



The Independent Schools Magazine

The professional journal for management & staff



2021
Media Pack

BOOK YOUR ADVERTISING SPACE
in the Independent Schools Magazine
T: 01242 259246 E: sean.mckeon@fellowsmedia.com





Informs. Interests. Inspires.

The Independent Schools Magazine (ISM) is read by decision makers and opinion formers throughout the UK's fee-paying independent education sector.

ISM is a mix of news, views, ideas and information of real use and interest to professionals in the field.

A complimentary copy of ISM is mailed personally to named individuals in every fee-paying independent school in the UK. Others are mailed directly to government ministers, associations, and trade bodies. Further e-copies are provided by request. Every issue is fully available to read on-line and also easily downloadable.

ISM is produced by an experienced team of editorial, advertising, and publishing specialists.

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

Richard Brown: Head, Handcross Park School, Sussex

Tory Gillingham: Managing Director of AMDIS - the Association of Marketing and Development in Independent Schools

Elisabeth Lewis-Jones: a governor of Bloxham School, Oxfordshire; 2008 President of the Chartered Institute of Public Relations and Director of Liquid Public Relations, a consultancy with expertise within the education sector

Henry Briggs: Senior Partner, HW, Chartered Accountants Birmingham and a former school Governor

Emily Roberts: Communications Officer, Independent Schools Council

Alex Beynon: Former Head of Press Relations, Independent Schools Council (ISC)

Kevin Fear: Head, Nottingham High School

Deborah Leek-Bailey OBE: Advisor to Lord Nash on Cross Sector partnerships, Director of DLB Leadership Associates Ltd., former head of Babington House School, Kent

Helen Davies: Bursar, Tormead School, Surrey

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

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

- Latest trends and surveys
- Exclusive Interviews, including the ever-popular Head 'Profile' on the centre pages
- Independent schools news
- Classroom ideas and initiatives
- Interesting products and services
- Legal, financial, educational and marketing updates

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 fee-paying independent schools amongst opinion-formers.

What advertisers say..

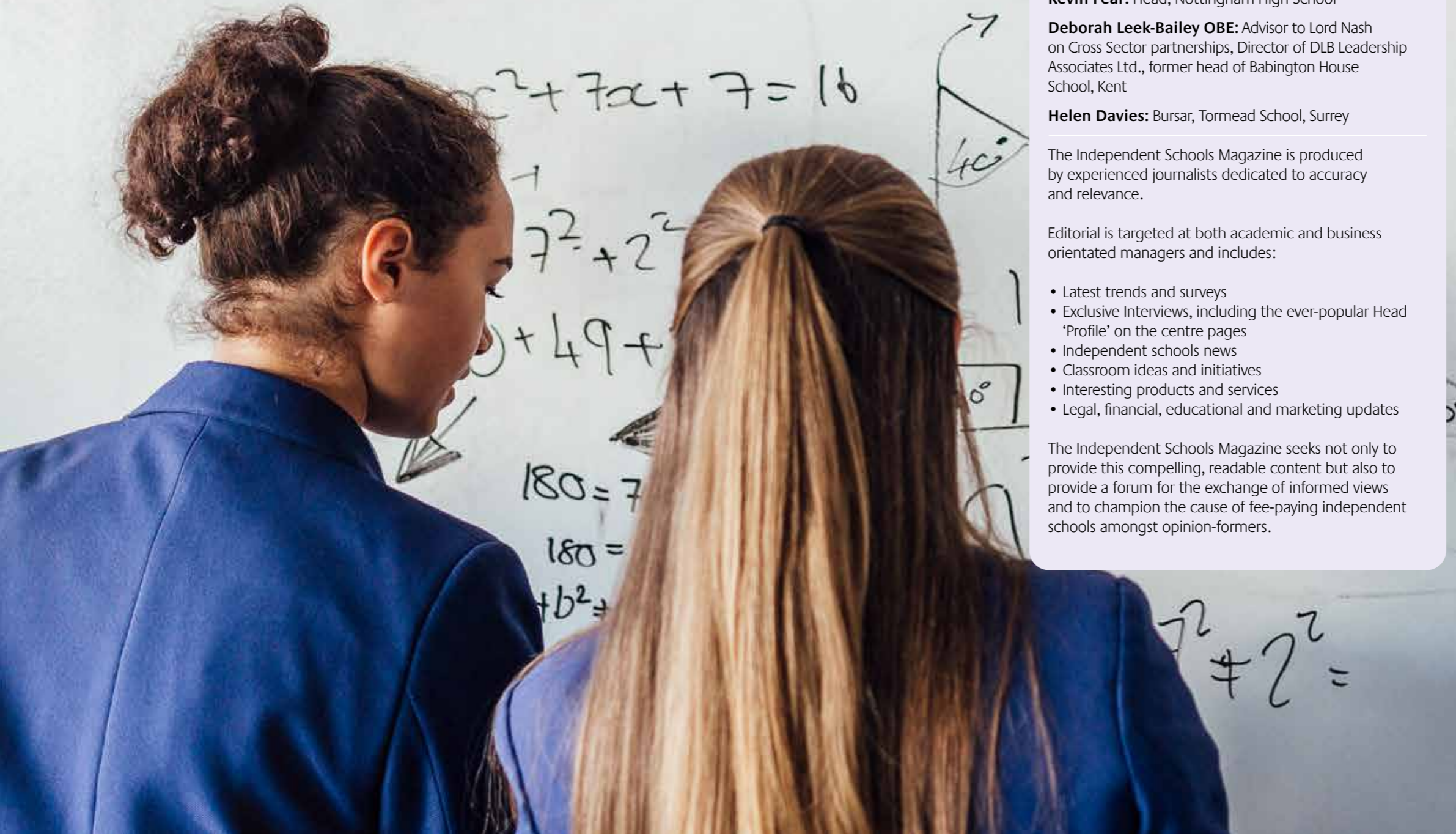
"Schoolblazer have regularly advertised in The Independent Schools Magazine over the past ten years which has helped our business grow substantially to become the leading Independent School uniform and sportswear retailer." **Clare Burrows, Business Development Manager, Schoolblazer**

"Many journals cover education, but as a PR company looking for targeted promotion, Independent Schools Magazine excels in its field. It has a clearly defined readership and contains well-researched, topical and current articles, which lend the right backdrop for advertising and promotional activity within its pages." **Charmian Robson, ABR Publicity**

"The education market is important for Harlequin Floors and we advertise with Independent Schools Magazine to address our target audiences in the independent sector. Independent Schools Magazine is a high quality publication that continues to offer strong editorial content of interest to the readership. We appreciate the high level of professional support we receive from the title's editorial and advertising team." **Mark Rasmussen, Group Marketing Manager, Harlequin Floors**

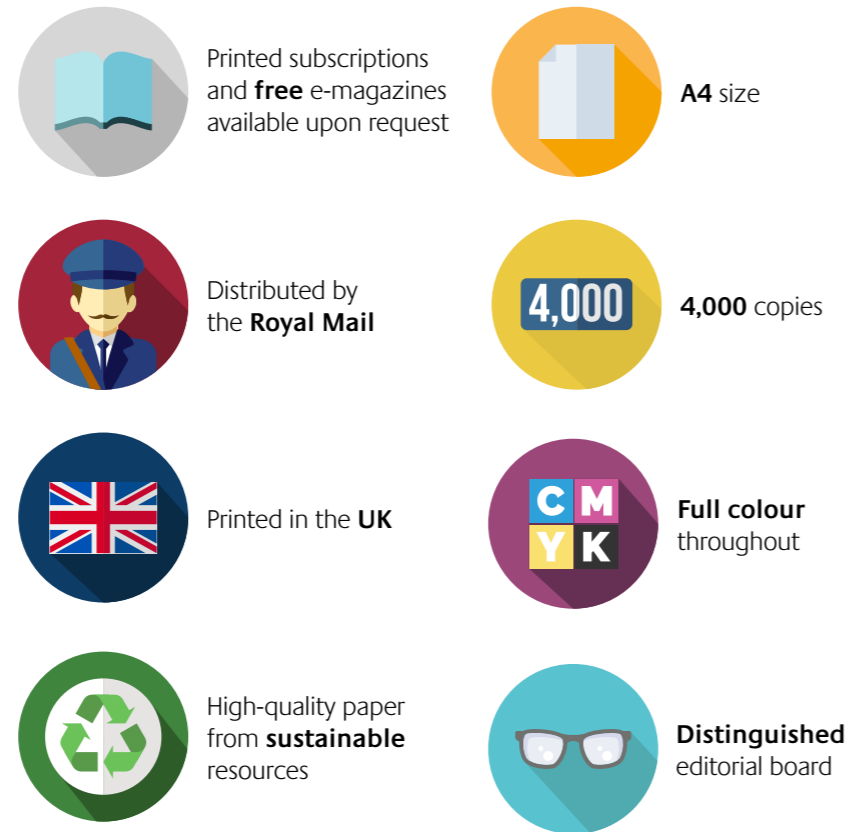
"Marathon has found The Independent Schools Magazine to be a great platform from which to direct our marketing activity, reaching a wide selection of our target market and consistently communicating our message via advertising campaigns and focused editorials. It is always a pleasure talking to the team and the service we receive is always friendly and professional." **Jemima Ditum, Marketing & Media Manager, Marathon School Supplies Ltd**

"Independent Schools Magazine is an important element in our media mix and remains a useful window into the offices of independent school decision makers." **Jon Elson, Account Director, Media Managers Ltd (agency for CIE)**

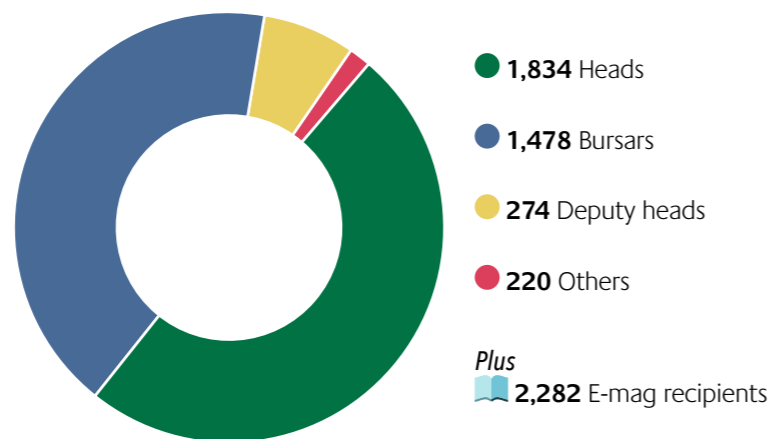




At-a-glance facts



October 2020 Distribution breakdown



The magazine is now wrapped in eco-friendly paper.

Advertorial features schedule Jan – Dec 2021

Music, drama, dance – special feature every issue

Advertisers are invited to submit editorial to complement their advertisements in these advertorial features.

January 2021

Marketing Attracting new pupils – how best to go about it.
Administration & Management IT software packages designed to support school office functions.
COVID-19 Latest updates and guidelines

February 2021

Transport Contract Hire, leasing, outright purchase signwriting. 'Green' conversions. Safety.
Modular Buildings Exploring the increasingly attractive option – cost-effective and convenient.
School Fees & Finance The Range of specialist advice and services tailored for independent schools.
COVID-19 Latest updates and guidelines

March 2021

Insurance Cover for staff and pupils. Insuring buildings and equipment.
Special Needs Latest products and services.
Field Studies Outdoor centres and facilities.
Outdoor Learning Stimulate and educate – includes the best in outdoor school equipment.

April 2021

Educational trips The best service and outcomes for schools and pupils.
Catering In-house or contract, what's best? Equipment and service providers.
Sports & Equipment Activities, equipment, facilities. Playing fields. Gymnasium and fitness equipment.
ICT The latest available.
Design and Technology Our second look at this topic
Marketing Branding. New media. Using external consultants. Market & parent research.
Legal Services for independent schools from specialists.

May 2021

Flooring Practical, safe, hard-wearing affordable floorings.
'Going Green': A look at buildings and facilities management inside and outside, with special emphasis on 'green'. Solar and woodchip heating options.
Library Administration systems, library furniture, book supplies, security, signage.
School buildings Creating the right learning environment.

June/July 2021

Marketing Attracting new pupils – how best to go about it.
Off-site construction Who offers the best service and range?
Administration and Management IT Software packages designed to support school office functions, associated hardware providers and servicing, data and access security.
School fees The best options for planning, paying or protecting school fees.
Finance and Insurance The range of specialist advice and services tailored for the independent sector.
Sports Another look at this important subject.
Schoolwear Create the right school image, with the best quality and service.

September 2021

School Trip Covering types of trips, planning tips, practical advice & insurance.
Administration & Management IT software packages designed to support school office functions.
Sports Winter sports facilities, equipment centres & indoor gymnasium equipment.

October 2021

Catering In House or Contract, what's best? Looking at suitable equipment & service providers- including an overview of nutrition for pupils.
Drama/Theatre Suppliers Looking at theatrical equipment, stage kits, flooring, products & ticketing systems for large scale productions
Access & Special Needs Latest products and services.

November/December 2021

Estate Management Building purchase & ground maintenance.
Construction Who offers the best service, range & creation of innovative learning environments?
Insurance Cover for staff, pupils, buildings & equipment.
Utility & Heating Helpful tips to manage costs.

Advertising and promotional opportunities

- Market leader for the independent school sector
- Up to 72-pages packed with news and information
- Read by decision makers – heads, governors, bursars, senior staff – in every mainstream UK fee-paying independent school
- Up-to-date mailing via Royal Mail to named individuals, carefully revised every year
- E-mag free subscriptions
- Honest, verifiable distribution
- Available on-line with links to advertisers' own websites
- Informative advertorial features and company profiles

Service and support from industry professionals

- Help and advice from experienced sales and editorial staff
- Honest distribution of the printed magazine
- Online links to advertisers own websites
- Cost effective advertisement and leaflet rates
- Complimentary artwork and design service

Advertisement rates & data

Full colour advertisement rates:

Display:

Full page	£1,600
Half	£895
Quarter	£550

Classified:

(Per scc)	£8
-----------	----

Product reviews:

(150 words plus image)	£135
------------------------	------

Company profiles:

(full page advertorial style)	£925
-------------------------------	------

Leaflet inserts:

(to 10gms weight max A4) (per thousand)	£105
--	------

Other sizes available upon request
Volume and Agency discounts available
Prices exclude VAT
Prices subject to change without notice

Full colour advertisement sizes (in mm)

Display:

	Trim size	Type area	Bleed
Full page	297x210	277x190	300x213
Half landscape	135x190	-	-
Half portrait	277x90	-	-
Quarter landscape	65x190	-	-
Quarter portrait	135x90	-	-

Classified:

Column width	34mm
--------------	------

Full colour artwork supply

Artwork should be supplied in PDF high resolution 300 dpi cmyk format with fonts embedded.

See www.pass4press.com for details.

For further guidance please email studio@independentschoolsmagazine.co.uk



The Independent
Schools Magazine



Digital Opportunities



The Digi-ad package offers:

- A mini-ad on the inside back cover of the printed magazine, with weblink.
- The same mini-ad and weblink featured on the e-alert which goes out each issue to e-subscribers advising that the new edition is now available online.
- The same mini-ad and weblink featured on the Current Issue page of the ISM website.

Banner size **700 x 100px** Rate - **£195 + VAT**



2021 Ad Schedule Deadlines (subject to change)

	Ad sales	Ad copy	Digital magazine	Printed magazine
Spring Term				
Jan	Jan 6	Jan 8	Generally published mid-month	Generally published mid-month
Feb	Feb 10	Feb 12		
Mar	Mar 3	Mar 5		
Summer Term				
Apr	Apr 7	Apr 9	Generally published mid-month	Generally published mid-month
May	May 5	May 7		
Jun/Jul	June 9	June 11		
Autumn Term				
Sep	Sep 8	Sep 10	Generally published mid-month	Generally published mid-month
Oct	Oct 6	Oct 8		
Nov/Dec	Nov 10	Nov 12		

Please send copy to e-mail: studio@independentschoolsmagazine.co.uk