



Established in 1993, TEACH Magazine is Canada's largest educational publication. Editorial content is pragmatic, hands-on, and useful to today's teachers. Topics covered in each issue are of interest to any K-12 educator, from class management to technology, professional development, and more.

TEACH Magazine also stands as an open forum for discussion while supporting teachers, good teaching, and innovation in education. Independent, TEACH Magazine is unaffiliated with any agency, government, federation, or business.

REASONS TO INVEST IN TEACH MAGAZINE



2017/18
Media Kit



Key Target: Pre-Kindergarten to Grade 12 Educators

TEACH covers issues and topics of interest from fundraising to curriculum development to the integration of technology. The content is pragmatic and hands-on.

Reaches Key Decision Makers in Schools

TEACH Magazine connects to key decision makers in schools, including Principals, Vice Principals, Librarians, Department Heads, and Teachers.

Geographical Coverage

TEACH Magazine has excellent geographical coverage across Canada (ON - 35%, QC - 17%, MB/SK - 11%, BC/YT/NT/NU - 13%, Atlantic Provinces - 11%).

Digital Reach

TEACH attracts up to 75,000 readers per month through a variety of channels: digital magazine, newsletter, and 5000+ followers on social media.

 @teachmag

 teachmag.com

 /teachmag

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TEACHMAG.COM

EDITORIAL CALENDAR



2017/18
Media Kit

ISSUE	THEME	BOOK BY	MATERIAL DUE	PUBLISHED
Sep/Oct	Back-to-School	September 19	September 26	Oct 2017
Nov/Dec	Technology & Financial Literacy	November 17	November 23	Dec 2017
Jan/Feb	Class Management	January 19	January 26	Feb 2018
Mar/Apr	Technology and Earth Day	March 21	March 28	Apr 2018
May/June	Summer Holiday	May 16	May 24	Jun 2018
Jul/Aug	Summer Activities and Back-to-School Planning	July 16	July 23	Aug 2018
Sep/Oct	Back-to-School	September 20	September 27	Oct 2018
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Editorial Calendar is subject to change.



TEACH
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TO ADVERTISE, CONTACT
Martin Seto
416-907-6562
marty.seto@reflexmediasales.com

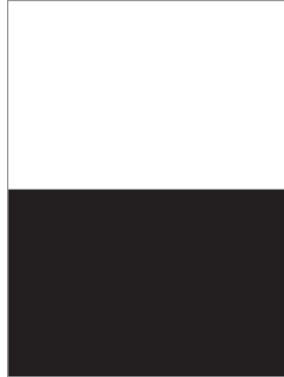


MAGAZINE CIRCULATION

**32,000 average
circulation/issue**
(print + digital issues)



Full Page



Half Page



Third Page

Digital Issue Ad Size Specifications

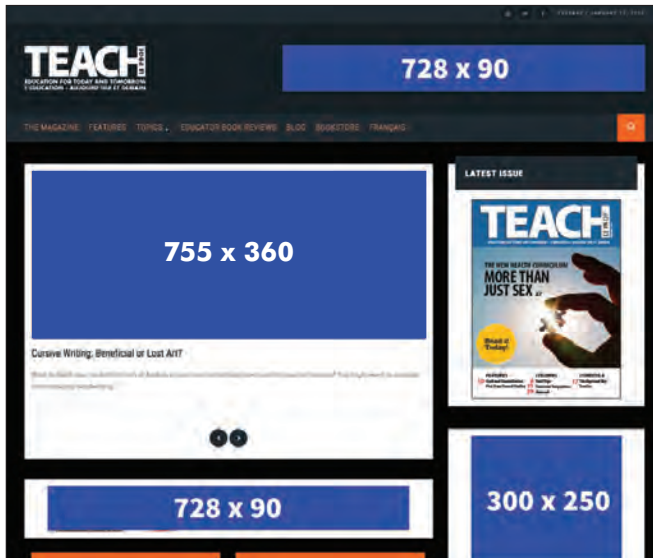
Ad	Size (w x h)
Full Page Trim Size	8.125" x 10.875"
Full Page with bleed	8.625" x 11.375"
Half Page	7.25" x 4.8785"
Third Page	2.75" x 10.875"



Material Submission

Please send material to admaterial@teachmag.com and refer to the Editorial Calendar for applicable deadlines. All magazine ads must be submitted as a PDF at 300 DPI; include outlined text no smaller than 8 pt; include trim, bleed, and crop marks. Bleeds must be a minimum of 1/8". Full bleed ads must keep all essential elements i.e. text and logos 1/4" away from the trim.

PLEASE NOTE: Advertiser and Advertising Agency are jointly and severally liable for payment. The publisher will not release advertising agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.



VISITORS

Up to 33,000
monthly ad
impressions

Rates*

Homepage blog post

Image (755 x 360) + 500 word story + URL + 2 more optional images (755 x 360)

Leaderboard

Banner (728 x 90) + URL

Big Box

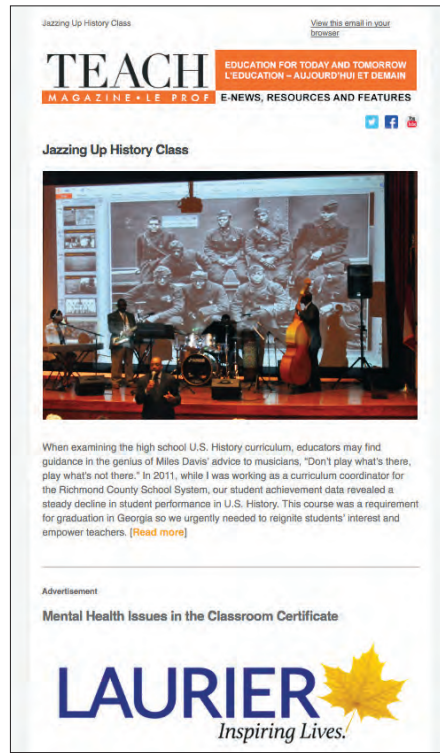
Banner (300 x 250) + URL

Website ads are sold in blocks of 20,000 impressions per month with a Run-of-Site policy. Ads can be placed in a combination or a single size. Both sizes are recommended for best results. Additional impressions can be purchased at \$35 CPM.

Material Submission and Deadlines

Please send material to admaterial@teachmag.com. Material is **due two weeks prior to scheduled launch**. Only JPG, GIF, or PNG files that are formatted for the web can be supported.

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10,000
subscribers

Newsletters available
weekly.

Rates*

Basic

Banner (565 x 100) + Image (755 x 360) + Optional logo

Sponsored

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EDUCATION FOR TODAY AND TOMORROW



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Reaches Top School Districts

Current circulation includes Florida, California, New York, Ohio, and Texas.

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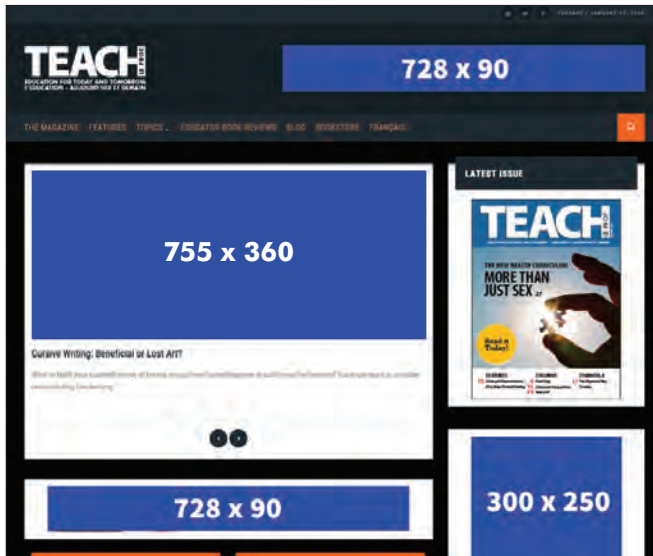
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