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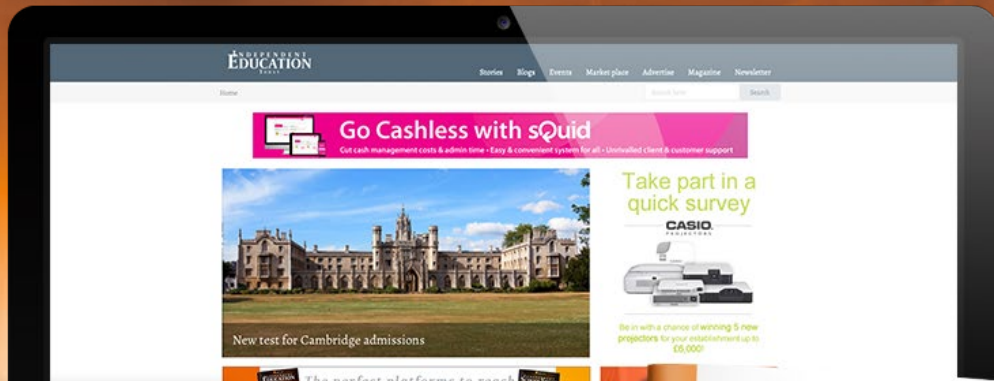
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INDEPENDENT EDUCATION TODAY

MEDIA PACK 2017

ie-today.co.uk

Available across:



The perfect platform to reach the private school sector

AN INDEPENDENT VOICE FOR THE BEST SCHOOLS



Independent Education Today (IET) is going from strength to strength, consistently confirming its status as the market-leading magazine and website reporting on all aspects of private education.

Uniquely targeted at headteachers, bursars and other key decision makers and spenders within the sector, IET features a wealth of informed and influential content, including:

- ❖ topical articles and leading opinions
- ❖ money & legal advice
- ❖ facilities & services
- ❖ school life & sports
- ❖ in-depth interviews
- ❖ catering & hospitality
- ❖ innovations & edtech
- ❖ sustainability

We work closely with many of the top organisations in the independent schools sector, joining with them to debate the latest hot topics which matter to you.

Each issue is backed by an interactive digital edition and we feature the latest news, views and blogs on our website - www.ie-today.co.uk

The future looks brilliant at IET. Why not get involved?

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"When choosing a title to focus our marketing activity, we wanted to ensure we selected a journal that directly reached our target market and one that was widely read across the independent education sector. Our account manager at IE Today listened to our needs and as a result developed a campaign that will help us to achieve our aims."
James Gambrell, The Brookwood Partnership

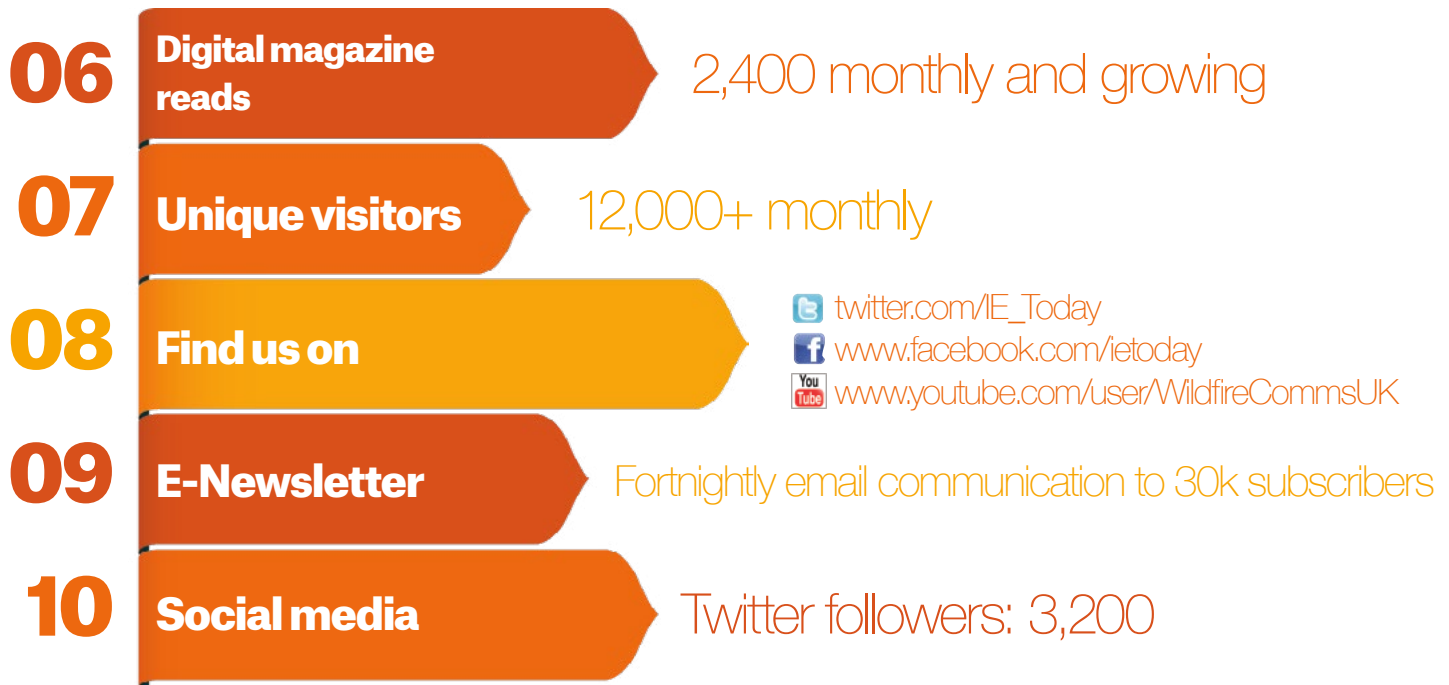
WE WORK WITH LEADING ASSOCIATIONS AND EVENTS ACROSS THE SECTOR



MAGAZINE FACTS



DIGITAL FACTS



THE INDEPENDENT EDUCATION INDUSTRY

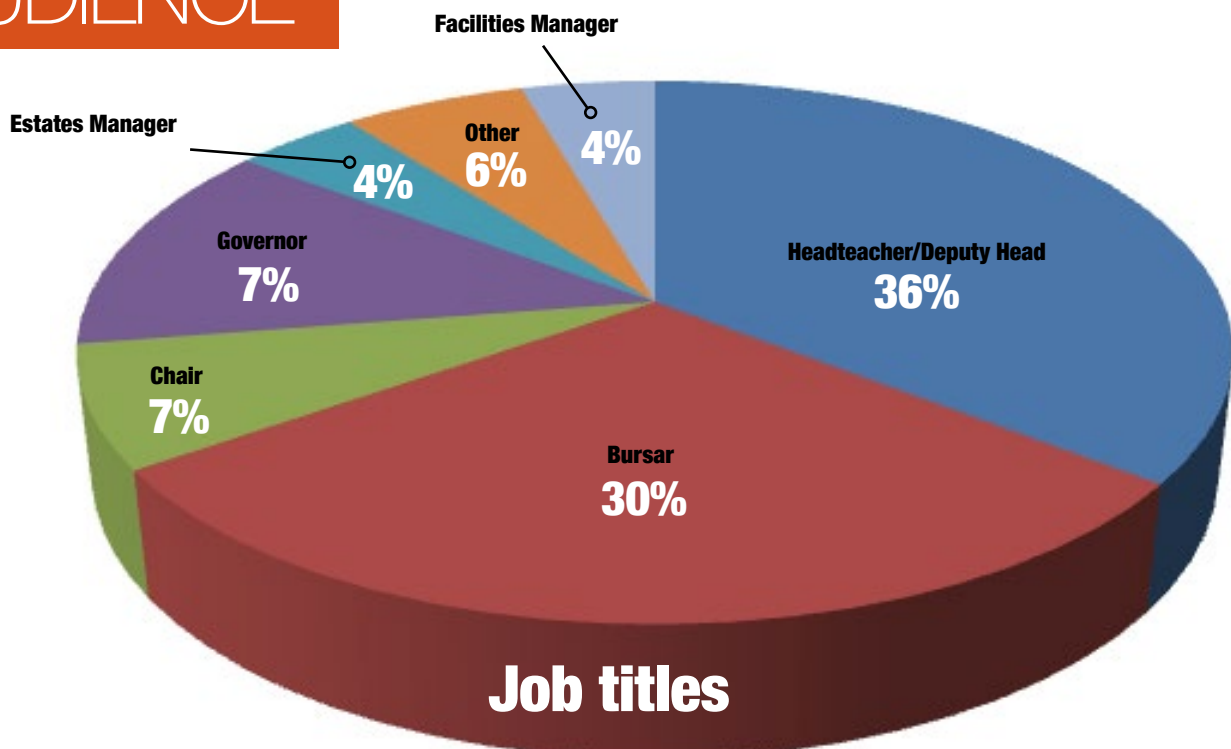
- ❖ **“Fee paying education is about the only industry where the customer is also the product” – The Heads’ Time Survey, HMC**
- ❖ There are 2,700+ private schools in the UK
- ❖ **Private schools educate 620,000 children in the UK**
- ❖ Independent schools make an £11.7 billion gross value added contribution to Britain’s GDP – more than the BBC or the city of Liverpool
- ❖ **Independent schools support 275,000 jobs – one for every two pupils**

REACHING DECISION MAKERS

IET is not only read by key decision makers from the independent education sector – it is also written by them. We are at the heart of the debate.

Recent contributors include: Chairman of Headmasters’ and Headmistresses’ Conference; Headmaster of Wellington College; Deputy Headmistress of Manchester High School for Girls; partners from Veale Wasbrough Vizards law firm; Director of Sport at Brighton College; Master of Haileybury; Chief Master of King Edward’s School, Birmingham; national director of the Boarding Schools’ Association; Bursar at Rendcomb College, facilities experts, catering managers and many more

AUDIENCE



iE IN EVERY ISSUE...

- » **LATEST NEWS**, events, Q&As, opinions, political developments and features from leading figures in the independent education sector
- » **LEGAL ADVICE**: keeping you up to date with legal issues which may affect your school, written by lawyers from top law firm and education specialists Veale Wasbrough Vizards
- » **MONEY**: experts advise on how to cut costs and boost revenue
- » **FACILITIES**: playgrounds, heating, lighting, services, security, washrooms, more
- » **SCHOOL LIFE**: teaching, extra-curricular activities, school trips, sport & leisure, uniforms, boarding, career advice
- » **CATERING**: all aspects of food & drink, focusing on specialist education caterers
- » **INNOVATION**: edtech updates, MIS case studies, cloud technology, more
- » **KEEP IT GREEN**: how schools can reduce their carbon footprint – eco-tips and case studies galore
- » **INTERNATIONAL**: everything from integrating overseas students to setting up foreign franchises

"IE Today's unique combination of interesting copy, stylish design and rich editorial has made it a great advertising platform."
Tim James, Joint CEO, Schoolblazer

iE FEATURES 2016

NOVEMBER 2016 THE CATERING ISSUE

EDITORIAL DEADLINE: 28 SEPTEMBER
AD DEADLINE: 10 OCTOBER

SPECIAL REPORT: catering

Winter food and drink around the world

FOCUS: partnerships

Working with schools and the community in 2016 – what works

INSIGHT: teaching languages

EVENT PREVIEWS: GSA Annual Conference

DECEMBER 2016 REVIEW OF THE YEAR ISSUE

EDITORIAL DEADLINE: 26 OCTOBER
AD DEADLINE: 7 NOVEMBER

SPECIAL REPORT: Looking back on 2016

The independent sector gives its verdict on 2016

FOCUS: Looking to the future

What's in store for 2017

INSIGHT: Technology

EVENT PREVIEWS: Bett show

JANUARY/FEBRUARY 2017
THE MONEY ISSUE

EDITORIAL DEADLINE: 23 NOVEMBER
AD DEADLINE: 5 DECEMBER

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SPECIAL REPORT: Finance
Funding, costs and fees in today's sector
FOCUS: Facilities
Learning environments to nurture today's talent
INSIGHT: School trips
Top tips for last-minute 2017 trips

PLUS: Independent School Sport magazine

MARCH 2017
THE GREEN ISSUE

EDITORIAL DEADLINE: 27 JANUARY
AD DEADLINE: 6 FEBRUARY

SPECIAL REPORT: Sustainability
How to run a 'green' estate
FOCUS: School uniform
What's new in schoolwear and sports kit
INSIGHT: Top tips for great assemblies

EVENT PREVIEWS: Education Show

APRIL 2017
THE CATERING ISSUE

EDITORIAL DEADLINE: 24 FEB
AD DEADLINE: 6 MARCH

iSS

SPECIAL REPORT: Catering
Trends and challenges in the independent school kitchen, including water, vending and EPOS
FOCUS: Performing arts
How schools put the arts at the heart of their curriculum
INSIGHT: Recruitment best practice

EVENT PREVIEW: BSA Annual Conference

PLUS: Independent School Sport magazine

MAY 2017
THE TECHNOLOGY ISSUE

EDITORIAL DEADLINE: 31 MARCH
AD DEADLINE: 10 APRIL

SPECIAL REPORT: Cyber security
How to manage modern e-safety and data protection worries for pupils and staff
FOCUS: STEM teaching
Preparing students for the future world of work
INSIGHT: International expansion

EVENT PREVIEW: TELEGRAPH FESTIVAL OF EDUCATION

JUNE 2017
THE PEOPLE ISSUE

EDITORIAL DEADLINE: 28 APRIL
AD DEADLINE: 8 MAY

SPECIAL REPORT: Teacher training and CPD
How schools are developing their staff and creating a pipeline to leadership
FOCUS: Facilities
New developments and projects for the summer holidays
INSIGHT: Student wellbeing

JULY/AUGUST 2017
THE END OF YEAR ISSUE

EDITORIAL DEADLINE: 29 MAY
AD DEADLINE: 12 JUNE

SPECIAL REPORT: End of year review
Our roundtable asks key figures from the education sector to reflect on the 2016/17 academic year
FOCUS: Making the most of the summer break
How to use the summer period to prepare for the new year
SPECIAL SPORTS INSIGHT: Sports supplement including end-of-year review and sports facilities

EVENT REVIEW: TELEGRAPH FESTIVAL OF EDUCATION

SEPTEMBER 2017
THE ESTATES ISSUE

EDITORIAL DEADLINE: 1 SEP
AD DEADLINE: 11 SEP

SPECIAL REPORT: Estates management

Developing long-lasting, sustainable buildings and inspiring learning environments

FOCUS: 21st CENTURY BOARDING

How to create modern and homely boarding facilities

INSIGHT: The 'connected' estate

EVENT PREVIEW: GSA Annual Conference

OCTOBER 2017
THE UNIFORM ISSUE

EDITORIAL ISSUE: 28 JULY
AD DEADLINE: 7 AUG

SPECIAL REPORT: School uniform

Trends and updates in schoolwear and sports kit in independent schools

FOCUS: Leadership

Developing great leaders, succession planning and retirement guidance

INSIGHT: Alumni relations

EVENT PREVIEW: HMC Annual Conference, Education Estates

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PLUS: Independent School Sport magazine

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