



**media kit 2016**

## about us

**Education Matters** is an informative, valuable resource for decision makers of both Primary and Secondary schools Australia-wide. Through the integration of multiple communication platforms – print, web, social media, e-newsletters and events – we deliver relevant editorial alongside a comprehensive selection of the best school suppliers in the country.

## the publisher

Prime Creative Media is an independently owned niche media and events company committed to growing individuals, organisations and industries. Based in Melbourne, Prime Creative Media has used its capabilities to develop leading magazine titles, websites, digital databases, social media and events that genuinely add value to their chosen industries and communities.



## our mission

*To provide schools with a content rich, comprehensive, selective buyer's guide of the most reliable, trustworthy school suppliers available in the market.*

## key benefits

- **Targeted distribution**

Education Matters publishes both a Primary and Secondary edition, providing greater cut-through and the ability to tightly target and fully engage your audience.

Education matters reaches more than 25,000\* readers per edition.

- **Premium production values**

Education Matters are the highest quality publications of their kind. The full colour, glossy pages provide a first-class platform to effectively communicate your products and services to this highly qualified audience.

A trusted, comprehensive, supplier's guide, Education Matters is perfect bound and celloshien coated to ensure longevity on the bookshelf.

- **Unrivalled value**

When advertising in Education Matters, you are provided an opportunity to engage with your audience through valuable editorial which complements your advertising message. This winning combination of direct advertising with authoritative editorial provides tangible information for our readers to make informed purchasing decisions.

All advertisers receive a premium profile page in our online buyer's guide at no additional charge

*\*Inferred readership*

## our facts

### • Frequency

- Four issues per year
- two Primary and two Secondary

### • National distribution

- Over 6,000 copies per edition
- Direct to Primary and Secondary Schools
- Promoted and distributed at strategic events, conferences and expos
- Direct relationships are held with the majority of Independent Schools in Australia due to our Education title **Whichschool Magazine**.

### • Target Demographic

School Principals,  
Deputy Principals,  
Business Managers,  
Heads of Departments,  
Teachers and  
Administration Staff.



## their facts

Teachers represent an important and powerful demographic in Australia, and make the vast bulk of buying decisions in schools.

There are 9,468 primary and secondary schools in Australia (and **Education Matters Magazine** is delivered free to all of them).



**79%**  
of primary  
teachers are  
female

**56%**  
of secondary  
teachers are  
female

**43**

is the average age of  
primary teachers

**44**

is the average age of  
secondary teachers

**50**

is the average age of  
school leaders



**2**

Teachers on  
average hold two  
qualifications each



## technical information

Prime Creative Media will only accept material that adheres to the following information. Material that does not adhere to this criteria will be rejected.

### Supplied material

1. Media is to be supplied to the correct publication page size. Taking special care to include bleed, trim and registration marks. (Minimum bleed size is 5mm. Trim and registration marks must lay 3mm outside of the trim)
2. Material must be supplied as a press ready pdf. All other formats will be rejected.
3. Avoid running type across the gutter of a double page spread.
4. All fonts need to be embedded into the PDF file
5. Files must be saved in CMYK format. Any non-process colors included in the file will be converted to CMYK. Conversion process may compromise the integrity of the file and waives our color guarantee.
6. Images need to be of a minimum 300dpi at print size.
7. Solid black panels or backgrounds should carry 40% Cyan to reinforce the black print
8. Total ink limit should not exceed 300%

## advertising material for in-house design

- Images to be supplied as jpegs\*
- Text to be supplied as a text file or Word document
- Logos to be supplied as vector eps files

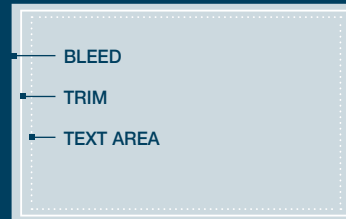
\* Images and logos used on websites are not acceptable for printing purposes

Please label all advertising artwork clearly with business name and issue number and email to: [chelsea.daniel@primecreative.com.au](mailto:chelsea.daniel@primecreative.com.au)

## Advertising deadlines

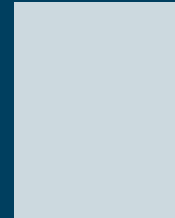
	Booking	Material	Published
Edu Matters: Primary	1 Mar 2016	8 Mar 2016	7 Apr 2016
Edu Matters: Secondary	31 Mar 2016	7 Apr 2016	5 May 2016
Edu Matters: Primary	4 Aug 2016	11 Aug 2016	15 Sept 2016
Edu Matters: Secondary	8 Sept 2016	15 Sept 2016	20 Oct 2016

## advertising specifications



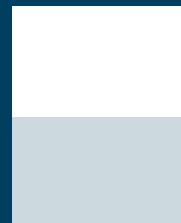
### DOUBLE PAGE SPREAD

TRIM	466 x 297mm
BLEED	476 x 307mm
TEXT AREA	446 x 277mm*



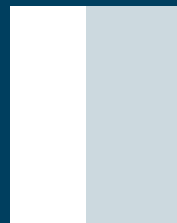
### FULL PAGE

T	233 x 297mm
B	243 x 307mm
TA	213 x 277mm



### 1/2 PAGE H

T	233 x 145mm
B	243 x 155mm
TA	213 x 125mm



### 1/2 PAGE V

T	114 x 297mm
B	124 x 307mm
TA	94 x 277mm



### 1/4 PAGE

T	106 x 128mm
B	N/A
TA	100 x 120mm

\* DPS: Please ensure all text and logos are kept at least 15mm away from either side of the spine area.

