

# Teaching Scotland

THE GENERAL  
TEACHING COUNCIL  
FOR SCOTLAND

gtc  
SCOTLAND

Teaching Scotland gives you direct access to all registered teachers in Scotland

## Teaching Scotland magazine

- Teaching Scotland is the main communication channel of the General Teaching Council for Scotland (GTCS).
- The magazine is designed to stimulate debate and interaction among people concerned with education in Scotland.
- Teaching Scotland provides a key resource for teachers, supporting them by providing information and guides on how to – among other things – make the most of their Continuing Professional Development (CPD) and stay abreast with Professional Standards.
- Teaching Scotland is sent directly to the home addresses of every registered teacher in Scotland, giving them more time to read each issue.
- The magazine is supplemented by its own website – [www.teachingscotland.org.uk](http://www.teachingscotland.org.uk) – which gives the audience facilities to comment and interact.

## Circulation and readers

90,000 copies of Teaching Scotland are printed and distributed – around 85,000 of these go directly to the homes of registered teachers and headteachers across Scotland and a further 5,000 are shared with politicians, councillors and others associated with decision and policy making.

Teaching Scotland readers are interested in:

- Products for their schools (including textbooks and software)
- Training and career development (including courses and information sources)
- Financial services
- Charitable opportunities, VSO and Government initiatives
- Vacations and school excursions
- Lifestyle products

## THE GENERAL TEACHING COUNCIL FOR SCOTLAND

GTCS is the independent regulatory body which aims to maintain and enhance teaching standards and promote the teaching profession in Scotland. Teachers must register with GTCS before they can teach in Scotland.



“The magazine has been an amazing help to us in promoting our school related events. It is a wonderful way of reaching teachers across Scotland.”

Amy Telford  
CHAS Fundraiser

As well as Teaching Scotland, there are a range of other opportunities for you to promote your products and services through GTCS. Call Jane Deane on 0131 561 0020 to discuss your requirements and find out how we can help

## Provisional copy and production schedule for 2009/10

Issue	Display booking	Artwork	Insert delivery	Publication
33 – January	10/12/09	17/12/09	17/12/09	12/01/10
34 – March	18/02/10	25/02/10	04/03/10	17/03/10
35 – May	29/04/10	06/05/10	13/05/10	26/05/10
36 – August	15/07/10	22/07/10	29/07/10	11/08/10
37 – October	23/09/10	30/09/10	07/10/10	20/10/10

## Advertising costs

Size	Display	Recruitment
Double page spread	£7,500	£8,500
Full page	£4,125	£4,675
Half page	£2,268	£2,571
Quarter page	£1,247	£1,414
Sponsor strip	£POA	£POA

## Classifieds

Style A – 1 Col x 3cm £180 Colour £140 Mono	Style 2A – 2 Col x 3cm £330 Colour £260 Mono
Style B – 1 Col x 4cm £220 Colour £180 Mono	Style 2B – 2 Col x 4cm £420 Colour £330 Mono
Style C – 1 Col x 6cm £330 Colour £260 Mono	Style 2C – 2 Col x 6cm £650 Colour £520 Mono
Style D – 1 Col x 8cm £420 Colour £330 Mono	Style 2D – 2 Col x 8cm £870 Colour £700 Mono

Column widths: 1 = 43.75mm  
2 = 92mm

## Lineage Adverts

£35 per line (average of four words per line)  
Box number charge of £20

## Discounts

Series – 3 insertions	10% discount
Charity	20% discount
PPA registered agency	10% discount

## Special positions

Cover positions	+20%
Guaranteed	+10%
Advertising feature	+10%

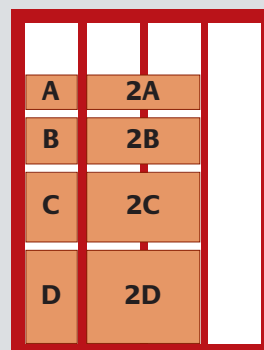
## Inserts

Loose insert (up to 20 grams)	£45 per 1,000
Bound in / Tip on	POA

## Copy to set

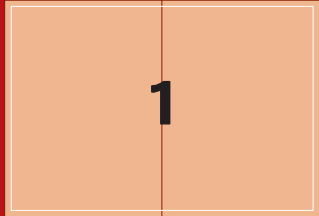
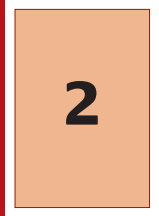

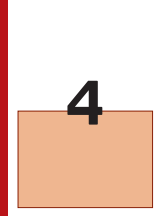
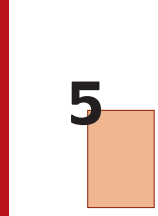
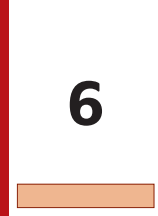
This includes typesetting, design, layout, one proof and one set of alterations.

• Full-page advert	£95
• Half-page advert	£75
• Quarter-page advert	£50



Please note, all prices are exclusive of VAT.

## Advertising production information

					
<p><b>1</b>  <b>Double page spread with bleed</b>            426mm x 303mm  <small>(Trim = 420mm x 297mm with 3mm bleed all sides. Allow for 5mm in centre for gutter)</small></p>	<p><b>2</b>  <b>Full page advert</b>            185mm x 272mm  <small>(A4 with 12.5mm white border all sides)</small></p>	<p><b>3</b>  <b>Full page with bleed</b>            216mm x 303mm  <small>(A4 with 3mm bleed all sides)</small></p>	<p><b>4</b>  <b>Half page landscape</b>            185mm x 133mm</p>	<p><b>5</b>  <b>Quarter page portrait</b>            92mm x 133mm</p>	<p><b>6</b>  <b>Sponsorship strip landscape</b>            185mm x 35mm</p>

### Artwork specification

Preferred file formats include: Quark/Illustrator EPS/Freehand EPS (using outline/embedded fonts); Adobe Photoshop TIFF or EPS (no ZIP, LZW or JPEG compression); Adobe PDF using 'PDFx1a' or 'Pass for Press' job options\* (please include crop marks and bleed if necessary).

Guidelines: All files used must have a minimum resolution of 300dpi and be set for CMYK output. All adverts must be correct in size and full page adverts must include 3mm bleed on all sides.

Colour quality: Embedded colour profiles and tailored colour settings are not supported. We cannot accept responsibility for exact colour reproduction. However, we will endeavour to colour match any artwork supplied with a colour match proof.

\*Job options are available at [www.pass4press.com](http://www.pass4press.com)

### Artwork submission and delivery

#### DISPLAY/RECRUITMENT

All artwork supplied should include:

- a flightcheck report
- a job sheet confirming size, month of publication and sender's contact details
- a hard copy proof, i.e. a colour laser copy.

For artwork under 7MB, the preferred method of delivery is email. Artwork can be sent to [clare@connectcommunications.co.uk](mailto:clare@connectcommunications.co.uk)

Files greater than 7MB can be sent by FTP by arrangement.

Name your advert job folder using the following code: GTCS-name of advertiser\_month

Connect Communications cannot accept responsibility for files supplied incorrectly, not in line with specification, or supplied beyond the copy deadline.

### Contact details

#### Connect Communications

Suite 4/2, Great Michael House,  
 14 Links Place, Leith, Edinburgh EH6 7EZ  
 Tel: 0131 561 0020  
 Fax: 0131 553 1193  
 Web: [www.connectcommunications.co.uk](http://www.connectcommunications.co.uk)

Please direct all advertising and sponsorship queries to:

#### CLARE STEBBING

Tel: 0131 561 0024  
 Email: [clare@connectcommunications.co.uk](mailto:clare@connectcommunications.co.uk)

Please direct all production queries to:  
**PAUL MCGINNITY, DESIGNER**

Tel: 0141 560 3014  
 Fax: 0141 561 0400  
 Email: [paul@connectcommunications.co.uk](mailto:paul@connectcommunications.co.uk)

### Cancellation notice

12 weeks prior to digital file deadline. If a cancellation results in an advertiser failing to reach agreed insertion levels to qualify for a series discount, the advertiser will be invoiced by the publisher accordingly.

To discuss commercial opportunities call Clare Stebbing on 0131 561 0024

## Teaching Scotland provides its audience with a useful resource

### Editorial content

Independent research\* shows that Teaching Scotland is the best-read teaching magazine in Scotland.

We want to build on this, making the title an essential part of the profession – providing coverage, information and guides that help teachers do an even better job.

Content reflects the remit, work and agenda of GTCS. Coverage is also given to industry and social issues to encourage a healthy, contextual perspective.

The editorial structure responds to research that has shown the audience wants content to be more relevant to day-to-day operations, give a stronger GTCS line on the issues discussed and make the purpose and work of GTCS clearer and more tangible.

There are several regular items, including:

- News: topical issues presented objectively
- Features: various specific issues will be examined in detail in each edition
- Interviews: interviews with key individuals will be published on a monthly basis
- Regulars: columns, Q&As and round table discussions offer a variety of platforms to spark debate
- People: punchy stories covering personal achievements of registered teachers
- Resources: dedicated sections on CPD, Professional Standards and Teacher Research.

*\* George Street Research, December 2007*

## Teaching Scotland readers are key decision makers in education

### Advertising

Display advertising opportunities are available to reach the key decision makers in education and primary/secondary school teachers in their own homes.

Recruitment advertising is also available to target every single registered teacher in Scotland.

### Sponsorship

There are opportunities for your company to sponsor a feature or article in Teaching Scotland.

### Benefits:

- Advertising and sponsorship intensifies brand awareness and provides high-profile exposure within Teaching Scotland.
- Positive association with Teaching Scotland and the GTCS.
- Reinforce your company's reputation as a specialist in your market sector.



**“The phone and our website have been inundated. Many thanks for all your help. We’ll definitely use you again in the future.”**

**Anne  
Teachers International  
Consultancy**

To discuss commercial opportunities call Clare Stebbing on 0131 561 0024