



"I really enjoy this magazine and read it from cover to cover."





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.

- "Thanks for a magazine that I insist on reading from cover to cover"*
- "At last, an educational magazine for the New Zealand teaching service"*
- "It makes me laugh, cry and get angry all in the same edition! Keep up the great work!"*
- "Exceptionally high quality in content and in its presentation."*



Key demographics

- 50,000+ readers
- 86% female
- 74% aged 30-59
- 42% primary teacher
- 79% full time
- 46% have household incomes over \$80,000
 - Average household income: \$85,000
- 74% own their own house
 - 28% of those own their homes without a mortgage
- Average reading time: 30 minutes
- 74% keep their copies for future reference, or pass them on

EA Readers Survey, Feb 2011

About Education Aotearoa

Inspire

- Educators to greater levels of professionalism
- Stakeholders to support NZEI and its work
- Parents to support the public education system and its workers

Inform

- Educators about best practice, latest research and current issues facing the sector
- Stakeholders about NZEI stance and news

Advocate

- For educators on professional and industrial issues
- For the New Zealand public education system

Celebrate

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

Content

Front section

- Editorials – short and lively
- Cartoon
- News briefs, local and international
- Letters to the editor
- Competitions
- *From the Archive* – humorous extracts from NZEI's journal a century ago
- 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 Sarah Jones from boostmedia, looking at the latest developments in the use of technology in schools.
- Lifestyle features – helping educators to manage their busy and sometimes stressful working lives.
- International – feature articles about education overseas.

Back section

- *Opinion* – hard-hitting piece by an influential or controversial figure in the sector
- *Reviews* – best new books for children and educators.
- *My best teacher* – well-known New Zealanders talk about their favourite teachers, including Taika Waititi, Margaret Mahy, Silver Fern Laura Langman, Joy Cowley and more.
- *The professionals* – some of the best-read pages. Latest news in professional development and research.

Key facts

- + print run of 51,000 and growing
- + quarterly
- + 32 pages plus cover, and growing
- + 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



Team Education Aotearoa

The editorial team works with experts in the education sector and award-winning writers, illustrators and photographers. Design and production is by the highly successful team at Tangible Media.



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

An award-winning short-story writer and journalist, Jane sees *Education Aotearoa* as the best vehicle to celebrate and inspire New Zealand's educators. We have one of the top public education systems in the world – more people need to know about it! Email: jane.blaikie@nzei.org.nz



WRITER

Liz Brown

A senior journalist and editor for Radio New Zealand, Liz Brown now works at NZEI as a writer and media expert. She combines a sharp eye for a story with incisive writing and editing to supply engaging and intelligent copy. Email: liz.brown@nzei.org.nz

DIGITAL MEDIA AND PHOTOGRAPHY

Education Aotearoa is developing an online presence with in-house experts Steve Pene and Kirstin Marcon. Steve's experience at Learning Media means he knows what appeals to educators. Kirstin is an award-winning short-film maker and web developer.

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.

TANGIBLE MEDIA

Magazine and web publisher Tangible Media designs and produces *Education Aotearoa*. Tangible has won numerous awards for its magazines – www.tangiblemedia.co.nz.

More on our readers

- + NZEI membership is at 51,000 and growing.
- + 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.

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%).

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.

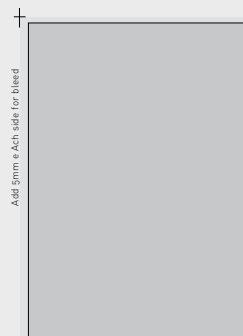
Tertiary audience: Parents, media, politicians, government departments and state sector groups, public with an interest in education.



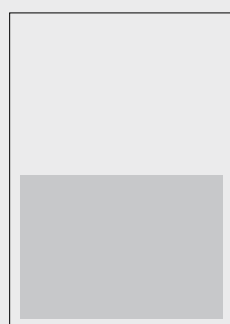
Display advertising specifications



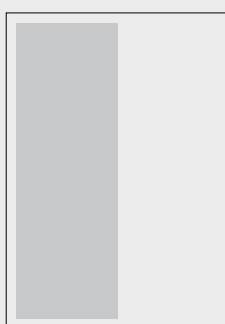
Double page spread trim size
420 x 275 mm



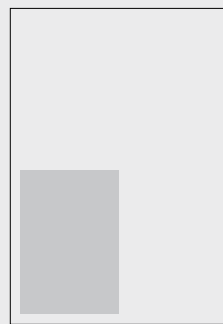
Full page trim size
210 x 275 mm



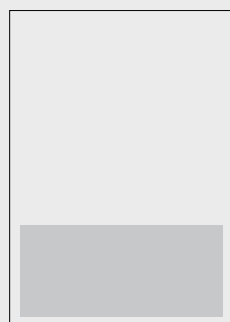
Half page horizontal
187 x 117.5 mm



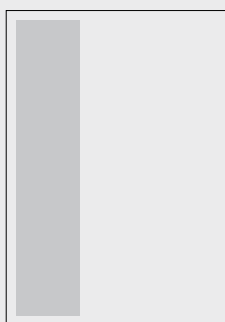
Half page vertical
92 x 250 mm



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: 90.5 x 50mm
Double unit: 90.5 x 106mm (vertical)
Double unit: 187 x 50mm (horizontal)

Key deadlines

	Into schools	Booking deadline	Material deadline
Vol.2, Issue 3, Winter 2011	August 1, 2011	July 1, 2011	July 10, 2011
Vol.2, Issue 4, Spring 2011	October 25, 2011	September 23, 2011	October 3, 2011
Vol.3, Issue 1, Summer 2012	Jan 30, 2012	December 20, 2011	January 13, 2012
Vol.3, Issue 2, Autumn 2012	April 20, 2012	March 23, 2012	March 30, 2012
Vol.3, Issue 3, Winter 2012	July 12, 2012	June 15, 2012	June 22, 2012
Vol.3, Issue 4, Spring 2012	October 12, 2012	September 14, 2012	September 21, 2012

To advertise call Maree Selak • DDI: (09) 571 9497 or (09) 589 1054 • Mobile: 021 503 848 • Email: maree@hawkhurst.co.nz
Please email media releases to: educationaotearoa@nzei.org.nz

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.

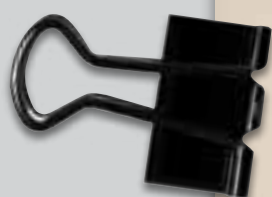
Noticeboard

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

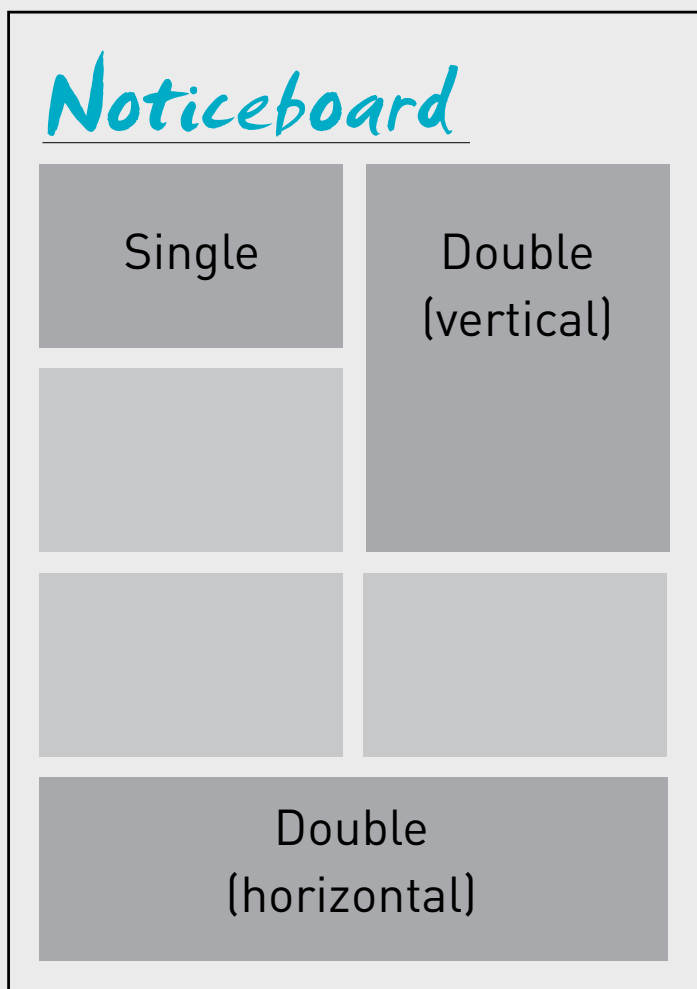
Loose inserts

\$100 per 1000 full run

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



Noticeboard advertising specifications



Noticeboard offers advertisers value-for-money visibility in *Education Aotearoa*. **Noticeboard** will run near the magazine's 'Professional' pages, which our reader research shows are popular and well-read.

You can supply your artwork as a high-res pdf at the correct size (see below), or we can design an advertisement for you.

Supply us with text and a high-res image (300 dpi) and we'll create a stand-out ad. You can make two sets of corrections to the ad for free; after that changes will incur a surcharge.

Single unit: 90.5 x 50mm
 Double unit: 90.5 x 106mm (vertical)
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