

# Connect with teachers

*Advertising with INTO  
Media Pack 2021–2022*



Irish National Teachers' Organisation  
Cumann Múinteoirí Éireann





The Irish National Teachers' Organisation (INTO), represents 42,370 primary school teachers and 6,980 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.

49,350 members



female

male



age range



21-29



30-39



40-65



# Connect with teachers

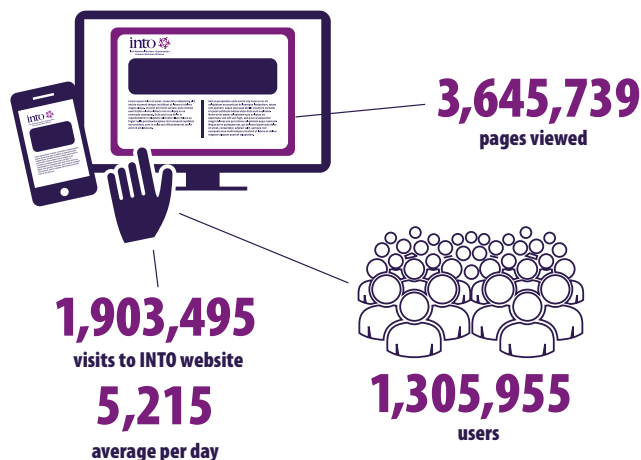


In addition to traditional print media the INTO has invested in and scaled up our digital offering to members, launching a new member-first website, creating professional and engaging content for social media and ensuring our member emails are more accessible.

## INTO website (INTO.ie)



Following a comprehensive member consultation, the INTO launched a website in September 2019. The INTO's website is a one-stop-shop for members in both the Republic of Ireland and Northern Ireland and considered to be the leading first point of contact or primary education stakeholders. From June 2020 to May 2021 there were:



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

## Social Media Statistics

	Twitter:	18,100
	Facebook:	14,245
	Instagram:	3,400
	Digital Newsletter Subscribers:	45,000

## INTO's *InTouch* magazine



*InTouch*, published in print and digital formats is the only title to target Irish primary teachers. Based on a recent survey of every INTO member, 94% read *InTouch* and regularly check the INTO website. The magazine has a circulation of 51,000\*, which is higher than the following publications:\*\*

- Cara 40,000
- Social & Personal 22,908
- Irish Tatler Magazine 21,056
- Image Interiors and Living 17,175

\**InTouch* is also distributed to a special mailing list of 1,100 educational influencers, education stakeholders, media and politicians.

\*\* Source: medialive.ie website

## *InTouch* magazine – digital version



*InTouch* is also now published in interactive digital format via our website. It is promoted to members via e-mail (with links to the magazine) and a social media campaign.

*InTouch* digital version is available on our website. Statistics for *InTouch* digital from Sept 2020 to July 2021 include:

- up to 16,250 visits to digital *InTouch* at <https://intouch.into.ie>
- *InTouch* pages were viewed up to 435,170 times
- ad pages were viewed up to 87,000 times in the digital *InTouch* version.

# 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 seven times a year.
- It is the only title to target primary teachers.
- Each school year at least three issues of *InTouch* are distributed to all members in Northern Ireland total print run 51,000.

## 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).



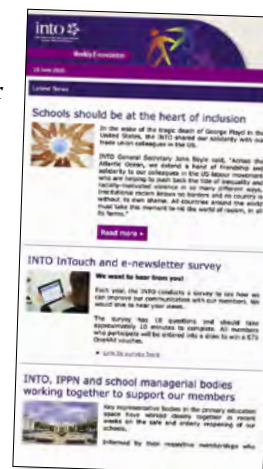
## E-Newsletter

Advertising space is available in our weekly e-newsletter, distributed to a mailing list with over c.45,000 subscribers.

## Survey Results

Based on our 2021 survey of all INTO members:

- 94% read *InTouch* and are happy with layout and content
- 94% regularly check the INTO website and find it user-friendly and easy to navigate
- 98% read our weekly e-newsletter and are happy with layout and content.



## 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 our 2022/23 member's diary. Some 52,500 diaries are printed and distributed to teacher and student members (north and south) every year in June.



## 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

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

Due to the COVID-19 pandemic and restrictions on large scale events, the INTO welcomes expressions of interest from advertising partners in respect of sponsorship for online events.



# Advertisements for *InTouch* magazine

## Special features/dates

- InTouch* covers a broad range of topics including lifestyle, lesson ideas, financial advice, wellness and much more.
- A **school tours special** is planned for the **March/April 2022** issue.

## Copy deadlines 2021/22

Each school term, *InTouch* is distributed to all members in Northern Ireland (6,980) with a total print run 51,000. See dates with asterisks\* below for these scheduled joint issues (N.B. dates may change).

Issue	Copy deadline	Publication
Sept	6 Aug	31 Aug - 1 Sept 2021
Oct	10 Sept	5 - 6 Oct 2021 (+Northern Ireland*)
Nov/Dec	22 Oct	16 - 17 Nov 2021
Jan/Feb	14 Jan	8 - 9 Feb 2022 (+Northern Ireland*)
Mar/Apr	11 Mar	5 - 6 April 2022
May	8 Apr	3 - 4 May 2022 (Congress +NI*)
Jun	6 May	31 May - 1 Jun 2022

## *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

### Print/digital

Please contact  
[mdrury@into.ie](mailto:mdrury@into.ie)  
for information  
on pricing

### N.B.

- Prices are for the current school year.
- Outside back cover, and pages 2, 6, 8,11 and 12 are reserved for full page advertisements.
- There is an additional 10% charge for typesetting/layout.
- Terms and conditions available from Mandy Drury at [mdrury@into.ie](mailto:mdrury@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
Eighth page	87 mm	64 mm
Per column	41 mm	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 (education stakeholders, media and politicians).
- 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. To be considered as an educational insert the content must be approved by the *InTouch* editorial team.
- 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.
- The 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 all the rates below are all exclusive of VAT @ 23%.

- 43,000 inserts for ROI or c.51,000 to include N. Ireland. A further 1,100 inserts will be required if distributing to special mailing list.

Weight	Republic of Ireland	All Ireland
Up to 5g	Please contact <a href="mailto:mdrury@into.ie">mdrury@into.ie</a> for information on pricing	
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	Please contact <a href="mailto:mdrury@into.ie">mdrury@into.ie</a> for information on pricing
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.

Weight	Republic of Ireland	All Ireland
Up to 10g	Please contact <a href="mailto:mdrury@into.ie">mdrury@into.ie</a> for information on pricing	
Up to 20g		
Up to 35g		
Up to 50g		

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



## E-Newsletter

- Sponsored e-links in our weekly e-newsletter: €250  
Rate exclusive of VAT @ 9%.
- 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: €3,000.
- Pages inside diary €1,500.

Rate exclusive of VAT @ 23%.





For advertising inquiries  
contact:

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For exhibitor and  
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Irish National Teachers' Organisation  
Cumann Múinteoirí Éireann

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