



REACH TEACHERS OF BUSINESS AND ECONOMICS ACROSS PRINT AND DIGITAL



Advertising Media Pack

The Economics, Business and Enterprise Association (EBEA) is the professional subject association for everyone interested in the teaching and study of Economics, Business and Enterprise.

As a registered charity the association seeks to:

- provide members with professional support
- promote the teaching of Economics, Business and Enterprise
- encourage curriculum development in these subjects

The EBEA has been supporting teachers since 1937 when it was formed by Economics teachers as 'The Economics Association'. With the development of business education in the latter part of the twentieth century and a growing interest in encouraging enterprise, the association became the Economics, Business and Enterprise Association (EBEA).

The EBEA has played a significant part in the development of economics and business education in the UK in terms of both curricula and pedagogy. The association publishes both a termly journal, 'Teaching Business and Economics' and a monthly e-newsletter. Journal articles provide both practical guidance and evidence-based ideas for professional development. As an archive going back many years, indexed by subject, they represent an important 'body of knowledge' fundamental to business and economics teachers' scholarly

activity (SoTL). In addition, over the years, the EBEA has published or contributed to all the key texts setting out the latest thinking on subject specific pedagogy and curriculum planning.

The association supports the development of new teachers through its Initial Teacher Education Group, members of which come from all the main ITE PGCE providers. Each January the association runs an online new teacher conference full of tips and guidance for trainees. Trainee teachers receive a heavily discounted subscription, giving them access to guidance and resources specifically aimed at their professional development.

Through our advocacy work on behalf of members, the association also plays a vital role in working with key stakeholders such as DfE, Ofsted, Ofqual and others to ensure the school curriculum keeps up to date with the needs of young people. Over the years, that has included both consideration of the business and economics curricula at a subject level as well as whole school economic and financial literacy and the development of employability skills.





Teaching Business and Economics is the EBEA's termly journal, dedicated to business and economics teaching in the 14–19 age range.

The journal aims to support the professional development of teachers in our subject area by providing a forum for sharing knowledge, insights, experiences and opinions. Teaching Business and Economics welcomes articles from across the profession. From experienced teachers, teacher educators and heads of department, to PGCE students and ECTs. We also welcome submissions from higher education, assessment bodies and any stakeholder with an interest in business and economics education. Articles are published in both the journal and on the EBEA website. Contributors receive a copy of the journal and with the author's permission, a copy also goes to their headteacher or principal acknowledging their contribution to our subject area. These article contributions can also provide evidence for DFE and school performance management standards. Teacher Educators may wish to link the article to their research profile, e.g. with a DOI.

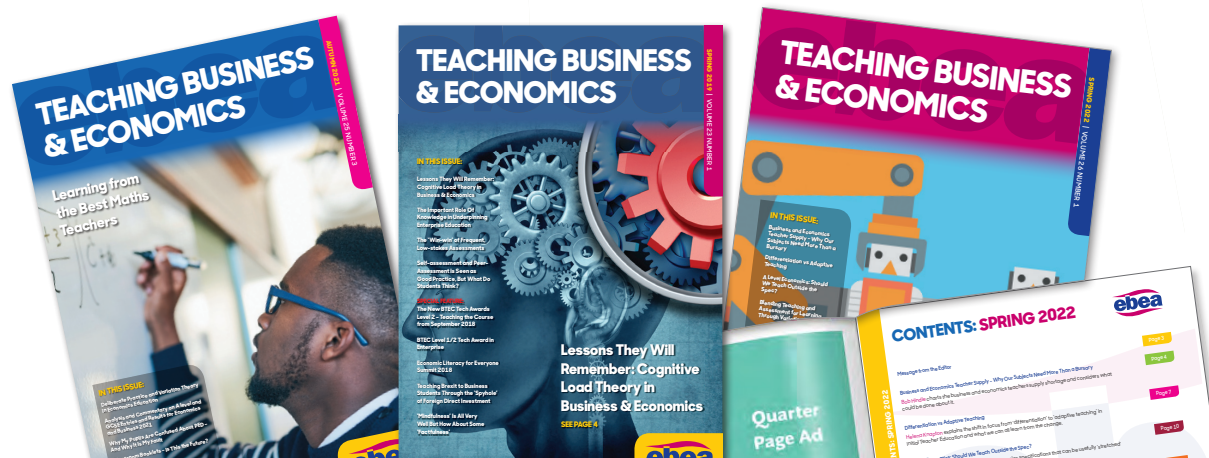
Teaching Business and Economics, edited by Gareth Taylor, is published each term normally in November, March and June. The journal includes articles focusing on classroom practice, articles updating subject knowledge, information from awarding bodies, tips for using online resources, reviews of recently published teaching/learning resources, subject pedagogy and articles covering business, enterprise, economics and related subject areas.

Teaching Business & Economics Journal

Issue	Spring	Summer	Autumn
Booking deadline	12 February	10 May	9 September
Artwork deadline	16 February	17 May	13 September
Insert booking deadline	12 February	10 May	18 September
Insert delivery deadline	26 February	24 May	25 September
Publication date	March	June	October

Display Advertising Rates

Print	Rate
Back cover	£950
Inside covers	£850
Double page spread	£1,350
Full page	£795
Half page	£550
Quarter page	£400



Loose insert advertising rates

500 volume available within printed copies.

Up to 10g - £500

10g - 20g - £750

Our monthly e-newsletter is delivered to the inboxes of over 1,400 engaged members who have opted in to work together to develop excellence in economics, business and enterprise education.

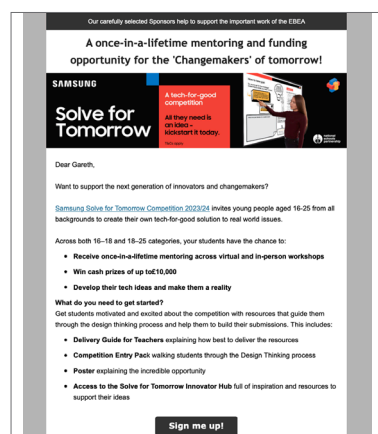
Placing an advertisement in the e-newsletter delivers your product or brand message directly to the desktops of our member base of Teachers. This direct reach builds brand awareness while driving traffic to your website. Each e-newsletter features timely content as well as other relevant support topics.

Advertising rates

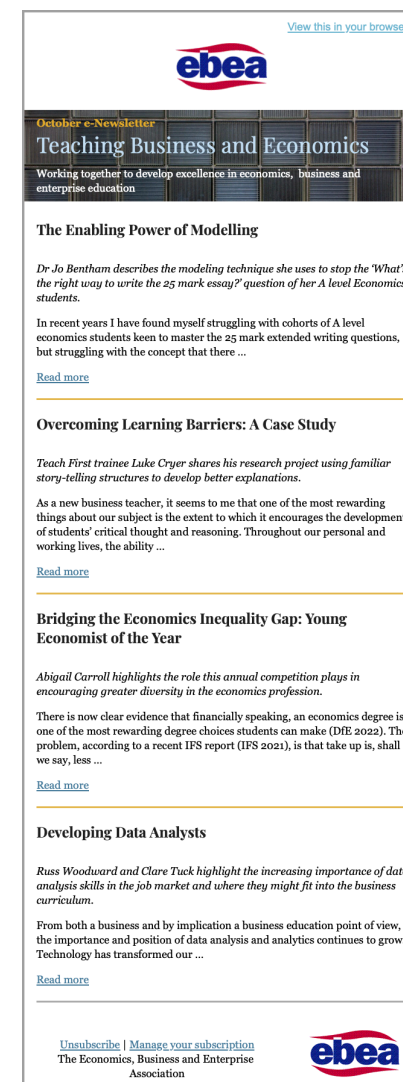
E-newsletter one month campaign	Rate
Banner advertisement (600 x 200px)	£650

Solus email advertising rates

Dedicated email campaign to 1,400 members - £1,600



Copy deadline	Publication date
8 January	18 January
5 February	15 February
4 March	14 March
8 April	18 April
6 May	16 May
3 June	13 June
1 July	11 July
5 August	15 August
2 September	12 September
6 October	16 October
3 November	13 November
5 December	15 December



Advertising specifications

All measurements are width x height (mm).

Digital file requirements

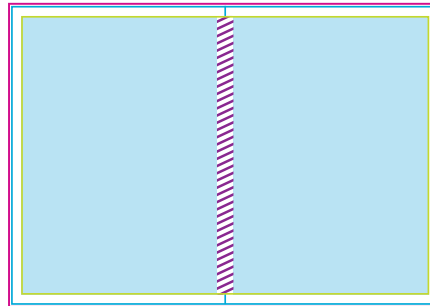
- ➔ All files should be in Adobe Portable Format (PDF) at a resolution of 300dpi.
- ➔ Set transparency flattener to 2400 and 600.
- ➔ Images should be 300dpi and a minimum of 600dpi (maximum 1200dpi) for lineart.
- ➔ CMYK colour only.
- ➔ Need help with your artwork? We offer a design service if required – please ask the team.

Approval of creative

The publisher reserves the right to refuse any advertisements without explanation and copy may be edited for length and clarity.

Creative and copy for all advertisements and inserts should be provided for approval by the EBEA.

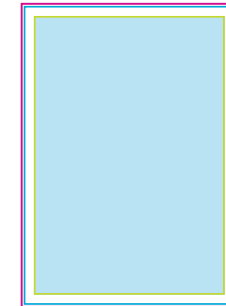
The EBEA can accept no liability for material produced without prior approval.



Double page spread

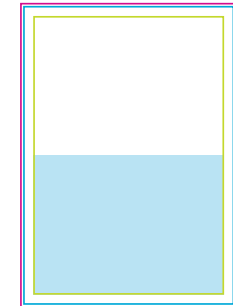
Bleed	426 x 303
Trim	420 x 297
Live	400 x 277

≡ 24mm gutter margin for centrefold exclusion area



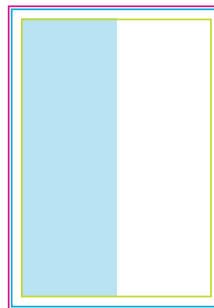
Full page

Bleed	216 x 303
Trim	210 x 297
Live	188 x 277



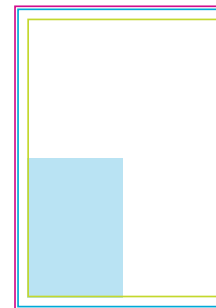
Half page horizontal

No bleed	
Trim	188 x 136
Live	174 x 122



Half page vertical

No bleed	
Trim	92 x 277
Live	78 x 263



Quarter page standard

No bleed	
Trim	92 x 136
Live	78 x 122