

The logo for Schoolzone is centered on a white background. It features the word "schoolzone" in a lowercase, sans-serif font, with "school" in black and "zone" in a magenta color. Below it, the phrase "educational intelligence" is written in a smaller, black, lowercase sans-serif font. The logo is framed by a decorative border of colored rectangles: a green bar at the top, a light blue square at the top right, a purple square at the bottom right, a green square at the bottom left, and a magenta square at the bottom right. Vertical bars of orange, purple, and orange are also present on the left and right sides respectively.

schoolzone  
educational intelligence

Schoolzone Media Pack  
2015 - 2016

## About Schoolzone

- As specialist providers of research and marketing in the UK's education sector, Schoolzone have attracted one of the UK's largest online education communities. We've become established as a valuable source of information for tens of thousands of UK teachers offering professional insight into new resources, strategies and education policy for those at the forefront of education.
- Schoolzone continues to work very hard to maintain strong and personal relationships with our teacher community, which can be tricky with over 80,000 teachers. For this reason, we have a dedicated community team that care exclusively for the teacher community. This level of attention has not gone unnoticed: teachers trust for us and the information that they receive from us. We only accept messaging that's targeted at teachers., so our responses rates are higher than the standard.

- *Working with Schoolzone has been **an absolute pleasure**. Their support with our advertising campaign has been **invaluable** and we hope to continue working with them.*

**Rachel Ross, Market Development Officer, YHA (England & Wales) Ltd.**

- *We used Schoolzone's email-marketing service to launch our new teaching and learning newsletter. The campaign has been a real success, which I think is testament to the quality of their database. In terms of customer service, they've been prompt, efficient and helpful throughout the process. Money well spent. It's our first time working with Schoolzone, but after such a positive experience it won't be our last.*

**Matthew Coffey, Head of Marketing, Webanywhere Ltd.**

## Why advertise with us?

- We have a genuine **commitment to teachers** offering them added value; delivering them the free services and information they need
- We are valued for our **active online community** of teachers in the UK
- We send information to **named teachers'** personal email addresses – no admin@ / school@
- We are not a mailing house. We only **send limited numbers** of valued emails to our teacher community
- We only deliver information to those teachers that have **independently requested** it
- Our registered audience is **over 80,000 teachers**
- We are in contact with the **primary and secondary** sectors
- Over **143,000 unique visits** on Schoolzone.co.uk every month

## Email-marketing (bespoke)

Teachers often tell us, in our market research, that the best way to reach them is by email, which is why our clients use it as a major part of their marketing strategies. Teachers are loyal to Schoolzone, they frequently take part in our research studies that they both enjoy and are financially rewarded for, so they take our email messages seriously - giving us unmatched potential to target those at the forefront of education.

Bespoke emails, holding your message alone, can be sent to our profiled active readership of named school teachers. What's more, with over 15 years of marketing and mailing campaign experience, we are happy to offer you any advice on how to get the most out of yours.

We will build your mailer for you, test it, and provide full campaign reports scheduled for when you want them, which includes open and response details, we will even re-send the email for you to those who don't open first time round!

## Educational Intelligence

### Segmentation

Target any segment of the community to meet your requirements. Send to sub-sections based upon the most detailed segmentation you can imagine – both teachers' individual profile and their schools' profile – by performance, Ofsted rating, funding, spending, deprivation – over 500 fields in our EI service

### Understand your customers

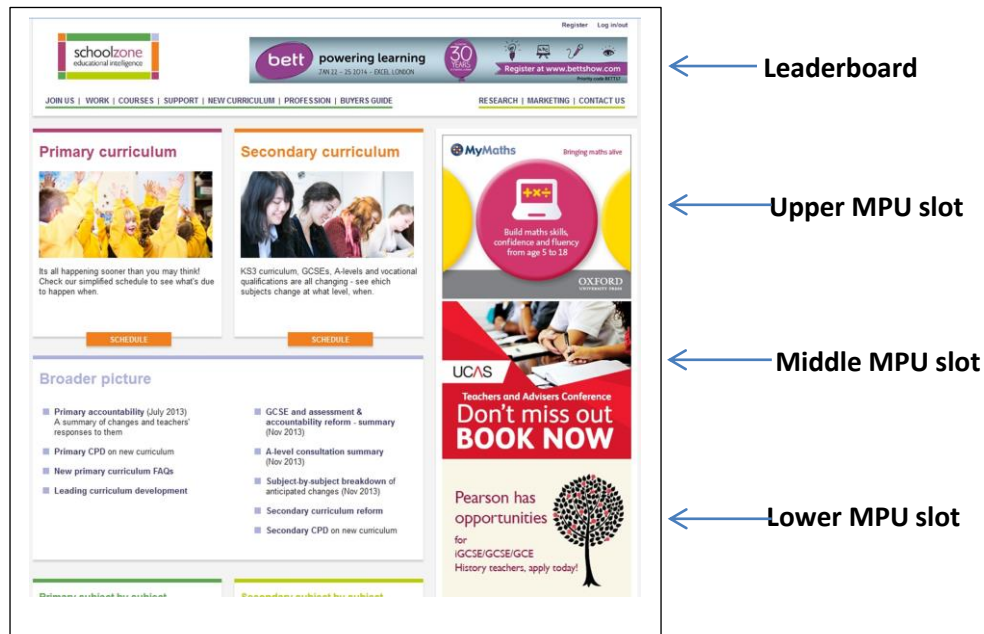
You can do even more with EI, by applying it to respondents' profiles – we know more about the schools to which our teachers belong than they do themselves – so we know exactly to what kind of schools your marketing messages appeal.

We can apply this to your **actual customers**, too – it's a unique and highly specialised service, offering far more better market intelligence than you can find anywhere.

## Web advertising

With over 143,000 impressions on Schoolzone.co.uk every month, you are certain to get your advert in front of a large audience - an ideal way to communicate with teachers via a site they **like and trust**.

Feature your banner on Schoolzone's website, so that our teaching community see content **wherever** they are on the website.



The screenshot shows the Schoolzone website layout with the following advertising slots identified:

- Leaderboard:** Located at the top of the page, featuring a banner for 'bett powering learning' with a '30 years' anniversary logo and a 'Register at www.bettshow.com' call to action.
- Upper MPU slot:** A large rectangular slot on the right side of the page, currently displaying a 'MyMaths' advertisement with the text 'Bring maths alive' and 'Build maths skills, confidence and fluency from age 5 to 18'.
- Middle MPU slot:** A rectangular slot on the right side, below the MyMaths ad, displaying a 'UCAS Teachers and Advisers Conference' advertisement with the text 'Don't miss out BOOK NOW'.
- Lower MPU slot:** A rectangular slot at the bottom right of the page, displaying a 'Pearson has opportunities' advertisement for 'iGCSE/GCSE/GCE' with the text 'History teachers, apply today!'.

## Rates & Specifications: Email-marketing

### Editorial Specs:

HTML file or Word document

### Graphic Specs:

Gif / jpg format

### Setup costs:

Word documents / images / links: £300

HTML file: £125

### Email Rates:

- Up to 2,500 recipients - £500
- 2,500 – 5,000 recipients - £750
- 5,000 – 10,000 recipients - £1000
- 10,000 – 20,000 recipients - £1,500
- 20,000 – 75,000 recipients – £2,000

### We offer discounts for bulk email bookings

- 3+ Email bookings – 10% off total order
- 6+ Email bookings – 15% off total order
- 9+ email bookings - 20% off total order
- 12+ Email bookings – 25% off total order

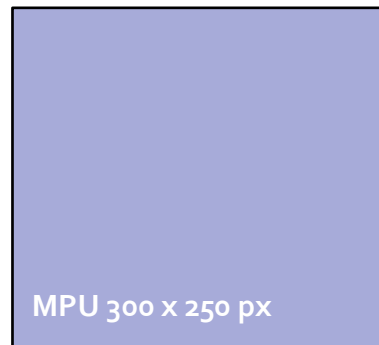
## Rates & Specifications: Web-advertising

### Graphic Specs:

- Any file type
- Animated / static
- Any resolution

### Rates per month's tenancy:

- Leaderboard - £975
- MPU - £950
- Double MPU - £1850



## Schoolzone teacher counts

Subject	Total	Primary	Secondary
Art and Design	2382	1053	1248
Biology	1503	224	1071
Business Studies	790	70	529
Chemistry	1205	151	905
D&T	1822	383	1333
English	11117	4660	6326
French	2008	466	1509
Geography	3652	892	2717
German	767	83	647
History	2968	1238	1699
ICT	2847	1592	1229
Maths	8365	4004	4554
MFL	1083	474	570
Music	1240	754	468
PE	1809	957	906
Physics	959	87	771
RE	1365	645	764
Science	4818	1850	3033
Spanish	1013	160	881
SEN	1466	1039	642

Job Position	Total	Primary	Secondary
Head Teacher	1668	1076	860
Deputy Teacher	4088	1106	2709
Head of Department	15335	2434	11239
Head of Year	12636	1857	9249
Head of ICT	1484	974	448
Classroom Teacher	38281	15831	20838
	<b>Total</b>	<b>Primary</b>	<b>Secondary</b>
	75,369	25,876	43,849

## Many more options

Our Educational Intelligence service maps our registered users to their schools and so to over of 500 additional profiling fields.

Please ask us if you have any special requirements.





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## Contact

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