including courses and information sources)
- Financial services
- Charitable opportunities, VSO and Government initiatives
- Holidays and school excursions
- Lifestyle products.

### THE GENERAL TEACHING COUNCIL FOR SCOTLAND

GTC Scotland is the independent regulatory body which aims to maintain and enhance teaching standards and promote the teaching profession in Scotland. Teachers must register with GTC Scotland before they can teach in Scotland.

## LOOKING TO TARGET TEACHERS, WE'VE GOT THE LOT!

As well as Teaching Scotland, there is a range of other opportunities for you to promote your products and services through GTC Scotland.

Call Clare Stebbing on 0131 561 0024 to discuss your requirements and find out how we can help.



### THEMES FOR 2017

- Digital learning
- Attainment challenge
- Teacher professionalism

# MEDIA INFORMATION



## OUR READERS ARE KEY DECISION MAKERS IN EDUCATION

### ADVERTORIALS

Sponsored editorial to ensure your key messages are effectively communicated

### BRAND DISPLAY ADVERTISING

Brand display opportunities to ensure your brand is front of mind with all teachers in Scotland.

### NEWSLETTER

Opportunities to get your message delivered to the inbox of every registered teacher in Scotland

### RECRUITMENT

Target every teacher in Scotland

### SPONSORSHIP

There are opportunities for your company to sponsor a feature, article event, or round table debate.

### BENEFITS

- Advertising and sponsorship intensifies brand awareness and provides high-profile exposure within Teaching Scotland.
- Positive association with Teaching Scotland and GTC Scotland.
- Reinforce your company's reputation as a specialist in your market sector.

## WE PROVIDE OUR AUDIENCE WITH A USEFUL RESOURCE

### EDITORIAL CONTENT

Independent research\* shows that Teaching Scotland is the best-read teaching magazine in Scotland.

Our own research told us that nearly 80 per cent of teachers feel the magazine helps them to further improve their professionalism.

We're always building on this, making the title an essential part of the profession – providing coverage,

information and guides that help teachers do an even better job.

There are several regular items, including:

- News: topical issues presented objectively
- Features: various specific issues will be examined in detail in each edition
- Interviews: interviews with key individuals will be published
- Regulars: columns, Q&As and round table discussions offer platforms to spark debate
- People: punchy stories covering personal achievements of registered teachers
- Resources: dedicated sections on CLPL, Professional Standards and Teacher Research.

\* *George Street Research*



I have been delighted with the response to my column in the GTCS Teaching Scotland magazine since I started writing in Summer 2013. I have been encouraged by messages and comments of support from colleagues past and present and from those in the education community with whom I have contact at meetings and on Twitter. The column is a wonderful way to share the work of the students studying Education at Strathclyde. This new generation of teachers has so much to offer, such enthusiasm for the profession and a willingness to learn; this column provides an opportunity to share their experiences with their future colleagues.

Amanda Corrigan  
School of Education  
University of Strathclyde

# MEDIA INFORMATION



## COPY AND PRODUCTION SCHEDULE FOR 2016

Issue	Issue No.	Display Booking	Artwork	Insert Delivery	Publication
January	Issue 67	02/12/16	09/12/16	12/12/16	w/c 16/01/17
March	Issue 68	27/01/17	03/02/17	06/02/17	w/c 13/03/17
May	Issue 69	25/03/17	07/04/17	10/04/17	w/c 15/05/17
August	Issue 70	07/07/17	14/07/17	17/07/17	w/c 21/08/17
November	Issue 71	29/09/17	06/10/17	09/10/17	w/c 13/11/17

## ADVERTISING COSTS

SIZE	DISPLAY
Double page spread	£7,500
Full page	£4,125
Half page	£2,268
Quarter page	£1,247
Eighth page	£686
Sponsor strip	EPOA

DISCOUNTS	
Series – Three insertions	10% discount
Charity	20% discount
PPA registered agency	10% discount

SPECIAL POSITIONS	
Cover positions	+20%
Guaranteed	+10%
Advertising feature	+10%

INSERTS	
Loose insert: £55 per 1,000	
Max weight: 8g	
Max size: 215 x 150mm (subject to availability)	
Bound in/Tip on	POA

COPY TO SET	
This includes typesetting, design, layout, one proof and one set of alterations.	
■ Full-page advert	£95
■ Half-page advert	£75
■ Quarter-page advert	£50

**1: Double page spread with bleed 322mm x 232mm**  
(Trim = 316mm x 226mm. Suggested text area = 396x206mm which is 10mm inset from all sides. Suggested 5mm gutter)

**2: Full page (text area)**  
140mm x 215mm

**3: Full page (inc 3mm bleed)**  
164mm x 232mm

**4: Half page landscape**  
140mm x 105mm

**5: Half page portrait**  
68mm x 215mm

**6: Quarter page portrait**  
68mm x 100mm

**7: Quarter page landscape**  
140mm x 54mm

**8: Eighth page**  
68mm x 54mm

**9: Sponsorship strip landscape**  
140mm x 27mm

# MEDIA INFORMATION



## ADVERTISING PRODUCTION INFORMATION

### ARTWORK SPECIFICATION

#### RECOMMENDED FILE FORMATS

- Use Adobe InDesign or Adobe Illustrator to design your advert.
- Placed images must be no smaller than 300dpi at 100%.
- Please place TIFF (no ZIP, LZW or JPEG compression) or EPS files.
- Save all placed images as CMYK.
- Please use the colour profile: 'Coated FOGRA39 (ISO 12647-2:2004)' for all magazine work. Unless you use our recommended colour profile listed above, embedded and tailored colour profiles are not supported. We cannot accept responsibility for exact colour reproduction.

- Adobe Illustrator files must have fonts converted to outline.
- If your advert is a full page advert, you must provide a 3mm bleed and crop marks on all sides. A bleed is not required for half page or quarter size adverts.
- Export your document PDF as PDFX/4:2008.

#### THINGS TO AVOID

- We do not recommend supplying the artwork as an Adobe Photoshop file as we cannot guarantee the quality of reproduction, especially where text is concerned.
- Please do not use spot colours or RGB colours. JPEGs are not suitable as placed images, as



the quality degrades after every save.

- Please try to avoid saving your PDF as PDFX-1a. This is a dated format which flattens all transparency and can sometimes create unwanted hairlines on the finished artwork.
- When using large areas of black body text, please do not use a four-colour black as it can sometimes appear brown when below a certain point size. Please stick to the default 100% black.

#### DISCLAIMER:

We will review your artwork when it comes through, and check that the guidelines listed above have been applied. We will let you know if we have any concerns regarding the quality of artwork and will give you the opportunity to resupply. If you choose not to replace your artwork, then we cannot be held responsible for reproduction where artwork is not supplied to the required standard.

### ARTWORK SUBMISSION AND DELIVERY

#### DISPLAY/RECRUITMENT

All artwork supplied should include:

- A flightcheck report
- A job sheet confirming size, month of publication and sender's contact details

For artwork under 7MB, the preferred method of delivery is email.

Artwork can be sent to:  
clare@connectcommunications.co.uk

Files greater than 7MB can be sent by wetransfer.com by arrangement to  
clare@connectcommunications.co.uk.

Name your advert job folder using the following code:

**GTCS—name of advertiser\_month**

Connect Publications cannot accept responsibility for files supplied incorrectly, not in line with specification, or supplied beyond the copy deadline.

### CONTACT DETAILS

Please direct all advertising and sponsorship queries to:

**CLARE STEBBING**

Tel: 0131 561 0024

Email: clare@connectcommunications.co.uk

Please direct all production queries to:

**ADVERTS**

Tel: 0141 561 0300

Fax: 0141 561 0400

Email: adverts@connectcommunications.co.uk

### CANCELLATION NOTICE

Twelve weeks prior to digital file deadline. If a cancellation results in an advertiser failing to reach agreed insertion levels to qualify for a series discount, the advertiser will be invoiced by the publisher accordingly.