

**The quarterly magazine for members of the Australian Education Union.**

**Reaching over 120,000 influencers and decision makers every issue.**

”

2017

ISSUE 81 \$5.50

# Australian Educator

## Skills & knowledge

Free global resources for teachers

## School autonomy

Proof it's not delivering on its promises

## Global resources

Free knowledge and skills for teachers

## Favourite apps

Learning beyond the classroom





# The Australian Education Union



The Australian Education Union has a membership of 180,000 educators who work in public schools, colleges, early childhood and vocational education in all states and territories of Australia. Members include teachers and allied educational staff, principals and administrators, mainly in the government school and TAFE systems.

The Australian Education Union is proud to represent people who have the most important job in the country – educating for the future. It undertakes a huge range of activities, policies and campaigns to support its 180,000 members.

Australian Educator's readership comprises intelligent, highly educated decision makers who are interested in teaching resources, technology, travel and financial products such as investment opportunities and superannuation.





# Australian Educator



*Australian Educator* magazine is an important link between the Australian Education Union and its members, strengthening the union's influential relationship with them.

*Australian Educator* has a trusted relationship with readers. 90% of participants in the readership survey had been reading the magazine for over two years, and of these 50% have been reading the magazine for over five years, indicating that readers have a high level of familiarity with and loyalty towards the magazine.



In a recent readership survey, 87% of readers confirmed that *Australian Educator* has integrity, and 90% confirmed that the magazine exposes them to new ideas. The magazine runs regular features on areas of high interest to readers, including teachers resources, technology and the environment.



129,935 (October 2015 - September 2016)

# Make your mark. These readers pay attention.

---

*Australian Educator* offers advertisers the opportunity to promote their products and brands in an environment that is regarded as an authoritative, trustworthy voice within the education sector.

**54%**

spend 20 minutes  
or longer reading  
each issue

**64%**

don't read any  
other professional  
magazine

**77%**

refer back to  
past issues

**71%**

discuss each issue  
of the magazine  
with colleagues



# An audience interested in your product.

*Australian Educator* offers you the chance to talk to an audience of educators who are engaged professionally, socially and financially.

**89%**

of readers are interested in teaching resources

**51%**

are interested in and favour environmental products

**80%**

are interested in professional development

**70%**

of readers are interested in technology

**60%**

are interested in superannuation

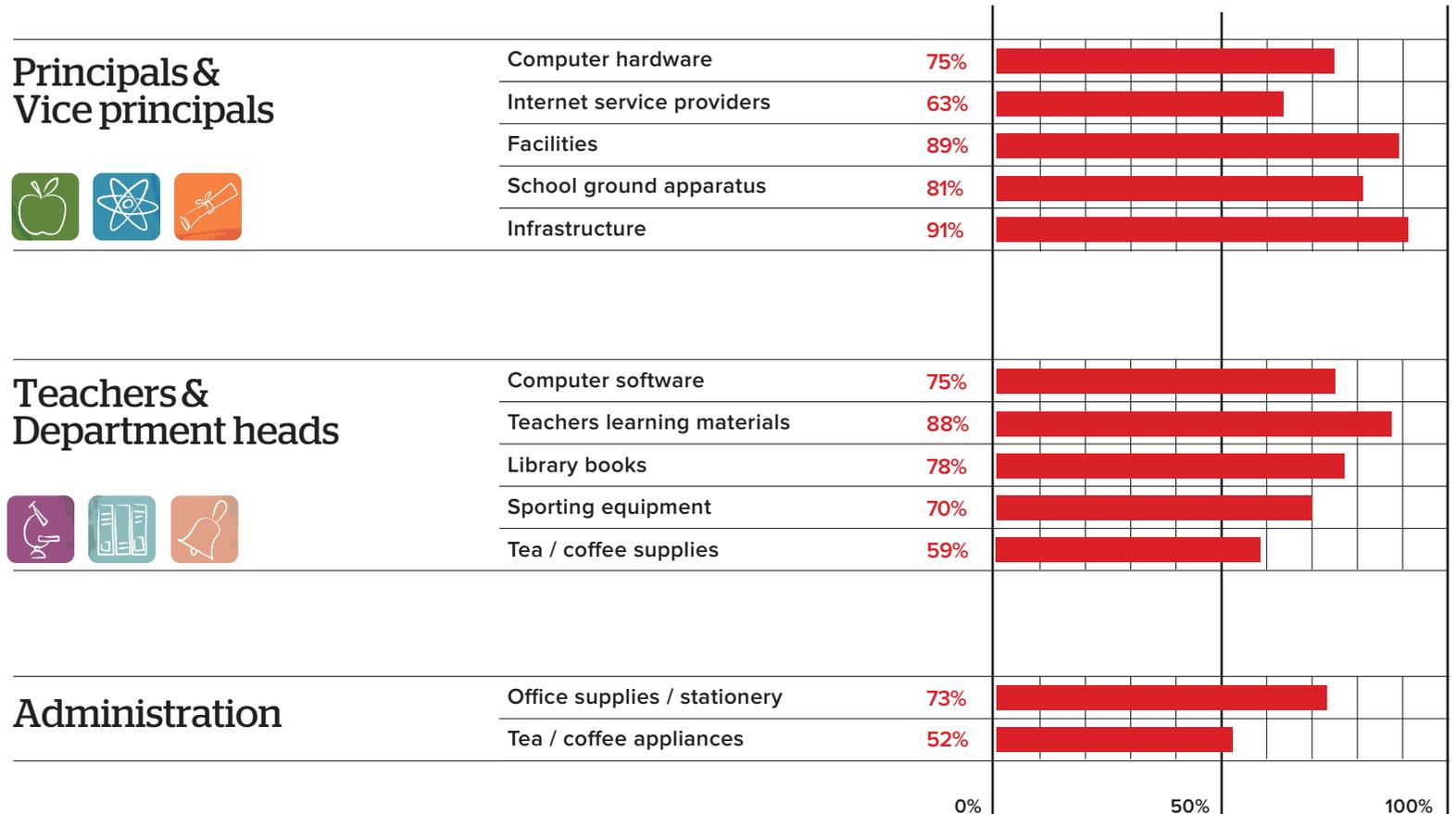
**53%**

are interested in financial planning



# Australian Educator goes direct to purchasing decision makers.

Who makes the decision on purchasing your product?  
Create your message and engage with the key decision maker.

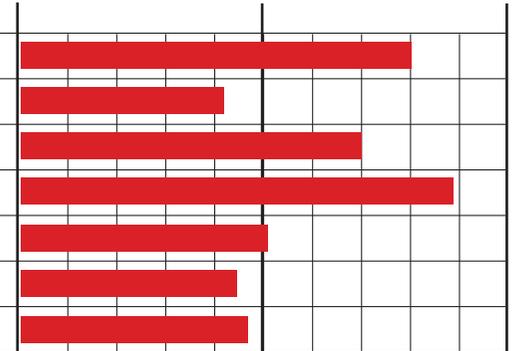


# Australian Educator reader interests.

## Areas of interest



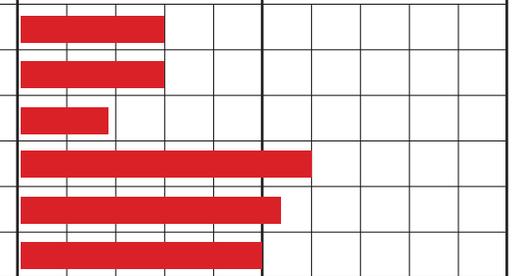
Professional development	80%
Employment opportunities	43%
Computers / technology	70%
Teaching / learning resources	89%
Environmentally friendly products	51%
Excursion destinations	45%
Further education	47%



## Financial interests



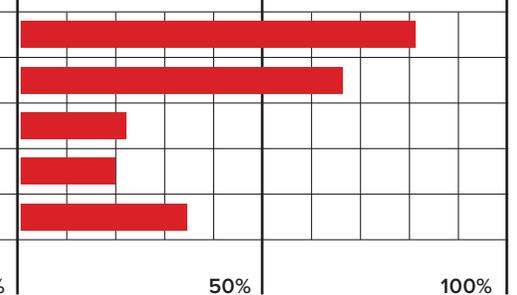
Home ownership	30%
Investment properties	30%
Shares	18%
Superannuation	60%
Financial planning	53%
Retirement planning	50%



## Travel interests



Domestic	81%
International	66%
Tours / cruises	22%
Adventure travel	20%
Camping & caravanning	34%



# Advertising and insert rates

Valid until Dec 2016

	Casual	x2	x3	x4
<b>Double Page Spread</b>	<b>\$10,735</b>	<b>\$9,650</b>	<b>\$9,125</b>	<b>\$8,550</b>
<b>Full page</b>	<b>\$5,650</b>	<b>\$5,100</b>	<b>\$4,800</b>	<b>\$4,500</b>
<b>Half page</b>	<b>\$3,300</b>	<b>\$2,950</b>	<b>\$2,800</b>	<b>\$2,650</b>

**Insert rates:** Loose and bound inserts are available, nationally or state based. All costs are subject to sighting or specification of your insert. Please call to arrange a quote.

## Preferred Position Loadings

Outside back cover	+25%
Inside front cover	+20%
Inside back cover	+15%
Early right hand page	+15%
Right hand page	+10%

# Advertising schedule

	MARCH/AUTUMN 2017	JUNE/WINTER 2017	SEPT/SPRING 2017	DEC/SUMMER 2017
<b>Booking deadline</b>	Mon 16 Jan 2017	Wed 5 April	Fri 7 July	Wed 20 September
<b>Material deadline</b>	Fri 27 January	Mon 20 April	Thur 20 July	Tue 17 October
<b>Magazine delivered by</b>	Fri 1 March	Fri 24 May	Fri 23 Aug	Fri 17 November

# Advertising enquiries

## Kerri Spillane

Advertising Account Manager  
 Hardie Grant Media  
 Ground Floor, Building 1  
 658 Church Street, Richmond 3121  
 tel: 03 8520 6444  
 kerrispillane@hardiegrant.com.au



hardie grant media

## Please note

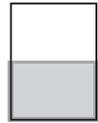
- Cancellation deadline is two weeks prior to booking deadline.
- All pricing excludes GST.
- All advertising and inserts subject to the approval of the Australian Education Union.
- Advertising and insert rates are subject to revision at any time without notice. Prices should be confirmed at the time of booking.
- Any changes to tax or other regulatory requirements may lead to price changes and/or additional charges.
- Complete advertising material must be supplied according to our Advertising Specifications & Material Requirements.

# Advertising specifications



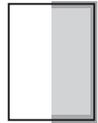
## Full page

- Type 248mm (h) x 185mm (w)
- Trim\* 275mm (h) x 205mm (w)
- With bleed 285mm (h) x 215mm (w)



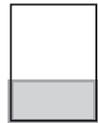
## Half page horizontal

- Type 122mm (h) x 185mm (w)
- Trim\* 137mm (h) x 205mm (w)
- With bleed 147mm (h) x 215mm (w)



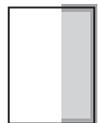
## Half page vertical

- Type 248mm (h) x 91.5mm (w)
- Trim\* 275mm (h) x 101.5mm (w)
- With bleed 285mm (h) x 111.5mm (w)



## Third page horizontal

- Type 82mm (h) x 185mm (w)
- Trim\* 98mm (h) x 205mm (w)
- With bleed 108mm (h) x 215mm (w)



## Third page vertical

- Type 265mm (h) x 61mm (w)
- Trim\* 275mm (h) x 71mm (w)
- With bleed 285mm (h) x 81mm (w)

\* Please note: allow 5mm bleed on trim edges of all advertising artwork



hardie grant media

# Material requirements

There are five methods for supplying your advertising material to Hardie Grant Media

## PREFERRED

### 1. Via Adstream/Quickcut

● This is our preferred method of transferring advertising material and should be used whenever possible. Please use 'N/A' for the booking number. For more information call **1300 423 787** or visit **enquiries@adstream.com.au** **www.visit.adstream.com.au/au/print**

### 2. E-mailed PDF (Max. file size 8mb)

- Supply of advertising material in this way means you are wholly responsible for any changes to material required by you, Hardie Grant or its clients.
- Ensure advertisement is the correct size (including 5mm bleed) and that all elements are CMYK, images are 300dpi, black & white line art is 600dpi and the fonts are embedded when creating the PDF file. Trim and registration marks must lay 5mm outside of the trim.
- Do not use PDF short cuts within native programs. PDFs must be created as press optimised and include crop marks, bleed and registration marks.
- PDF job options can be downloaded from **www.3dap.com.au** and it is advised that you use these job options to make your PDF as they are industry standard. PC and Mac versions are available as well as step-by-step instructions.

### 3. Via Hightail (Formally Yousendit)

[www.hightail.com](http://www.hightail.com)

### 4. Via Dropbox

[www.dropbox.com](http://www.dropbox.com)

### 5. Via Wettransfer

[www.wetransfer.com](http://www.wetransfer.com)

## General artwork specifications

- Advertising material is to be supplied at the correct publication page size, including bleed, trim and registration marks. Minimum bleed size is 5mm. Text and logos should be no closer than 5mm from the trim to avoid being cut off in the printing process. Avoid running type across the gutter of a double page spread.
- Type should be a minimum of 6pt, reversed out type should be at least 8pts and small fonts with fine serifs should be avoided.
- Do not supply black text made up of multiple colours. Three and four colour black text is unacceptable.
- Files must be saved in CMYK format. Do not supply artwork with SPOT or RGB colours.
- Solid black panels or backgrounds should carry 40% cyan to ensure a rich black.
- Total ink limit should be between 280-310%.
- Images need to be minimum 300dpi at print size. Black & white/line art should be 600dpi.
- Do not supply total ad layout in Photoshop, Illustrator, Word, Pagemaker or any other unsupported software. Do not supply advertising material as a TIFF, JPEG or EPS only.

*Advertising material supplied incorrectly may be subject to a production charge if Hardie Grant is required to amend it.*

## 3DAPv3 Colour Proofs

- To ensure accurate colour reproduction, Hardie Grant Media recommends a 3DAPv3 approved digital proof. Please go to **www.3dap.com.au** for more details. Tearsheets or colour laser prints are NOT acceptable forms of proofs.
- Colour proofs must be created at 100% of advertisement size and be supplied with your advertising material. In order to verify the proof, it will need to contain the 3DAPv3 control strip.
- If a 3DAPv3 colour proof is not supplied, Hardie Grant Media and the printer will not accept responsibility for the printed result of the supplied advertising.



## Material enquiries

### Lachean Humphreys

Advertising Co-ordinator

Hardie Grant Media

Ground Floor, Building 1

658 Church Street, Richmond 3121

tel: 03 8520 6444

[lacheanhumphreys@hardiegrant.com.au](mailto:lacheanhumphreys@hardiegrant.com.au)