

EDUCATION REVIEW

EDUCATIONREVIEW.CO.NZ

Unfettered analysis of the issues concerning the early childhood, primary, secondary and tertiary education sectors

Website statistics

- 124,770 unique page views
- 79,241 users
- 100,897 website visits per year

2018 MEDIA KIT

NZME.
EDUCATIONAL MEDIA



NZME Educational Media is all about niche audiences: New Zealand audiences who want a sector-specific perspective on what's going on locally, as well as globally, with a window to what's coming next. NZME Educational Media is New Zealand's leading education and health multi-platform publisher, producing more than 53 publications annually. Every year we write and sub more than one million words across 2,600 pages, maintain and update six industry websites, manage more than 100,000 active subscribers, and create and send more than 150 EDMs.

We are passionate about publishing, and have proven competencies in print management, commercial content, website development and management and project management. We work with a variety of education, health and government organisations to produce magazines, websites, prospectuses, annual reports, strategic plans, newsletters and various promotional items.

EducationReview.co.nz is the leading reputable and independent website for New Zealand educators

Unfettered analysis of the issues concerning the early childhood, primary, secondary and tertiary education sectors.

Education Review takes both a navel-gazing and big-picture approach to discussing education issues. Whether it's scrutinising pedagogical practices or analysing how the next global edtech innovations will work in Kiwi classrooms, we aim to hit the mark for our educators.

Education Review's website delivers value-added digital content to our readers, including related resources, video content, suggested further reading, and a forum to ask questions, share experiences and engage in discussion.

Find out more

Editorial

 editor@educationreview.co.nz

 07 542 3013 / 021 02759357

Advertising

 charles.ogilvie-lee@nzme-ed.co.nz

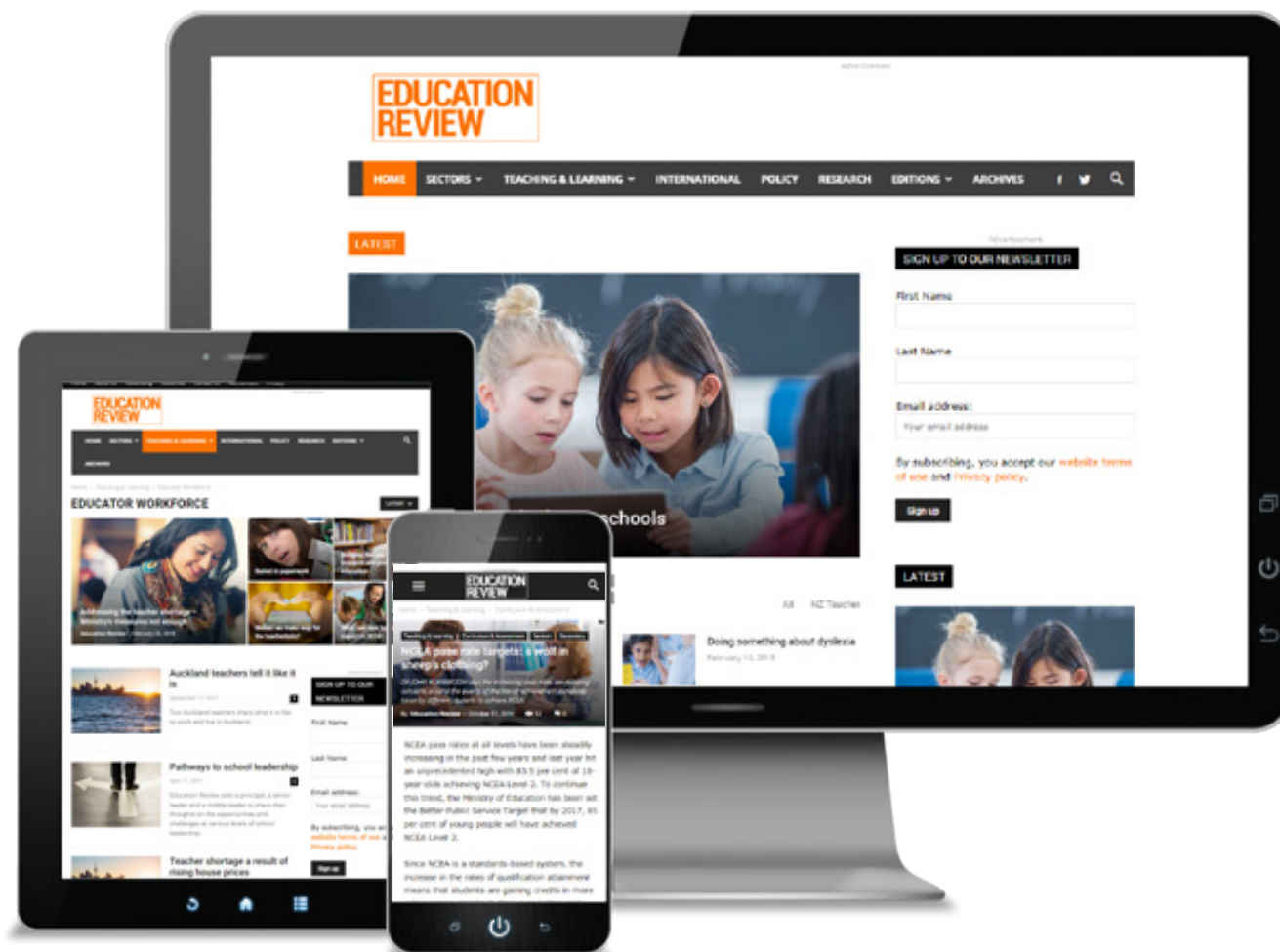
 04 915 9794 / 021 226 6225

 [@EdReviewNZ](https://twitter.com/EdReviewNZ)

 [/EdCentralNZ](https://www.facebook.com/EdCentralNZ)

 [educationreview.co.nz](https://www.educationreview.co.nz)

2017 digital statistics*



124,770 unique
page views

79,241 users

Average time spent
on page: 02:31


100,897 website
visits per year

*1 January to 1 November 2017

Find out more

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Digital advertising specifications



Website display advertising

| Advertisement type | Dimensions | 1 Week | 1 Month | 3 Months |
|------------------------------------|---------------------|---------|---------|----------|
| Top banner (1) | 728px(w) x 90px(h) | \$650 | \$1,750 | \$3,000 |
| Body banner (homepage only) (2) | 728px(w) x 90px(h) | \$650 | \$1,750 | \$3,000 |
| Sidebar skyscraper (3) | 300px(w) x 600px(h) | \$800 | \$2,000 | \$3,500 |
| Sidebar MREC (4) | 300px(w) x 250px(h) | \$650 | \$1,750 | \$3,000 |
| Skins/side panels (5) | 160px(w) x 900px(h) | \$1,200 | \$3,840 | \$9,360 |
| MREC in article | 300px(w) x 250px(h) | \$650 | \$1,750 | \$3,000 |
| Banner above or below post content | 728px(w) x 90px(h) | \$650 | \$1,750 | \$3,000 |
| Pop-up advert | | \$1,500 | POI | POI |

For campaign schedules – POI



Content marketing and EDM advertising

| Advertisement type | Dimensions | Pricing |
|--|---------------------|---------|
| Leaderboard (6) | 560px(w) x 120px(h) | \$1,750 |
| Skyscraper (7) | 160px(w) x 560px(h) | \$1,500 |
| Sponsored article | | \$2,000 |
| Solus/exclusive | | \$3,000 |
| Solus/exclusive + 1 week ROS advertising | | \$3,500 |
| Solus/exclusive + 1 week ROS advertising + inclusion of article in weekly news EDM | | \$3,750 |

Supplied material

Please ensure all supplied material is either a GIF or JPG at 72dpi and in RGB mode.

For in-house design

Email your text documents with images attached.

Advert display

Three ads per location with even share display.

Rates

All rates are per placement and exclude GST. Accredited agency commission is 20 per cent.

Terms and conditions

All advertising is booked under the current terms and conditions of NZME. Educational Media | www.nzme-ed.co.nz/about.



“Congratulations on producing a detailed, thoughtful series of articles on issues facing ITE [initial teacher education]. Enjoyed the read.”

Peter Lind
Former director of the New Zealand Teachers Council

Find out more

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