

MEDIA PACK 2023–2024

BATOD is the sole professional body for Qualified Teachers of Deaf Children and Young People (QToDs) in the UK.

BATOD Magazine

The Magazine is read by over 1,300 members. The editions reach QToDs, a wide range of teachers, support staff, and coordinator staff in mainstream and specialist schools and colleges, and other associated professionals linked to deaf education.

There are four issues published each year. All issues are available in hard copy and online. The Magazine runs inline with the academic year, with editions released in September, December, March, and May.

Each edition has a specialist theme, as well as regular updates on research, audiology, technology, and teaching resources.

Authors access a standalone electronic copy of their article to share on their social media platforms. Each standalone article includes the logo details of the sponsors for that specific edition.

BATOD website

The website attracts visitors to a range of the most popular open access pages:

- Open access informational publications specific to audiology: www.batod.org.uk/resources-category/audiology-refreshers
- assistive technology: www.batod.org.uk/information-category/assistive-listening-technology-working-group/altwg and innovative educational practice: www.batod.org.uk/resources/meshguides-deaf-education
- News and blog: www.batod.org.uk/blog
- Jobs: www.batod.org.uk/jobs
- Events: www.batod.org.uk/events
- Resources for supporting children and young people who are deaf: www.batod.org.uk/resources and deaf with additional needs: www.batod.org.uk/information-category/additional-needs-to-deafness
- Guidance to training as QToDs: www.batod.org.uk/information-category/being-a-teacher-of-deaf-children-and-young-people
- Guidance for statutory assessment and examination access: www.batod.org.uk/resources-category/statutory-assessment-and-examination-access-arrangements
- Information on policy and research: www.batod.org.uk/information-category/deaf-education

The website has an average of 5,000 views per month.

See next page for rates and details of discounts available



Advertising rates

The BATOD Magazine and BATOD website attract UK and international readership. The BATOD Magazine, published four times each academic year: September, December, March, and May, has a circulation of approximately 1300 copies. The BATOD website continues to attract visitors and currently has an average of 5,000 views per month.



Banner advert



Sidebar advert

Option A: Magazine* only			Option B: Magazine* + Website		
	Single issue	Four issues		Single issue	Four issues
Full page	£600	£2200	Full page in Magazine plus Home page banner advert (1170 x 225 px desktop/478 x 350 px mobile) for 2 months (or full 12 months if four issues purchased).	£1100	£4000
			Full page in Magazine plus sidebar advert on BATOD top viewed page (jobs) (263 x 290 px) for 2 months (or full 12 months if four issues purchased).	£1000	£3600
Half page	£300	£1100	Half page in Magazine plus sidebar advert (263 x 290 px) on all information pages for 2 months (or full 12 months if four issues purchased).	£500	£1800
Quarter page	£150	£550	Quarter page in Magazine plus sidebar advert (263 x 290 px) on all resources pages for 2 months (or full 12 months if four issues purchased).	£250	£900

* **Magazine standalone articles** Authors have permission to share BATOD prepared standalone versions of their articles with their peers, on social media platforms, etc. The advertisers that feature in an edition will also be acknowledged on the electronic standalone copy of the articles.

Artwork for submitted adverts

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

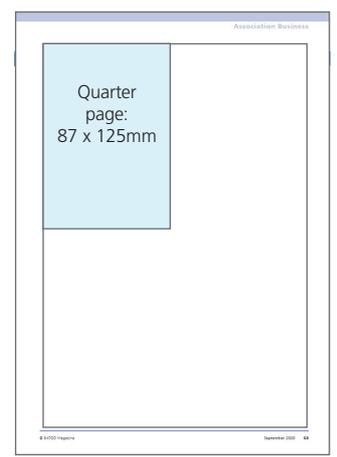
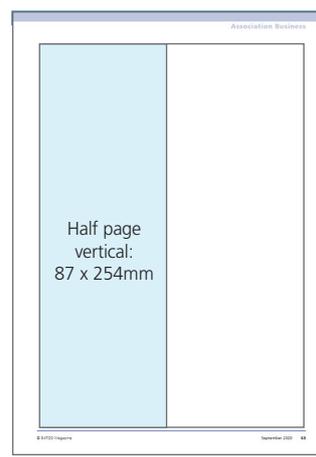
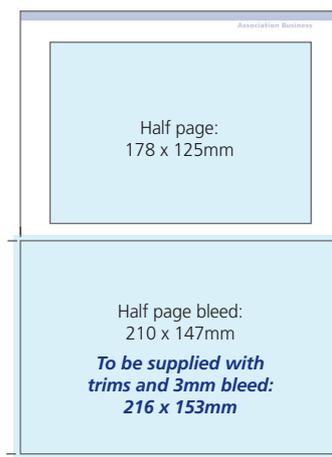
Smaller adverts, half or quarter page, may also be supplied as a high resolution psd, jpeg, png, eps or ai file.

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, advertising@batod.org.uk, if you have any questions.

Deadlines for artwork for each issue:

- September issue Deadline for artwork: 24th August
- December issue Deadline for artwork: 1st November
- March issue Deadline for artwork: 1st February
- May issue Deadline for artwork: 1st April

Artwork to be sent to advertising@batod.org.uk



Adverts on BATOD website

Please note also that BATOD National Executive Council does not necessarily endorse the contents of any advertisements published on the BATOD website and cannot accept responsibility for any inaccuracies.

Home Page Banner

Desktop

1170 x 225px
Less than 100kb
PNG or JPEG



Mobile

478 x 350px
Less than 50kb
PNG or JPEG



Sidebar Advert

Desktop & Mobile
263 x 290px
Less than 50kb
PNG or JPEG

Advertorial offer

We recognise there is a growing interest among advertisers to publish an advertorial in the BATOD Magazine.

Commercial company

1 full page advert plus 1 page article £700
1 full page advert plus 2 page article £800

Not-for-profit/charity

1 half page advert plus 1.5 page article £350
1 full page advert plus 1.5 page article £400



Payment

Please ensure your organisation's finance contact's details are provided. BATOD's Treasurer will liaise directly with the finance contact.

Contact

Please contact BATOD's advertising manager, Teresa Quail, to discuss your advert placement advertising@batod.org.uk