

REACH OUT TO YOUR EDUCATION AUDIENCE

2022 school planners and a special magazine featuring the best of WA's education products and services

DON'T MISS THE BOAT

This is your opportunity to promote your products and services directly to teachers in WA schools.

Choose to advertise in one or both of the following:

School Planner

The entire school year at a glance with our A1 wall planner just for WA classrooms.

Classroom Essentials

Education products and services guide for WA schools – the ultimate guide to excursions, incursions, resources, education programs, professional learning, services and special offers for schools and staff.

DID YOU KNOW?

Classroom Essentials is a 'flipped' magazine, also containing:

Discover ME

Media Education's curriculum-linked programs and competitions for WA schools. Media Education will be using this throughout the year to promote our products and service, ensuring that your ad gets year-round exposure.

771 media education
The West Australian ED! Sunday Times

2022 SCHOOL PLANNER

ENGAGING STUDENTS WITH THEIR WORLD
Media and cross-curricular resources to develop informed and engaged students.

CONTACT
Discover more and join our mailing list: mediaeducation.com.au
1482 3717 www.mediaeducation.com.au

PROGRAMS

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30
31				

COMPETITIONS

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30
31				

YOUR AD HERE!



LIMITED SPACES AVAILABLE

Be sure to book your ad early to avoid disappointment.

AUDIENCE REACH

- Estimated 35,000 copies of each delivered directly to WA schools inside *The West Australian* on the first day of Term 1
- Additional 15,000 copies of Classroom Essentials to be distributed by Media Education throughout the year
- No cost to schools
- Full colour
- Target audience – teachers, school administration and support staff, education professionals

ADVERTISING RATES

EARLYBIRD DISCOUNT – take 10% off if you book before November 15

SINGLE AD ONLY

School Planner (A1)

Display ad (limited availability)	\$1500
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Classroom Essentials (magazine)

Double page spread (ad only)	\$2500
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Double page spread (full page ad + full page advertorial)	\$2750
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Full page (ad only)	\$1500
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Full page (half page ad + half page advertorial)	\$1750
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Half page	\$1000
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Quarter page	\$800
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COMBO DEALS – BEST VALUE

SAVE \$1000

Simply book a full page or larger in Classroom Essentials PLUS a space on the School Planner, and SAVE \$1000 off the total cost.

(limited availability, no other discounts apply)

Please note:

- enquire about pricing for multiple ad bookings.
- all prices are subject to 10% GST.
- advertorial components will be written and designed by Seven West Media Education; images to be supplied by advertiser.



DEADLINES

BOOKINGS: December 3, 2021

ARTWORK: December 3, 2021

PUBLISHED: January 24, 2022
(delivered first day of Term 1 for teachers)

ARTWORK SPECIFICATIONS

School Planner (H x W)

- Portrait: 131mm x 70mm
- Landscape: 70mm x 131mm

Classroom Essentials (H x W)

- Double page spread: 356mm x 526mm
- Full page: 356mm x 256mm
- Half page (horizontal): 175mm x 256mm
- Quarter page: 175mm x 126mm

Please email high res pdf with 5mm bleed to brad.kruger@mediaeducation.com.au

BOOK YOUR AD NOW!

For bookings and enquiries, please contact
Brad Kruger, Manager of Media Education:

PHONE: 9482 3142

EMAIL: brad.kruger@mediaeducation.com.au

Most schools will automatically receive the planners and magazines inside the January 24, 2022 edition of *The West Australian* (35 copies).