

# Inspiration for educators

Introducing *Education Aotearoa*, a magazine to stir the passions of people working in primary and early childhood education. Published by the New Zealand Educational Institute

We invite you to be  
a part of the story of  
our children's future





*Education Aotearoa* is a brand new magazine, launched by NZEI to inspire and celebrate well-qualified and hardworking educators.

Around 90 percent of principals, teachers and other educators in schools and kindergartens in New Zealand belong to NZEI – and membership is growing, particularly in early childhood.

We also represent more than 50 percent of teacher aides, administrative staff and other support staff in secondary and primary schools.

*Education Aotearoa* aims to set new standards of publication in the sector by engaging readers in a lively journal that enhances their professional life. Educators are flooded with paperwork – so *Education Aotearoa* works to high-quality editorial and production values so teachers can cut to the chase on the key of issues of the day.

We'll run in-depth features and we'll tell educators where to find the latest and best resources and research. We'll give critics and advocates a voice – and we'll remind educators why they chose to work in such amazing jobs.



## What we do

**Inspire, inform and advocate for 49,000 principals, teachers and support staff members working in education**

- ✦ Celebrating and empowering teachers and all those working in education
- ✦ Essential information and analysis of issues in today's schools and centres. Setting the agenda on how to achieve the best education for all young New Zealanders
- ✦ Top of the class: profiling and reviewing the best resources and research available to teachers today
- ✦ Engaging human interest stories and lifestyle tips
- ✦ Giving voice – a forum for educators, and others in the sector, to air their views
- ✦ International – talking to educators around the world
- ✦ Reaching the hearts and minds of schools and childhood centres

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# 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 the NZEI stance on current issues  
Stakeholders about NZEI stance and news

## Advocate

For the NZEI stance and actions on professional and industrial issues  
For the New Zealand public education system and those it employs

## Content

### Front section

- Editorials – short and lively from the NZEI general secretary and president
- Commissioned cartoon
- Education news briefs
- Letters to the editor – with prize for best letter
- *100 years of National Education* – a look back in history
- Poll result – a brief survey of members on a question of the day
- Events listings

### Middle section

- Features on the major issues of the day written by commissioned journalists, running over 2-4 pages, with professional photographs and illustrations. For example, the first issue will carry a feature on proposed National Standards – *The Biggest Thing Since Tomorrow's Schools*.
- Shorter news features. For example: *Inner city Auckland schools are bulging at the seams*.
- Lifestyle features. The first issue will look at stress and burn-out and how to deal with it.
- An international article on issues facing members or students overseas. The first one may be *A Letter from Dubai* – a teacher's experience.

### Back section

- *Telling It Like It Is* – inside back cover, one-page provocative opinion piece by an influential or controversial figure in the sector.
- *Journal Jam* – a summary of what's hot in the main international and local journals. Plus the latest in research – a summary and links to recent professional publications.
- *Reviews* – books, web, dvds – eg. Margaret Mahy/Trace Hodgson – *Awesome Aotearoa*, as well as educational books. A page of 6-8 short reviews.
- *My Hero* – well known person talking about their favourite teacher – eg, Nigel Latta, Dianne Levy, Murray Ball, Joy Cowley, Tom Scott, Joe Bennett.
- *Memberandum* – a news item or profile of interest from worksites, branches or networks.

## Key facts

- + print run of 49,000
- + quarterly
- + 32 pages plus cover, and growing
- + the only New Zealand magazine with broad appeal going to nearly all publicly-funded schools, kindergartens and early childhood centres
- + influential publication with high-income earners in the sector



# Team Education Aotearoa

The editorial and production team consists of leading campaigners in the education sector and respected and sought after writers. Design and production is by the award-winning team at HB Media.



## MANAGING EDITOR

### Stephanie Mills

Passionate about great causes, Stephanie has a vision of *Education Aotearoa* as fresh, valued and engaging. She was campaign director for Greenpeace for many years, and brought environmental issues into the living rooms of New Zealand as they'd never been before. Now a mother of three, Stephanie's drive to celebrate and support educators, and to promote New Zealand's internationally praised public education system, fuels the editorial direction of *Education Aotearoa*.



## EDITOR

### Jane Blaikie

Jane Blaikie brings a wealth of editing experience to this exciting new role. 'It's a fantastic opportunity to set new standards for a professional journal – we can achieve something that has wide appeal in schools, and in homes.' Jane has a son at primary school, and she worked for *The Dominion* and the *Australian Financial Review*. She also taught creative writing and journalism at Whitireia Polytechnic.



## WRITER

### Liz Brown

A long-time 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.

## DIGITAL MEDIA AND PHOTOGRAPHY

*Education Aotearoa* will be developing an online presence with in-house experts Steve Pene and Dave Allen – who are also professionals with any kind of camera. Steve's experience at Learning Media means he knows what appeals to educators. Dave works part-time and runs his own DVD production house.

## CONTRIBUTORS

*Education Aotearoa* will be commissioning award-winning writers and journalists to create its lead features. We'll also publish comment and research from leading experts in primary and early education.

## HB MEDIA

Magazine and web publisher HB Media will design and produce *Education Aotearoa*. HB Media and sister brand AUT Media (publisher of *Idealog*) won one-third of the categories at the 2009 MPA Magazine Awards – and took home half of the Supreme awards.

## Our readers

- + NZEI membership is at 49,000 and growing.
- + More than 93 percent of all primary school principals – high income earners who are the key budget-holders in schools – belong to NZEI. We also have a high proportion of kindergarten head teachers.
- + Close to half of our members, around 23,000, are middle to high-income female primary school teachers aged 30-55.
- + Some 6000 men belong to NZEI and they are predominantly high income earners.
- + Membership includes a group of around 14,000 mainly women who work as support staff, who are also aged around 30-55, and who will be on low incomes, or will be second income earners.
- + There are around 4000 members working in kindergartens and early childhood.

## Educators support NZEI

Education Aotearoa is posted to worksite representatives who hand copies directly to members.

In schools and kindergartens, membership is around 90 per cent of those eligible, and is growing fast in early childhood centres.

NZEI is well supported by its members, and has a long and proud history of achieving tangible gains for its members. Members are pleased to engage with their union, which has a strong professional base.

## Who is the magazine for?

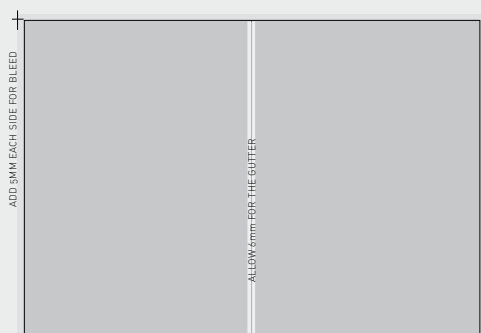
**Primary audience:** NZEI members.

**Secondary audience:** PPTA and other sector groups; education researchers, both from universities and polytechs; non-NZEI educational workers; principals and school boards.

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



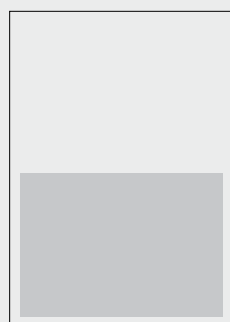
# Display advertising specifications



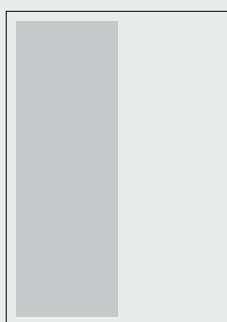
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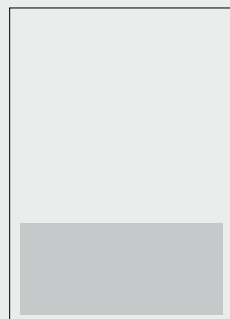
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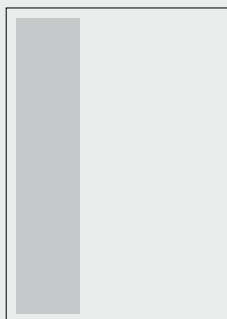
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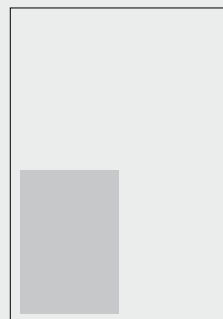
**Half page vertical**  
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**Third page horizontal**  
205 x 80 mm



**Third page vertical**  
65 x 250 mm



**Quarter page**  
100 x 117.5 mm

## Advertising deadlines

<b>Issue 1</b>	August 20, 2009 – first issue, published in late September
<b>Issue 2</b>	November 15, 2009
<b>Issue 3</b>	February 20, 2010
<b>Issue 4</b>	June 28, 2010

NB. Dates to be confirmed – please check with Jane Blaikie at [educationaotearoa@nzei.org.nz](mailto:educationaotearoa@nzei.org.nz)

To advertise call Kerry McKenzie • DDI: (09) 571 9495 • Mobile: 027 596 9979 • Email: [kerry@hawkhurst.co.nz](mailto:kerry@hawkhurst.co.nz)  
Please email media releases to: [educationaotearoa@nzei.org.nz](mailto: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.

## Loose inserts

\$100 per 1000 full run

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

