The Irish National Teachers’ Organisation (INTO), represents 41,500 primary school teachers and 7,500 primary and secondary teachers in Northern Ireland. The trade union, founded in 1868, is the largest representing teachers’ in Ireland. An established voice in the education sector, it is the most trusted information source for our members.
INTO membership

INTO communications reach c.51,000 potential ABC1 customers across 32 counties.

48,000 members

86% female
14% male

age range

19% 21–29
46% 30–39
35% 40–65

Connecting with teachers

How we connect with our members

print

social media

live event channels

website

weekly e-newsletters

INTO’s InTouch magazine

Based on a recent survey of every INTO member, 97% read InTouch and regularly check the INTO website.

The magazine has a circulation of 51,000,* higher than:**

- Irish Country Magazine 24,309
- Social & Personal 22,737
- Irish Tatler Magazine 23,057
- Image Interiors and Living 17,175

InTouch is the only title to target Irish primary teachers. InTouch is also available online and as an app.

INTO website (INTO.ie)

Following a comprehensive member consultation, INTO launched a new website in September 2019. The website keeps members and the public up to date with timely information, advise and reactions. In 2019 there were:

- 1,209,156 visits
- 481,810 users
- 3,684,075 pages viewed
- 3,312 visits per day on average

In excess of half a million pages were viewed on smart phones and tablets.

Additional traffic to the website is generated through links in our magazines and INTO social media.

Social Media Statistics

- Twitter: 10,500
- Facebook: 8,200
- Instagram: 1,230
- Digital Newsletter Subscribers: 31,500

* InTouch is also distributed to a special mailing list of 2,000 educational influencers.
** Source: IPA diary, and publications' websites
Advertising opportunities with INTO

**InTouch magazine**

*InTouch* magazine is INTO’s popular member magazine, read by all primary school teachers in Ireland.

- *InTouch* issues up to nine times a year.
- It is the only title to target primary teachers.
- Advertisements in *InTouch* magazine are included in our digital version.
- Each school term *InTouch* is also distributed to all members in Northern Ireland total run 58,500.

**InTouch magazine inserts**

The INTO offers you the opportunity to include promotional or educational inserts in each *InTouch* issue. An insert can be in the form of an educational poster to be used in the classroom (refer to page 6 for more information).

**E-Newsletter**

Advertising space is available in our weekly e-newsletter, distributed to a mailing list with over c.31,000 subscribers.

**Trade Exhibition at INTO Events**

Trade exhibition stands are available for purchase at INTO Conferences and at Annual Congress.
- an ideal opportunity to showcase products.
- an unparalleled market place for school suppliers.
- contract business directly with teachers.

**Sponsorship Opportunities**

- INTO welcomes sponsorship of our events.
- raise your company profile with school budget decision-makers.
- avail of additional advertising through a sponsorship package.

**INTO Merchandise**

INTO produces a wide range of merchandise throughout the year with opportunities for partnerships with advertisers.

**Diary**

Advertising space is also available in the 50,000 diaries printed and distributed to teacher and student members (north and south).
Advertisements for *InTouch* magazine

**Special features/dates**

- *InTouch* contains a lifestyle section covering: food, travel, financial advice, wellness and much more.
- A **school tours special section** is planned for the March 2020 issue.

**Copy deadlines 2019/20**

Each school term *InTouch* is also distributed to all members in Northern Ireland (7,500) total run 58,500. See dates with asterisks* below for these scheduled joint issues (N.B. dates may change).

<table>
<thead>
<tr>
<th>Issue</th>
<th>Copy deadline</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept</td>
<td>9 Aug</td>
<td>3 &amp; 5 Sept 2019</td>
</tr>
<tr>
<td>Oct</td>
<td>5 Sept</td>
<td>1 &amp; 2 Oct 2019 (NI)*</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>24 Oct</td>
<td>19 &amp; 20 Nov 2019</td>
</tr>
<tr>
<td>Jan/Feb</td>
<td>9 Jan</td>
<td>4 &amp; 5 Feb 2020 (NI)*</td>
</tr>
<tr>
<td>Mar</td>
<td>6 Feb</td>
<td>3 &amp; 4 Mar 2020</td>
</tr>
<tr>
<td>Apr</td>
<td>5 Mar</td>
<td>31 Mar &amp; 1 Apr 2020</td>
</tr>
<tr>
<td>May</td>
<td>2 Apr</td>
<td>5 &amp; 6 May 2020 (NI)*</td>
</tr>
<tr>
<td>Jun</td>
<td>7 May</td>
<td>2 &amp; 3 Jun 2020</td>
</tr>
</tbody>
</table>

**InTouch advertisement prices (ex VAT)**

Please note that all the rates below are all exclusive of VAT @ 23%.

- Double page spread
- Outside back cover
- Premium page
- Full page
- Half page
- Quarter page
- Eighth page
- Per column inch/CM

**Advertiseent specifications**

<table>
<thead>
<tr>
<th>Type areas</th>
<th>width</th>
<th>height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>179 mm</td>
<td>268 mm</td>
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<tr>
<td>Half page vertical</td>
<td>87 mm</td>
<td>268 mm</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>179 mm</td>
<td>132 mm</td>
</tr>
<tr>
<td>Quarter page</td>
<td>87 mm</td>
<td>64 mm</td>
</tr>
<tr>
<td>Eight page</td>
<td>41 mm</td>
<td>column inch/cm</td>
</tr>
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</table>

**N.B.**

- Prices are for current school year.
- Outside back cover, and pages 2, 6, 8,11 and 12 are reserved for full page, full colour advertisements.
- There is an additional 10% charge for type setting/layout by INTO.
- Terms and Conditions apply. Visit into.ie/compliance for more information or contact Mary Bird Smyth on mbird@into.ie.

**Advertisements using bleed**

Double, full and half page ads can contain elements outside type areas above. Please add bleed of 3 mm all around to these dimensions.

<table>
<thead>
<tr>
<th>Trimmed</th>
<th>width</th>
<th>height</th>
<th>(Plus bleed w x h)</th>
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</thead>
<tbody>
<tr>
<td>Double page*</td>
<td>410 mm</td>
<td>297 mm</td>
<td>416 mm 303 mm</td>
</tr>
<tr>
<td>Full page</td>
<td>210 mm</td>
<td>297 mm</td>
<td>216 mm 303 mm</td>
</tr>
<tr>
<td>Half page (horizontal)</td>
<td>210 mm</td>
<td>145 mm</td>
<td>216 mm 151 mm</td>
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<tr>
<td>Half page (vertical)</td>
<td>104 mm</td>
<td>297 mm</td>
<td>110 mm 303 mm</td>
</tr>
</tbody>
</table>

*Please supply artwork as two separate full pages.
InTouch magazine inserts

• Promotional and educational material can be distributed by insertion into each InTouch issue rather than printed as part of the magazine proper.
• When requested, inserts can be included with issues to the 700 staff representatives in Northern Ireland and our specials list.
• Please trim A4 inserts to 204mm x 291mm.
• Please trim and fold inserts larger than A4 to 204mm x 291mm.
• All inserts must be delivered to our mailing house five working days prior to the magazine posting date.

Educational inserts

• An educational insert to be used in the classroom, as well as being a single sheet, could be in the form of a booklet or an educational poster. Note that for educational inserts the content must be approved by InTouch editorial board.
• If the educational insert is a poster the minimum size is A3. However, please trim and fold to 204mm x 291mm. The weight is to be up to 35g or up to 40 to 60g. INTO, in some cases will consider other size and format options.
• INTO will undertake to meet 20% of the cost of inserting an approved poster (educational insert).
• Educational posters/inserts are limited to one per issue.

Insert rates – one per member
Please note that all the rates below are all exclusive of VAT @ 23%.
• 41,500 inserts for ROI or c. 49,000 to include N. Ireland. A further 2,000 inserts will be required if distributing to special mailing list.

<table>
<thead>
<tr>
<th>Weight</th>
<th>Republic of Ireland</th>
<th>All Ireland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 5g</td>
<td>All prices available on request. See contact details at back.</td>
<td></td>
</tr>
<tr>
<td>Up to 10g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 20g</td>
<td></td>
<td></td>
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<tr>
<td>Up to 25g</td>
<td></td>
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<tr>
<td>Up to 30g</td>
<td></td>
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<tr>
<td>Up to 35g</td>
<td></td>
<td></td>
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<tr>
<td>40g to 60g</td>
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</tbody>
</table>

Rates for educational posters/inserts

Up to 35g                      All prices available on request. See contact details at back.
40g to 60g

Insert rates – one per school
Please note that all the rates below are all exclusive of VAT @ 23%.
• 3,500 inserts for ROI or c. 7,500 to include N. Ireland.

<table>
<thead>
<tr>
<th>Weight</th>
<th>Republic of Ireland</th>
<th>All Ireland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 10g</td>
<td>All prices available on request. See contact details at back.</td>
<td></td>
</tr>
<tr>
<td>Up to 20g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 35g</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up to 50g</td>
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</tbody>
</table>

• Price includes cost of insertion, packaging and posting. Inserts will be invoiced at the actual weight as determined by the mailing company.
E-Newsletter

- Elinks in our weekly e-newsletter: €250
  Rate exclusive of VAT @ 23%.
- Supply graphics as RGB images in jpeg, png, gif, or tiff format, exported or saved for the web.
- Pixel width max 400 pixels in rgb colour and jpg format.

INTO Merchandise

INTO produces a wide range of merchandise throughout the year with opportunities for partnerships with advertisers.

Member’s diary

- Inside front & back covers double page spread: €3000.
- Pages inside diary €1,500.
Rate exclusive of VAT @ 23%.
For advertising inquiries contact:
Mary Bird Smyth
Tel: 01 804 7724
email: mbird@into.ie
ads@into.ie

For exhibitor and sponsorship information contact:
Georgina Glackin
Tel: 01 804 7745
email: gglackin@into.ie