

Gazette Focus Media Kit 2017



OVERVIEW

The *Education Gazette Focus* provides an excellent vehicle for teachers, educators, researchers and trainers to discuss issues relevant to early childhood and school education. In addition, training providers can use the Focus to inform educators about their courses and opportunities for professional development.

CIRCULATION AND READERSHIP

Focus is delivered as part of the *Education Gazette* (17,000 circulation) free to all schools in New Zealand, as well as early childhood centres, kindergartens, kohanga reo, tertiary institutions and Ministry agencies.

FACTS AT A GLANCE

- Stapled into the middle of *Education Gazette*.
- Independent of *Education Gazette*.



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Explore our 2017 themed issues

Professional Development



Teachers – from early childhood centres to secondary schools – know that professional development lies at the heart of education. They need to access PD information: from one-off short courses to postgraduate qualifications to

whole-school transformations. The Gazette PD Focus helps schools, centres and teachers make decisions about what PD they choose.

Published: January, May, July and October

Curriculum Support



Whether it is the fundamentals like maths, science, and English, or more specialised subjects, the curriculum is the core of education. This Focus covers everything to do with the delivery of curriculum subjects in the classroom.

Previous Curriculum Support issues have explored maths and sciences, the arts, languages and literacy, and social sciences, but any curriculum-specific resource could be covered.

Published: February, June, August and November

Health and Wellbeing



With our children's increasingly sedentary lifestyles, physical fitness, sport, and nutrition are very important. The Gazette Health and Wellbeing Focus has all the information teachers

and principals need to run informed, relevant programmes in schools and early childhood centres.

Published: March and November

School Support and Procurement



This useful Focus presents your company, products and services in all non-curriculum areas essential to keep a school running. From student management and accounting systems to school furniture, your presence in this Focus

helps boards, support staff and decision-makers from early childhood to senior school select the solutions they need.

Published: September

Early Childhood



Early childhood education (ECE) is the first step into formal education. This Gazette Focus examines the issues facing this integral part of the sector, covering everything ECE-related, from learning resources, ICT, e-learning, procurement, and

professional development, through to student behaviour and teaching models. Don't miss the opportunity to reach over 4,000 early childhood centres.

Published: May and September

Innovative Learning



The definition of innovative is 'featuring new methods; advanced and original' and an innovative learning environment is the complete physical, social and pedagogical context in which learning is intended to occur.

This Gazette Focus will encompass topics in modern learning environments and practice, while recognising that at its heart, 'innovate learning' is about student-centred, flexible practice.

Published: October

2017 FOCUS DATES AND DEADLINES

Issue	Booking Deadline	Advertising material deadline by 4pm	Publication date
Professional Development			
Issue 1	18 January	19 January	30 January
Issue 2	17 May	18 May	29 May
Issue 3	12 July	13 July	24 July
Issue 4	18 October	19 October	30 October
Curriculum Support			
Issue 1	15 February	16 February	27 February
Issue 2	14 June	15 June	26 June
Issue 3	16 August	17 August	28 August
Issue 4	1 November	2 November	13 November
Health and Wellbeing			
Issue 1	15 March	16 March	27 March
Issue 2	15 November	16 November	27 November
School Support and Procurement			
Issue 1	30 August	31 August	11 September
Early Childhood			
Issue 1	19 April	20 April	1 May
Issue 2	13 September	14 September	25 September
Innovative Learning			
Issue 1	4 October	5 October	16 October

DISPLAY ADVERTISING RATES

Ad sizes	Dimensions in millimeters	Price – colour	Price – B&W
Cover positions – full page	210 (w) x 297 (h)	\$4,245	n/a
Full page A4	210 (w) x 297 (h) + 5mm bleed each side	\$4,140	\$3,640
Half page – vertical	92 (w) x 280 (h)	\$2,590	\$2,090
Half page – horizontal	190 (w) x 140 (h)	\$2,590	\$2,090
Quarter page	92 (w) x 140 (h)	\$1,660	\$1,160
Third of a page	190 (w) x 90 (h)	\$1,860	\$1,360
Banner ad	190 (w) x 70 (h)	\$1,450	\$950
Eighth page	92 (w) x 70 (h)	\$1,090	\$590
Product news listing	70 (w) x 70 (h)	\$360	n/a