



# Connecting with teachers

*Advertising with INTO  
INTO Media pack 2019-2020*



Irish National Teachers' Organisation  
Cumann Múinteoirí Éireann

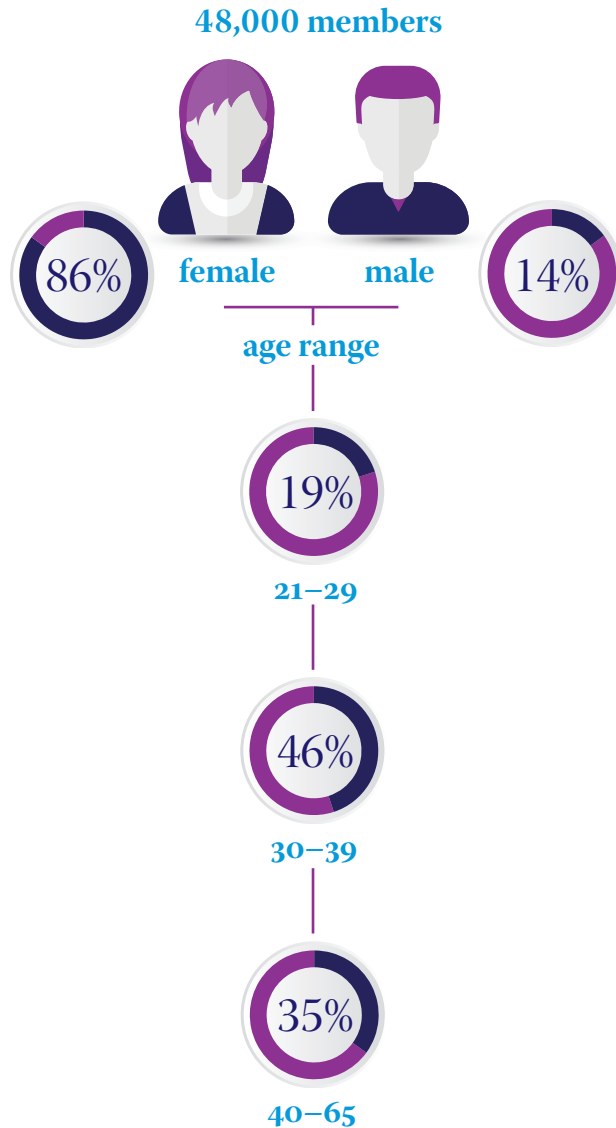
The Irish National Teachers' Organisation (INTO), represents 40,500 primary school teachers and 7,500 primary and secondary teachers in Northern Ireland.

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.

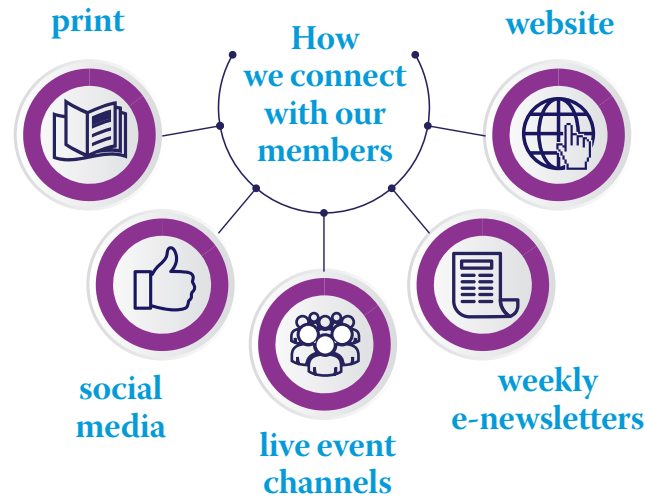


# INTO membership

INTO communications reach c.50,000 potential ABC1 customers across 32 counties.



# Connecting with teachers



## 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 50,000,\* 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.

\* *InTouch* is also distributed to a special mailing list of 2,000 educational influencers.

\*\* Source: IPA diary, and publications' websites

## 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, advice 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:	32,500

# 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 57,500.

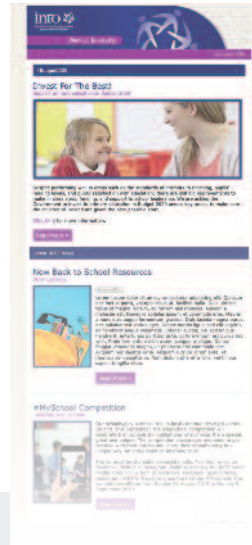


## InTouch magazine inserts

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.32,500 subscribers.



## 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).

## 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.



# 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 57,500. See dates with asterisks\* below for these scheduled joint issues (N.B. dates may change).

Issue	Copy deadline	Publication
Sept	9 Aug	3 & 5 Sept 2019
Oct	5 Sept	1 & 2 Oct 2019 (NI)*
Nov/Dec	24 Oct	19 & 20 Nov 2019
Jan/Feb	9 Jan	4 & 5 Feb 2020 (NI)*
Mar	6 Feb	3 & 4 Mar 2020
Apr	5 Mar	31 Mar & 1 Apr 2020
May	2 Apr	5 & 6 May 2020 (NI)*
Jun	7 May	2 & 3 Jun 2020

## *InTouch* advertisement prices (ex VAT)

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

- Double page spread      All prices available on request.
- Outside back cover      See contact details at back.
- Premium page
- Full page
- Half page
- Quarter page
- Eighth page
- Per column inch/CM

### 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](http://into.ie/compliance) for more information or contact Mary Bird Smyth on [mbird@into.ie](mailto:mbird@into.ie).

## Advertisement specifications

Type areas	width	height
Full page	179 mm	268 mm
Half page vertical	87 mm	268 mm
Half page horizontal	179 mm	132 mm
Quarter page	87 mm	132 mm
Eight page	87 mm	64 mm
Per column	41mm	column inch/cm

*Type should be at least five points from edge of these areas.*

## 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.

Trimmed	width	height	(Plus bleed w x h)	
Double page*	410 mm	297 mm	416 mm	303 mm
Full page	210 mm	297 mm	216 mm	303 mm
Half page (horizontal)	210 mm	145 mm	216 mm	151 mm
Half page (vertical)	104 mm	297 mm	110 mm	303 mm

\* 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%.

- 40,500 inserts for ROI or c.48,000 to include N. Ireland. A further 2,000 inserts will be required if distributing to special mailing list.

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

### 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.

<b>Weight</b>	<b>Republic of Ireland</b>	<b>All Ireland</b>
Up to 10g	All prices available on request. See contact details at back.	
Up to 20g		
Up to 35g		
Up to 50g		
	<ul style="list-style-type: none"> <li>• Price includes cost of insertion, packaging and posting. Inserts will be invoiced at the actual weight as determined by the mailing company.</li> </ul>	

## 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 145 max.

## 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](mailto:mbird@into.ie)

[ads@into.ie](mailto:ads@into.ie)

For exhibitor and  
sponsorship information  
contact:

Georgina Glackin

Tel: 01 8047745

email: [gglackin@into.ie](mailto:gglackin@into.ie)



Irish National Teachers' Organisation  
Cumann Múinteoirí Éireann

**Head Office**

Vere Foster House

35 Parnell Square

Dublin 1

D01 ET35

**Ard Oifig**

Áras Vere Foster

35 Cearnóg Parnell

Baile Átha Cliath 1

D01 ET35

Phone/Fón: 01 804 7700

Fax: 01 872 2462

Email: [ads@into.ie](mailto:ads@into.ie)

Web: [www.into.ie](http://www.into.ie)

