



Academy magazine



The academy sector is exploding. As of November 2015, there were 4691 of these publicly-funded independent local schools in England - with that number expected to continue to rise over the next three years.

To support and celebrate this expanding area of education, John Catt Educational have launched **Academy** magazine. Aimed at and written by the senior management teams at UK academies, the magazine is published three times a year and reflects all that is great about this exciting sector.

Since its launch in autumn 2011, **Academy** magazine has been posted to named, key staff at all current academies. Copies are also sent to those schools who have registered an interest in converting and a digital edition to all UK primary schools – an huge readership of almost 25,000 schools.

The magazine has partnered with **FASNA**, the Freedom and Autonomy for Schools National Association. FASNA's strong links to the Department of Education and their status as one of the foremost associations in the sector has ensured that **Academy** is recognised as the leading voice for academy schools in the UK.

Peter Beaven, recently retired Headmaster of one of the highest performing academies in the UK, is editor of the magazine and brings a wealth of experience and knowledge to the publication.

- Target decision-makers at every UK academy and those with an interest in converting
- Make an impression: a variety of advertising options to help you stand out, including covers, loose inserts and spreads
- Full-colour ads placed opposite engaging and thoroughly-read editorial

In addition to appearing in the printed magazine, your advertisement will also run in our online interactive e-mag found at **www.academymag.co.uk**, where readers can click directly through to your website, and on our new app, which can be downloaded from the **App Store** and **Google Play Store**, search for 'Academy magazine'.

We know that advertising works best through repetition, so series discounts are available.

Please contact Madeleine Anderson, on ma@johncatt.com or 01394 389855, to discuss how to make your booking in this talked-about and respected magazine.



John Catt Educational Ltd

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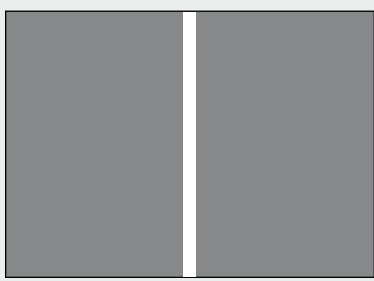
Rates (to appear both in print and online formats)

	Single insertion	Series of three
Double page spread	£2450	£1995 each
Outside Back cover	£1495	£1395 each
Inside Front cover	£1395	£1295 each
Inside Back cover	£1245	£1195 each
Full Page Colour	£1195	£1045 each
Half Page Colour	£875	£725 each
Quarter Page Colour	£435	£425 each
Leaflet Insertion	£1095	

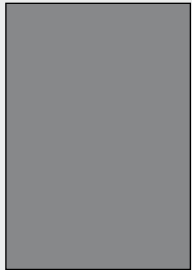
All prices are exclusive of VAT



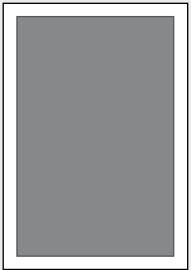
Size & Specification



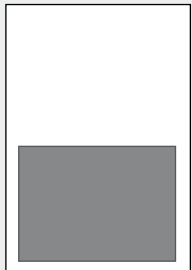
Double page spread bleed
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Do not position text within the centre 30mm (page gutter)



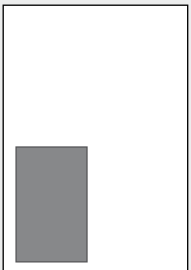
Full page bleed
210w x 297h mm
+ 3mm on all edges



Full page inset
190w x 277h mm



Half page
190w x 135h mm



Quarter page
90w x 134h mm

All advertisements are full colour.
Artwork should be supplied as high resolution PDF.
All fonts should be embedded or outlined.
Files to be supplied to copy@johncatt.com

@AcademyMag
www.suppliers4schools.com



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