Welcome

Welcome to Education Technology (ET) magazine, the trusted voice of ICT in education. We provide a platform for industry experts to voice their thoughts on the most current sector developments. Our roundtable debates have featured some of the leading lights across the sector, voicing their views on all things edtech. Our web platform, edtechnology.co.uk, is also updated every day with the latest news, in-depth features and opinion pieces, as well as previews and reviews of leading educational events.

Audience

Job titles

- SENIOR MANAGEMENT: 47%
- MANAGEMENT: 34%
- HE/FE: 35%
- PRIMARY: 26%
- SECONDARY: 41%
- OTHER: 19%

It’s been a real pleasure working with both Education Technology and Independent Education Today’s print publications and digital platforms. They’ve supported us in expanding our reach across the sector, helping put us in front of senior leaders in education and offering us additional exposure at key industry events.

Lisa Evans, Head of Marketing, iSAMS

In every issue

NEWS: schools, HE & FE, international, products, events, business, people, e-safety, and more

COMMENT PIECES

ROUNDTABLES AND INDEPTH FEATURES

EVENT PREVIEWS & REVIEWS

INTERVIEWS WITH THOUGHT LEADERS

PRODUCT LAUNCHES AND BUYERS GUIDE

edtechnology.co.uk

facebook.com/edtechnology | @Educ.Technology | Education Technology

Download our podcast: The Education Station

Published by Wildfire Comms.
### Features list and deadlines

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Issue Title</th>
<th>Editorial Deadline</th>
<th>Advertising Deadline</th>
<th>Change Management</th>
<th>Real AI</th>
<th>Personalised Learning</th>
<th>Student Recruitment</th>
<th>Safety IRL</th>
<th>What You Want</th>
<th>Looking Ahead</th>
<th>Lead On</th>
<th>Edtech Strategy</th>
<th>Collaboration Station</th>
<th>Pedagogy</th>
<th>Steam in Real Life</th>
<th>Student Retainment</th>
<th>Data Cleanse</th>
<th>Student Retention</th>
<th>Back To School Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>March 2020</strong></td>
<td><strong>The Upgrade Issue</strong></td>
<td>17 January</td>
<td>24 January</td>
<td>Roundtable: How to get leaders on board with edtech.</td>
<td>So many companies claim they use AI, but what does it actually mean, and why is the term so confusing?</td>
<td>What are the most prevalent influences and why is tech at the core?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>April 2020</strong></td>
<td><strong>The Security Issue</strong></td>
<td>14 February</td>
<td>21 February</td>
<td>Roundtable: We look at technology’s role in making campuses safer.</td>
<td>What do educators want from a security solution?</td>
<td>How are we preparing graduates with the skills they need for a cybersecurity industry?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>May 2020</strong></td>
<td><strong>The Comms Issue</strong></td>
<td>13 March</td>
<td>20 March</td>
<td>Roundtable: How is tech used to improve communication with parents?</td>
<td>Stay connected and ensure security and accuracy.</td>
<td>How does tech help select the best and brightest from across the world?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>June 2020</strong></td>
<td><strong>The Policy Issue</strong></td>
<td>17 April</td>
<td>24 April</td>
<td>Roundtable: What edtech policies should we be focusing on right now?</td>
<td>With a focus on cloud and teacher workload.</td>
<td>How should industry be working with edtech policymakers to help develop the future of edtech?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>July 2020</strong></td>
<td><strong>The Steam Issue</strong></td>
<td>15 May</td>
<td>22 May</td>
<td>Roundtable: what is the next step?</td>
<td>How is edtech making waves with interdisciplinary education?</td>
<td>How is it impacting the lives and career paths of young people?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>August 2020</strong></td>
<td><strong>The Behind the Scenes Issue</strong></td>
<td>12 June</td>
<td>19 June</td>
<td>Roundtable: How can leasing rather than buying help you streamline and save money.</td>
<td>How to tidy up your data before the new academic year.</td>
<td>We look at the technological developments that help keep students on track.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>September 2020</strong></td>
<td><strong>The Back to School Issue</strong></td>
<td>17 July</td>
<td>24 July</td>
<td>Roundtable: With updated tech comes compatibility issues. How these can be overcome?</td>
<td>How can edtech help improve and drive development in literacy and numeracy?</td>
<td>How to make video really work for you this year</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Magazine facts**

- **Frequency**: 12 issues per year
- **Print circulation**: 7,500
- **Monthly readership**: 18,595
- **Events**: Distributed at over 20 key events

**Magazine rate card**

**DISPLAY**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1 ISSUE</th>
<th>SIZE</th>
<th>1 ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter page</td>
<td>£540</td>
<td>Bellyband (attached to centre spread)</td>
<td>£3,500</td>
</tr>
<tr>
<td>Third page</td>
<td>£720</td>
<td>Inside front cover</td>
<td>£2,040</td>
</tr>
<tr>
<td>Half page</td>
<td>£1,080</td>
<td>Inside back cover</td>
<td>£1,800</td>
</tr>
<tr>
<td>Full page</td>
<td>£1,500</td>
<td>Outside back cover</td>
<td>£2,040</td>
</tr>
<tr>
<td>Double page spread</td>
<td>£2,400</td>
<td>1st right-hand page</td>
<td>£1,620</td>
</tr>
</tbody>
</table>

**SPECIAL POSITIONS**

- Bellyband (attached to centre spread) £3,500
- Inside front cover £2,040
- Inside back cover £1,800
- Outside back cover £2,040
- 1st right-hand page £1,620

**FEATURE SPONSORSHIP**

- **Sponsor sandwich**
  
  (2x full page adverts either side of article, column, logo throughout article)
  
  £1,920

**Digital facts**

- **Website Users**: 33,000
- **E-Newsletter**: Fortnightly email communication to over 7,700 subscribers
- **Find us on:**
  - facebook.com/edtechnology
  - @Educ_Technology
  - Education Technology
- **Social Media**
  - Facebook: 1,532
  - Twitter: 16,000

**Digital rate card**

**WEBSITE**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super leaderboard</td>
<td>£500</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>£400</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>£700</td>
</tr>
<tr>
<td>Reskin (skyscraper &amp; Super leaderboard)</td>
<td>£1,000</td>
</tr>
<tr>
<td>Brand profile page</td>
<td>£1,500</td>
</tr>
</tbody>
</table>

**NEWSLETTER**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-newsletter sponsor button</td>
<td>£75</td>
</tr>
<tr>
<td>E-newsletter leader banner</td>
<td>£400</td>
</tr>
<tr>
<td>Solus e-shots</td>
<td>£800</td>
</tr>
</tbody>
</table>

*prices do not include VAT*
Meet the team

Genna Ash
EDITOR
genna.ash@wildfirecomms.co.uk

Lisa Pearce
ACCOUNT MANAGER
lisa.pearce@wildfirecomms.co.uk

Guy Lewis
ACCOUNT MANAGER
guy.lewis@wildfirecomms.co.uk

Damien Burnett
MARKETING MANAGER
damien.burnett@wildfirecomms.co.uk

Call us on: 0117 300 5526

Our other titles

UNIVERSITY BUSINESS
universitybusiness.co.uk

INDEPENDENT EDUCATION TODAY
ie-today.co.uk

INDEPENDENT SCHOOL SPORT
ie-today.co.uk/iss

For more information visit:
marketingtoeducation.com

edtechnology.co.uk
facebook.com/edtechnology | @Educ_Technology | Education Technology
Download our podcast: The Education Station

Published by Wildfire Comms.