



media kit 2017

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*



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our facts

• Frequency

- Four issues per year
- two Primary and two Secondary

• National distribution

- Over 7,000 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
- Business Managers



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



Contents

- **News**
An expertly curated digest of the most prominent issues in the education sector.
- **Foreword**
An ongoing columnist, politician or expert discusses an issue or trend within the education sector, outlining what solutions they believe will help alleviate or prevent a problem.
- **Principally Speaking**
An exclusive insight into the educational strategy of an Australian primary or secondary school. Principally Speaking is a profile piece on a principal, identifying how their career has influenced their school's pedagogy.
- **Hot Topic**
Hot Topic articles identify innovative ideas or studies making waves at secondary and/or primary schools across the country, providing key discussion points for our readership and drawing on expertise from academics or experts.
- **APPA/ASPA Column**
The president of the Australian Primary Principals Association or Australian Secondary Principals Association highlights a contemporary issue facing their sector, providing insight to principals nationwide on the skills, knowledge and capabilities needed to overcome this barrier.
- **Technology**
Our technology section outlines the challenges and solutions to recent digital trends. From robotics to 3D printing and whiteboards, we speak to educational leaders across the country, asking them what products and services are needed to better prepare students for the modern workforce.
- **Modern Learning**
We outline the latest research in teaching and learning, including assessment and reporting, planning, and effective approaches to advancing educational attainment.
- **Making the Grade**
A regular contributor speaks to Education Matters on the latest in professional development, such as formal coursework, conferences and informal learning opportunities that teachers and principals are using to stay ahead of the curve.
- **Health & Wellbeing**
We speak to experts to highlight the latest strategies, programs, and technologies designed to improve students', teachers,' and principals', physical and mental health. From health and well being programs to physical education, we aim to identify how students and teachers can utilise these modern developments.
- **School Business and Administration**
A leader in school business and administration provides their expert commentary to Education Matters, including how they have managed to keep track of costings and stay on budget.
- **Beyond the Classroom**
Ongoing columnists speak to Education Matters on a range of resources that enhance educational outcomes outside the classroom, including camping, playgrounds, school camps and excursions and before and after school care.
- **Independent Schooling**
The head of Independent Schools Australia highlights a contemporary issue facing their sector, providing insight to the sector on the challenges and solutions in this space.
- **Education Insight**
Education Insight provides a discussion of contemporary issues affecting the industry, highlighting how the latest products and services could offer a solution.



education matters – digital

educationmattersmag.com.au is a leading source of breaking industry information. The website is updated daily with news, policies, governance, curriculum and editorial from leading authorities, industry experts and ministerial decision makers.

All advertisers in **Education Matters Magazine** are given the opportunity to have a premium profile page in the Premium School Suppliers Directory. The Premium School Suppliers Directory has a user-friendly interface making it easy for educational professionals to search for products and services they may require for their school.

e-newsletter – The Whiteboard

Every two weeks, **Education Matters** distributes an electronic direct mail (EDM) to a growing database of over 15,000 education professionals in Primary and Secondary schools in Australia.

This newsletter keeps our readers up to date with the latest news, stories and innovations happening in the education industry. It ensures maximum interaction through **Education Matters** editorial and a beneficial advertising platform.

advertising rates

Magazine	Casual	2-3 Issues	4 Issues
Inside front cover spread	\$8,950	\$8,750	\$8,350
Double page spread	\$8,550	\$8,350	\$8,050
Early right hand page	\$5,000	\$4,800	\$4,500
Inside back cover	\$5,000	\$4,800	\$4,500
Outside back cover	\$5,250	\$5,050	\$4,750
Full page	\$4,450	\$4,250	\$4,050
Half page	\$2,950	\$2,750	\$2,550
Quarter page	\$2,250	\$2,050	\$1,850

E-Newsletter – The Whiteboard – Bi-Monthly

Banner or Tile	6 monthly	12 Monthly
	\$7,250	\$12,500

Website

Leaderboard – 6 rotating positions	min 3months	min 6months	min 12months
	\$1,250 per month	\$1,150 per month	\$1,000 per month
Tile ad – 6 rotating positions	\$850 per month	\$750 per month	\$650 per month
School suppliers directory^	NA	NA	\$7,500

^ Price includes: photo gallery, video and company profile

*prices do not include GST

contact

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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

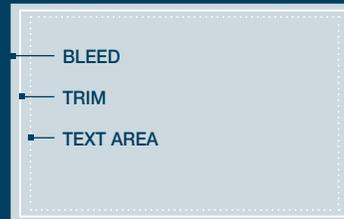
* Images and logos used on websites are not acceptable for printing purposes

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

Advertising deadlines

	Booking	Material	Published
Edu Matters: Primary	23 Feb 2017	2 Mar 2017	5 Apr 2017
Edu Matters: Secondary	30 Mar 2017	6 Apr 2017	10 May 2017
Edu Matters: Primary	19 Jul 2017	26 Jul 2017	6 Sept 2017
Edu Matters: Secondary	31 Aug 2017	7 Sept 2017	11 Oct 2017

advertising specifications



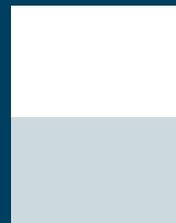
DOUBLE PAGE SPREAD

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.

