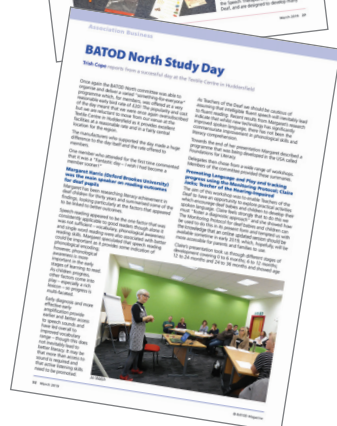
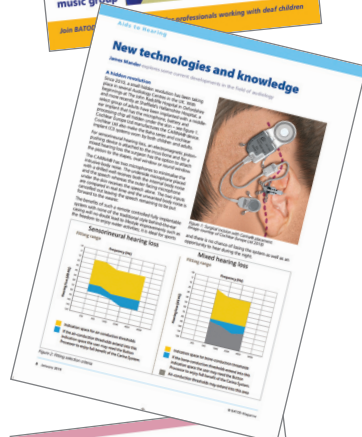
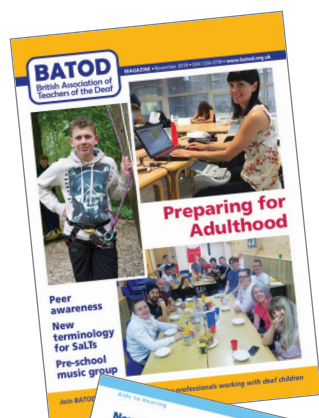


### MEDIA PACK 2019-2020

The British Association of Teachers of the Deaf is the sole professional body for Teachers of the Deaf in the UK.

The magazine is one of its flagship publications.



### Circulation

- There are 5 issues per year and all issues are also available for members on the BATOD website on publication
- The BATOD Magazine has a print run of 1400 but reaches far more Teachers of the Deaf and a wide range of associated professionals, teachers in mainstream and special schools and colleges, SENCOs and teaching assistants

### Editorial Content

- Every edition has a theme and the majority of articles relate to it – recent themes have included transitions. Future themes will include curriculum issues, complex needs and auditory implants
- A range of items and articles highlighting the work of the Association and how this relates to members' daily work
- Case studies of students and parents providing a different perspective on the work of Teachers of the Deaf
- Regular updates on audiology, technology and book reviews

### BATOD Magazine

The Magazine is read by a large range of professionals many of whom have influential roles in the purchase of hardware and software for use with deaf children. These include Teachers of the Deaf, audiologists, heads of specialist support services, SENCOs, speech and language therapists and many others.

*See next page for rates and details of discounts available*

## Advertising rates

The BATOD Magazine is produced 5 times each year: January, March, May, September and November. It has a circulation of approximately 1400 copies but reaches far more Teachers of the Deaf and associated professionals, teachers in mainstream and special schools and colleges, SENCos and teaching assistants.

| Placement                                                                                         | Single issue | 5 issues                                                | Offer 1:<br>Discount 5%<br>if pre-ordering<br>5 issues | Offer 2:<br>Discount 10%<br>if paid within<br>1 month | Offer 3:<br>Discount 15%<br>5 pre-ordered issues,<br>paid within 1 month |
|---------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------|--------------------------------------------------------|-------------------------------------------------------|--------------------------------------------------------------------------|
| <b>Premium placement:</b><br>Outside back cover/inside<br>front cover/inside back<br>cover/page 4 | N/A          | £3250<br>(Includes at<br>least 1 outside<br>back cover) | £3087.50<br><i>Save £162.50</i>                        | £2925<br><i>Save £325</i>                             | £2762.50<br><i>Save £487.50</i>                                          |
| Full Page                                                                                         | £600         | £3000                                                   | £2850<br><i>Save £150</i>                              | £2700<br><i>Save £300</i>                             | £2550.00<br><i>Save £450</i>                                             |
| Half page                                                                                         | £300         | £1500                                                   | £1425<br><i>Save £75</i>                               | £1350<br><i>Save £150</i>                             | £1275<br><i>Save £225</i>                                                |
| Quarter page                                                                                      | £150         | £750                                                    | £712.50<br><i>Save £37.50</i>                          | £675<br><i>Save £75</i>                               | £637.50<br><i>Save £112.50</i>                                           |
| Smaller colour adverts                                                                            | £110         | £550                                                    | £522.50<br><i>Save £27.50</i>                          | £495<br><i>Save £55</i>                               | £467.50<br><i>Save £82.50</i>                                            |

In order to be able to offer more of our advertisers the premium pages for their adverts, we now offer all the premium pages as a bundle, with each advertiser getting each position at least once.

### Special offer

We would like to invite you to make the most of our Discount Offers.

As advertising manager I will check with you for each edition if you wish to submit new artwork or use the advert from the previous magazine. Please see the grid above for advertising rates and discounts.

### Artwork for submitted adverts

All artwork should be supplied as high resolution pdf files, in four colour process CMYK format with 3mm bleed.

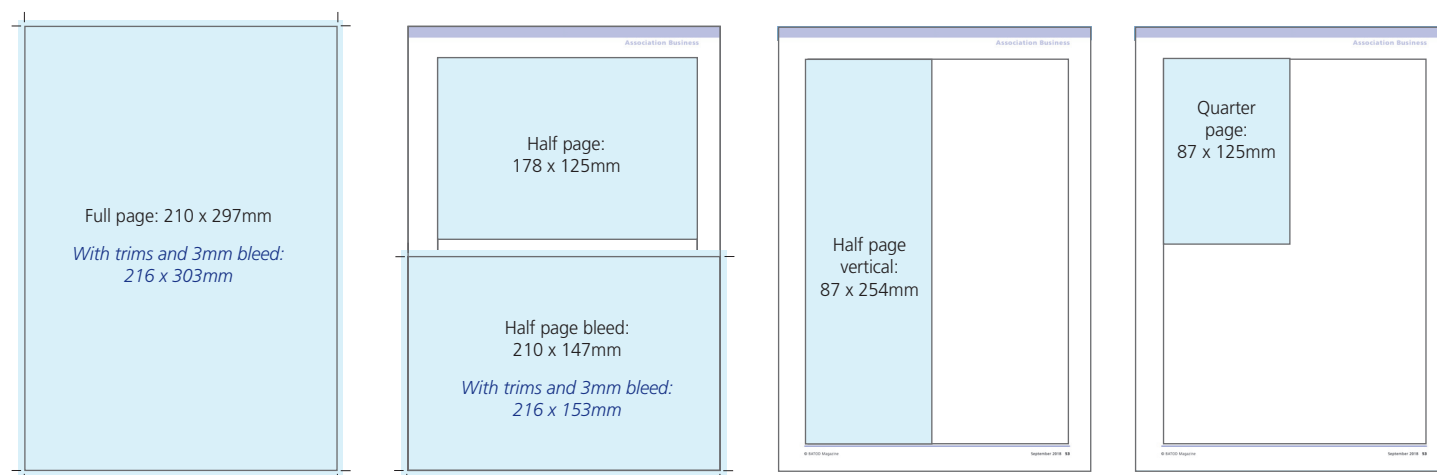
Smaller adverts, half or quarter page, may also be supplied as a high resolution psd, jpeg, png, eps or ai file.

Adverts embedded in Word documents are not suitable for publication. However, our graphic designer may be able to adjust them to a more suitable format. Please discuss this with Teresa Quail if you have any questions.

### Deadlines for artwork for each issue:

|                 |                                      |
|-----------------|--------------------------------------|
| January issue   | Deadline for artwork: 25th November  |
| March issue     | Deadline for artwork: 25th January   |
| May issue       | Deadline for artwork: 25th March     |
| September issue | Deadline for artwork: 25th July      |
| November issue  | Deadline for artwork: 25th September |

Artwork to be sent to [advertising@batod.org.uk](mailto:advertising@batod.org.uk)



### Inserts

Loose inserts on one A4 page can also be added to the magazine mailing at the current rate of:

- Supplied (1400 copies) £200
- Duplicated from the Master copy £250.