



edquarter

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# INDEPENDENT EDUCATION TODAY

## MEDIA PACK 2017/18

### 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](http://www.ie-today.co.uk)

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

**Lucinda Reid, Editor**

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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

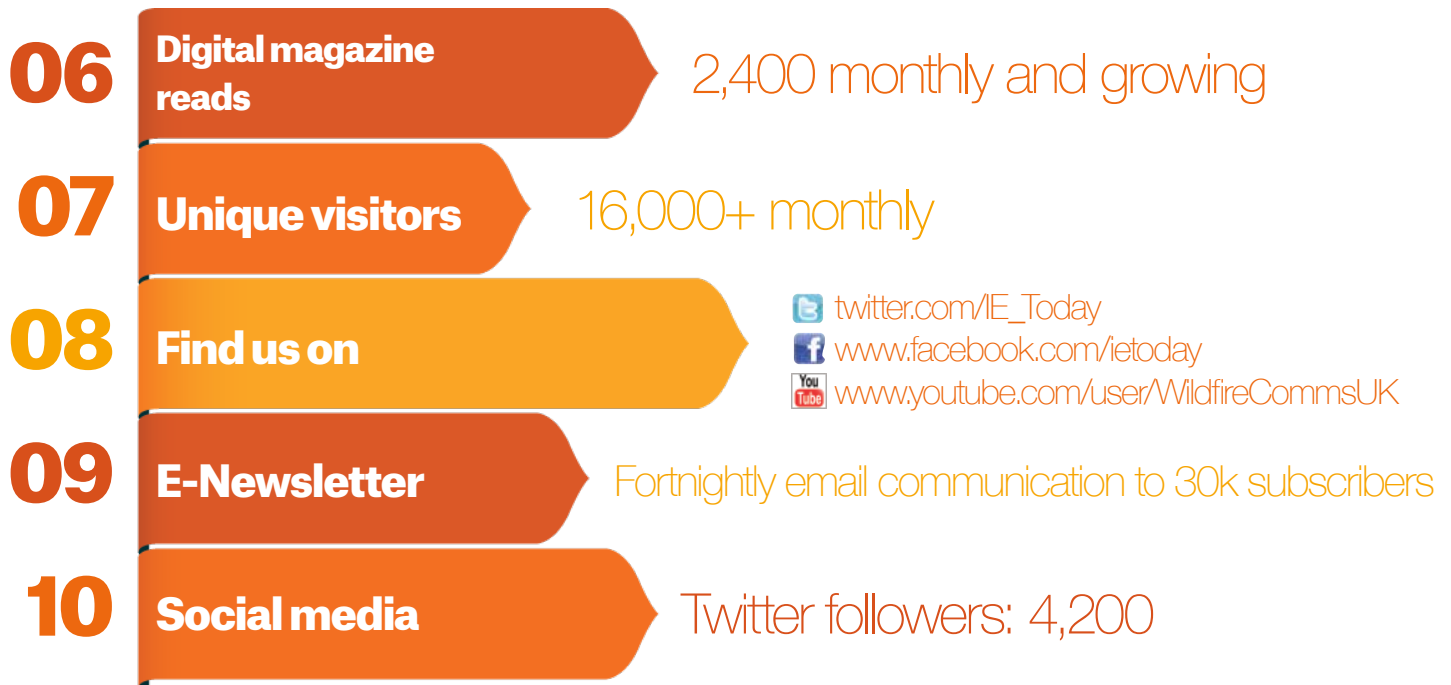


## MAGAZINE FACTS



*"The experience I have had with Wildfire has been both informative and considered over the last 18 months. It is a joy to engage with someone who truly wants to help your brand grow. Keep up the great work!"*  
**Gemma Platt, Marketing Casio Electronics**

## DIGITAL FACTS



## THE INDEPENDENT EDUCATION INDUSTRY

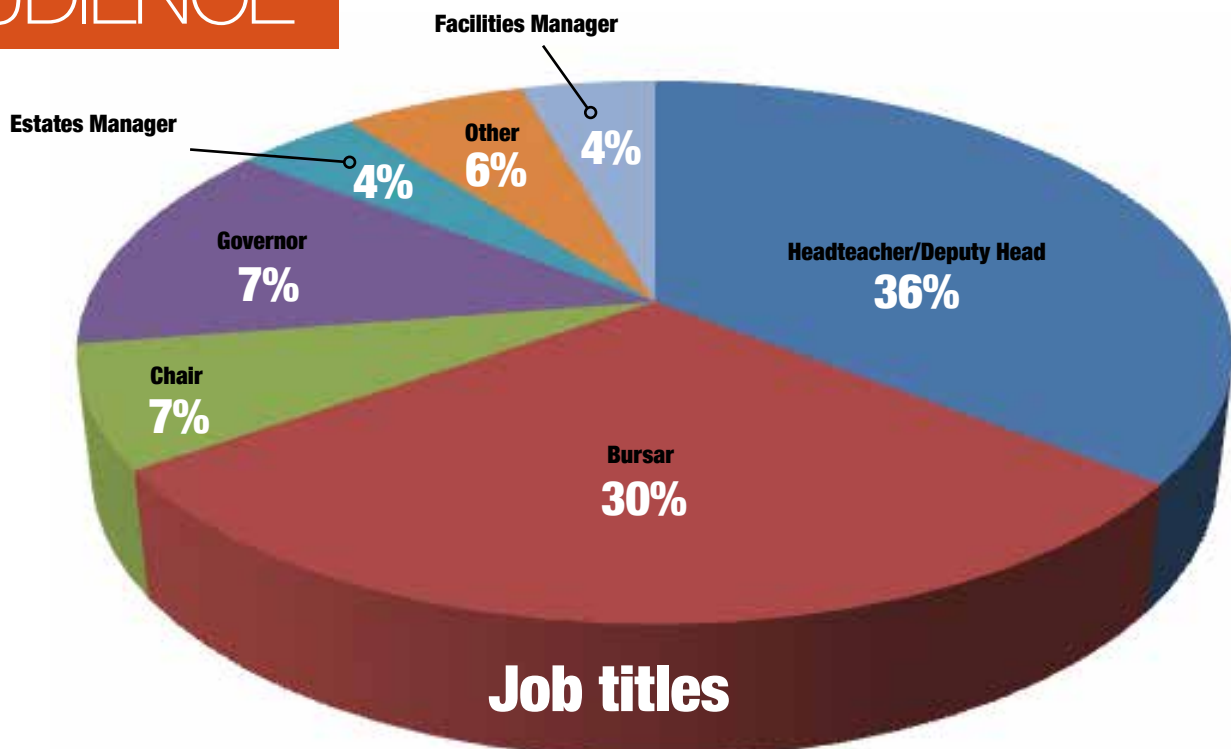
- ❖ **“Fee paying education is about the only industry where the customer is also the product” – The Heads’ Time Survey, HMC**
- ❖ There are 2,700+ private schools in the UK
- ❖ **Private schools educate 620,000 children in the UK**
- ❖ Independent schools make an £11.7 billion gross value added contribution 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 2017

## SEPTEMBER 2017 THE ESTATES ISSUE

**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

**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

iSS

**PLUS:** Independent School Sport magazine

**NOVEMBER 2017**  
**THE CATERING ISSUE**

**SPECIAL REPORT:** Catering: food trends and catering for all ages  
**FOCUS:** The partnership between schools and the local community in 2017  
**INSIGHT:** Teaching languages in a global world

**EVENT REVIEW:** GSA Annual Conference

**DECEMBER 2017**  
**REVIEW OF**  
**THE YEAR ISSUE**

**SPECIAL REPORT:** Looking back and looking forward to 2018.  
What has changed in the independent sector this year?  
**FOCUS:** The best assemblies of the year  
**INSIGHT:** New technology for schools to use in 2018

**EVENT PREVIEW:** BETT show

**JANUARY/FEBRUARY 2018**  
**THE ARTS ISSUE**

**SPECIAL REPORT:** The arts: creativity in independent schools  
and how it is inspiring the next generation  
**FOCUS:** School uniform: does it still have a place in the 21st century?  
**INSIGHT:** Scholarships and bursaries

**EVENT PREVIEW:** Education Show

iSS

**PLUS:** ISS

**MARCH 2018**  
**THE MONEY ISSUE**

**SPECIAL REPORT:** Finance: budgets, funding and fees in today's sector  
**FOCUS:** Sustainable facilities  
**INSIGHT:** Unforgettable school trips

**EVENT PREVIEW:** ISPEC

**APRIL 2018**  
**THE CATERING ISSUE**

**SPECIAL REPORT:** Award-winning catering in the independent sector  
**FOCUS:** Performing arts and the importance of STEAM  
**INSIGHT:** How to manage the teacher recruitment crisis

**EVENT PREVIEW:** ISBA, COBIS

**EVENT REVIEW:** Education Show

**MAY 2018**  
**THE TECHNOLOGY ISSUE**

**SPECIAL REPORT:** VR, AR, gamification and the rise of virtual teachers  
**FOCUS:** Supporting STEM learning  
**INSIGHT:** British schools overseas

**EVENT PREVIEW:** Facilities Show, IFSEC

**JUNE 2018**  
**THE PEOPLE ISSUE**

**SPECIAL REPORT:** Creating strong leadership in schools  
**FOCUS:** State-of-the-art facilities  
**INSIGHT:** Mental health and student/teacher wellbeing

**EVENT REVIEW:** COBIS, BSA

**JULY/AUGUST 2018**  
**THE INTERNATIONAL ISSUE**

**SPECIAL REPORT:** British independent schools expanding overseas  
**FOCUS:** Summer schools  
**INSIGHT:** Schools introducing new sports to the curriculum

**EVENT PREVIEW:** New Scientist Live

**SEPTEMBER 2018**  
**THE STEM ISSUE**

**SPECIAL REPORT:** Inspirational women in STEM  
**FOCUS:** 21st century boarding  
**INSIGHT:** Estates development and management

**EVENT PREVIEW:** HMC

**OCTOBER 2018**  
**THE UNIFORM ISSUE**

**SPECIAL REPORT:** The new school uniform trends  
**FOCUS:** Hosting school events  
**INSIGHT:** Keeping in touch with alumni relations

**EVENT PREVIEW:** Education Forum

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**PLUS:** ISS

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