

MEDIA PACK 2024-2025

BATOD is the only professional body for Qualified Teachers of Deaf Children and Young People (QToDs) in the UK. The website and magazine are some of its flagship publications.

BATOD Magazine

Over 1,300 members receive the magazine. The publication reaches 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. Four issues are published each year, all of which are available in hard copy and online. The Magazine publications run in line with the academic year, with issues released in September, December, March, and June. Each issue 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 popular open access pages, click the links below for further information about each area.

Open access informational publications specific to

Audiology

Assistive technology and **innovative educational practice**

News and blog

Jobs

Events

Resources for supporting children and young people who are deaf and deaf with additional needs

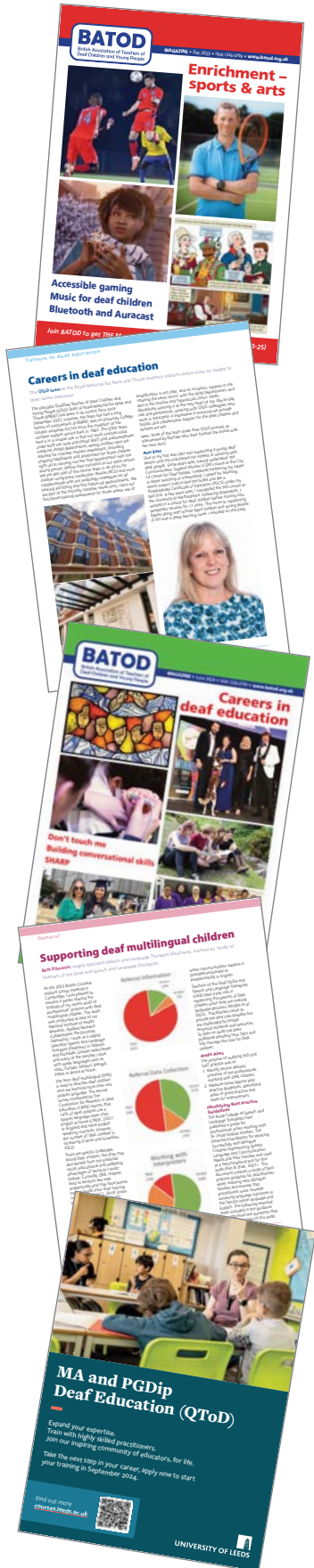
Guidance to training as QToD

Guidance for statutory assessment and examination access

Information on policy and research

The website has an average of 5000 views per month.

See next page for rates and details of discounts available



Advertising rates

The BATOD Magazine has a circulation of approximately 1300 copies but reaches far more QToDs and associated professionals, teachers in early years, mainstream school, special schools and college, as well as SENDCos and support staff.

It is produced 4 times each year: September, December, March and June.



Banner advert



Sidebar advert

Option A: Magazine* only			Option B: Magazine* + Website		
	Single issue	4 issues		Single issue	4 issues
Full page	£600	£2200	Full page in Magazine plus Home Page banner advert (1170x225px desktop/478x350px mobile) for 2 months (or full 12 months if 4 issues purchased).	£1100	£4000
			Full page in magazine plus sidebar advert on BATOD top viewed page (jobs) (263x290px) for 2 months (or full 12 months if 4 issues purchased).	£1000	£3600
Half page	£300	£1100	Half page in magazine plus sidebar advert (263x290px) on all information pages for 2 months (or full 12 months if 4 issues purchased).	£500	£1800
Quarter page	£150	£550	Quarter page in magazine plus sidebar advert (263x290px) on all resources pages for 2 months (or full 12 months if 4 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.

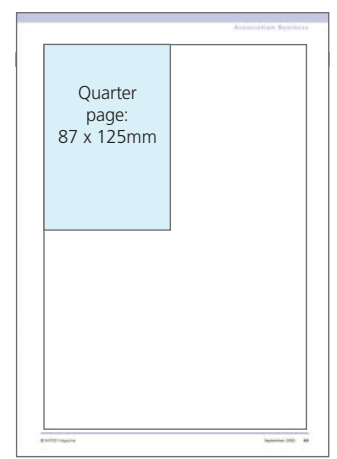
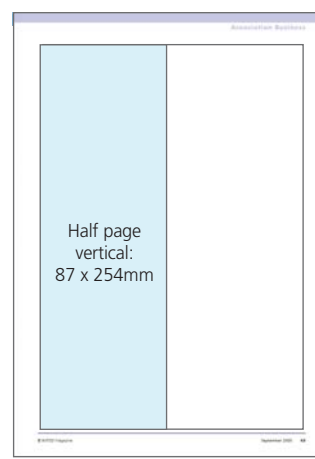
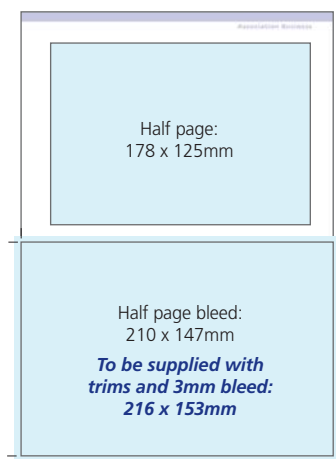
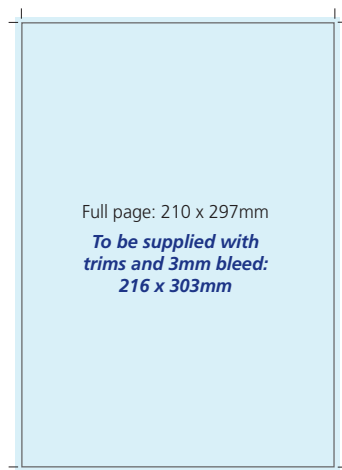
Smaller adverts, half or quarter page, may also be supplied as a high resolution psd, jpeg, png, eps or ai file.

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 if you have any questions.

Deadlines for artwork for each issue:

- September issue Deadline for artwork: 1st August
- December issue Deadline for artwork: 1st November
- March issue Deadline for artwork: 1st February
- June issue Deadline for artwork: 1st May

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

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



Media blast offer

We know that advertisers want to reach professionals in deaf education to alert them to a new offer, publication, event etc.

BATOD uses a range of communication and social media platforms that include Mailchimp newsletter to all members, closed forums to members and non-members, X(Twitter), Facebook, LinkedIn.

For £200 a featured paid advertisement can be posted across the platforms. To discuss any details further contact us via advertising@batod.org.uk

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

BATOD holds a national conference each year

2025 national conference will be in partnership with the British Association of Educational Audiologists (BAEA) in March 2025 at the Deaf Academy, Exmouth.

If you wish to discuss an exhibitor package, community sponsor package etc please contact us via advertising@batod.org.uk

