



*The Independent*  
**Schools** *Magazine*

read by decision-makers

GOVERNORS • HEADS • BURSARS • DEPARTMENTAL MANAGERS

# Media Information

## 2007/08

Introduction

Editorial Content

Distribution - Printed & Internet

Advertisement Opportunities & Rates

Contacts

**NEWS • OPINIONS • IDEAS & INFLUENCES**

*in the independent education sector*



# *Introduction*



The Independent Schools Magazine publishes monthly from October 2007.

It is aimed at decision-makers and opinion-formers throughout the independent education sector. It is a mix of news, opinions, ideas and information of interest to professionals in the field.



A complimentary copy of The Independent Schools Magazine is mailed personally to named individuals in almost every independent school in the UK; further copies are provided by request subscription; and every issue is available on a dedicated website complete with useful links.

The Independent Schools Magazine is produced by an experienced team of editorial, publishing, and advertising specialists. It is printed on high-quality recycled paper and is full colour throughout.

# *Editorial Content & Approach*

## *'Strength Through Truth'*

The Independent Schools Magazine is produced by experienced journalists dedicated to accuracy and relevance.

Content is guided editorially by a distinguished Editorial Board of people with a unique insight into the sector.

Editorial is targeted at both academic and business-orientated managers and includes:

- Latest Trends and Surveys
- Exclusive Interviews
- Independent Schools News
- Classroom Ideas and Initiatives
- Interesting Products and Services

The Independent Schools Magazine seeks not only to provide this compelling, readable content but also to provide a forum for the exchange of informed views and to champion the cause of independent schools amongst opinion-formers.

**The magazine welcomes contributions.**



# Distribution

## Printed Copies:

The Independent Schools Magazine has developed an up-to-date database of leading individuals in almost every independent school in the country, each of whom receives a named copy through the Royal Mail.

Additional copies are available upon requested subscription at £20 per annum (ten issues)

## Internet:

The complete copy of every issue (including back-issues) is freely available on the internet in downloadable pdf format. This version includes weblinks to selected advertisers and direct email facility to editorial and supplier contacts.

### Mailed Distribution by Region & Country:

Receiving One or More Copies:

	England	Scotland	Wales
North	270	30	15
Heart	410	50	10
South	1350	25	25

Subscription Copies and Internet Views excluded.  
Rounded to nearest 5.

# Advertisement Opportunities & Rates

The Independent Schools Magazines provides advertisers with a cost-effective way to reach decision makers in this important educational sector which consists of well over 2,000 schools serving in excess of half a million pupils.

Advertisement Rates include space in the printed magazine and on the internet version, which offers direct website links to advertisers' own websites at no extra charge.

The Independent Schools Magazine is A4 and full colour throughout.

## Full Colour Advertisement Rates:

<b>Display:</b>	Full Page	£1,100
	Half Page	£625
	Quarter Page	£375
<b>Classified:</b>	Per single column centimetre	£6
<b>Product Reviews</b>	150 words plus image	£110
<b>Company profiles</b>	Full Page 'advertorial' style	£825
<b>Leaflet Inserts</b>	Up to 10gms weight max A4	£80/k

*Other sizes available on request.*

*Volume & Agency discounts by arrangement.*

*Prices exclude VAT.*

## Advertisement Specifications:

Full Page:  
297mm H x 210mm W  
(+3mm bleed)  
272mm H x 186mm W (type area)

Half Page:  
Landscape: 133mm H x 186mm W  
Portrait: 272mm H x 90mm W

Quarter Page:  
Landscape: 63mm H x 186mm W  
Portrait: 130mm H x 90mm W

Classified:  
Column Width: 34mms

Technical Specifications for  
Artwork Supply etc upon request.



# Contact Details

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