

# EDUCATION EXECUTIVE

Copy specifications and requirements

# CONTENTS

- Magazine activity
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- Email marketing
  - *EdExec* LIVE
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# Magazine Activity



## Advertising specifications

If you have any questions regarding the supply of artwork, please contact: [production@intelligentmedia.co.uk](mailto:production@intelligentmedia.co.uk) or call 0203 794 8555 and we'll be happy to help.

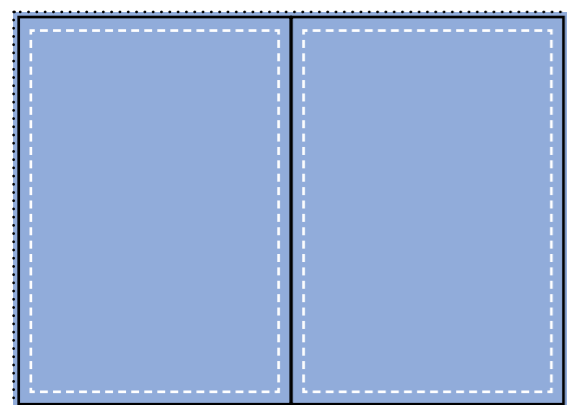
### LABEL KEY

- BLEED:** Each outer edge of all full page artwork requires 3mm of bleed to avoid any white space remaining when the paper is cut.
- TRIM:** This is the size of the final publication.
- SAFE:** The area all text and feature images should be placed within to avoid the artwork appearing unbalanced or being concealed in the binding of the publication.

### TOP TIPS

- The ideal file format to send us your artwork in is PDF. However, we will also accept EPS or TIFF files.
- Your artwork should be of high resolution, preferably more than 300DPI.
- Please allow a 3mm bleed on all sides of your artwork. This is the margin that we need when trimming prints.
- Please make sure that all the text on your artwork is at least 1cm from the edge of your design.
- Please convert all fonts in your artwork to outlines to ensure compatibility.
- Make sure your images are in CMYK colours (full colour), not RGB for example.

### Double Page Spread (DPS)



A4

- TRIM:** 420mm wide x 297mm high
- BLEED:** 426mm wide x 303mm high
- SAFE:** All text should be 1cm from the edge of BOTH pages

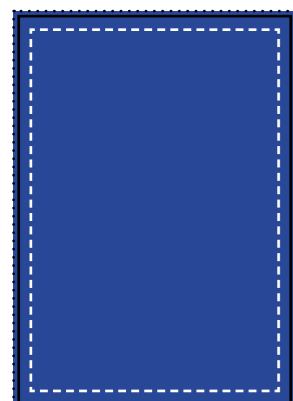
A5

- TRIM:** 296mm wide x 420mm high
- BLEED:** 302mm wide x 426mm high
- SAFE:** All text should be 1cm from the edge of BOTH pages

We are happy to add your preferred URL link to our digital editions, simply provide a URL link with the rest of your copy

### Full Page

A4



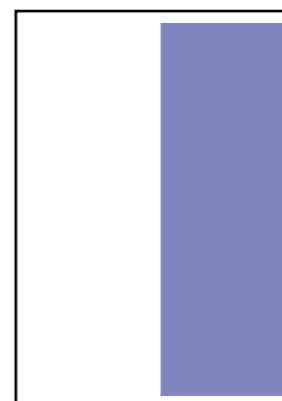
- TRIM:** 210mm wide x 297mm high
- BLEED:** 216mm wide x 303mm high
- SAFE:** All text should be 1cm from the edge of the page

A5

- TRIM:** 148mm wide x 210mm high
- BLEED:** 154mm wide x 216mm high
- SAFE:** All text should be 1cm from the edge of the page

### 1/2 Page (vertical)

A4



- TRIM:** 92mm wide x 277mm high
- BLEED:** Not required
- SAFE:** We place artwork with 1cm of white space on each side

A5

- TRIM:** 65mm wide x 185mm high
- BLEED:** Not required
- SAFE:** We place artwork with 1cm of white space on each side

\*Click on boxes to check positions visually

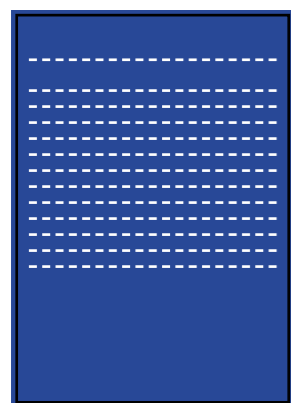
## Sponsored inclusion specifications

production@intelligentmedia.co.uk or call 0203 794 8555

### TOP TIPS

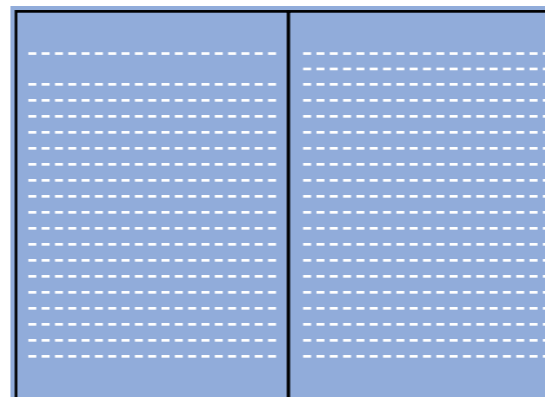
- If you use the maximum word count, fewer images will be used in the final designed version. If you would like the case study to have more images incorporated, please reduce the word count to accommodate for this.
- Ensure your images are in CMYK colours (full colour), not RGB for example. Your artwork should be of high resolution e.g. more than 300DPI

### 1 page sponsored (article-feature-interview-case study)



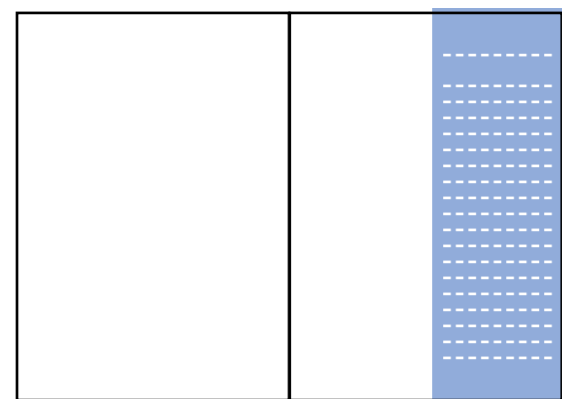
- Please supply up to 400 words saved in a word document
- 1-2 images
- Logo
- Contact details if you wish them to be included
- Website or email link if you wish them to be included

### 2 page sponsored (article-feature-interview-case study)



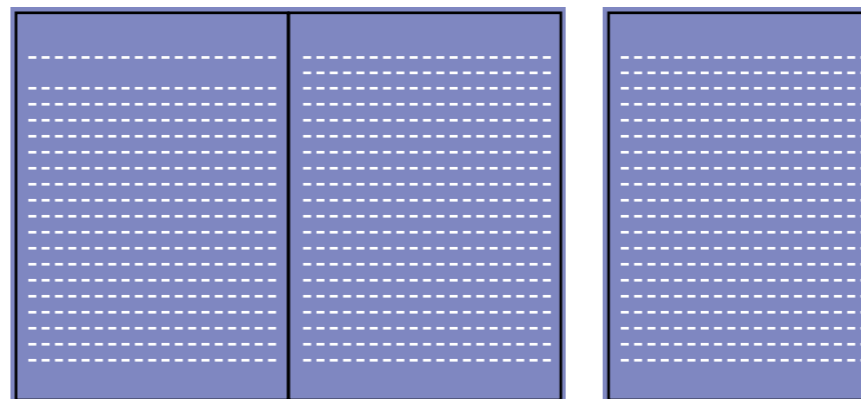
- Please supply up to 900 words saved in a word document
- 2 - 4 images
- Logo
- Contact details if you wish them to be included
- Website or email link if you wish them to be included

### ½ page sponsored column



- Please supply up to 250 words saved in a word document
- 1 image
- 1 Logo
- Contact details if you wish them to be included
- Website or email link if you wish them to be included

### 3 page sponsored (article-feature-interview-case study)



- Please supply up to 1350 words saved in a word document
- Up to 4 images
- Logo
- Contact details if you wish them to be included
- Website or email link if you wish them to be included

\*Click on boxes to check positions visually

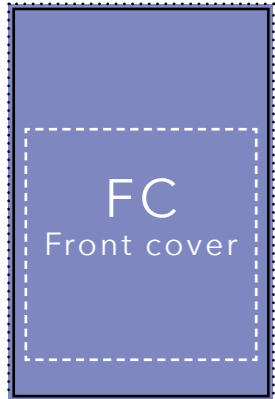
## Prime positions

production@intelligentmedia.co.uk or call 0203 794 8555

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### Front cover (FC)



**TRIM:**  
200mm wide x 200mm high

**BLEED:**  
206mm wide x 206mm high

**SAFE:**  
All text should be 1cm from the edge of the page

### Outer Gate (OG)

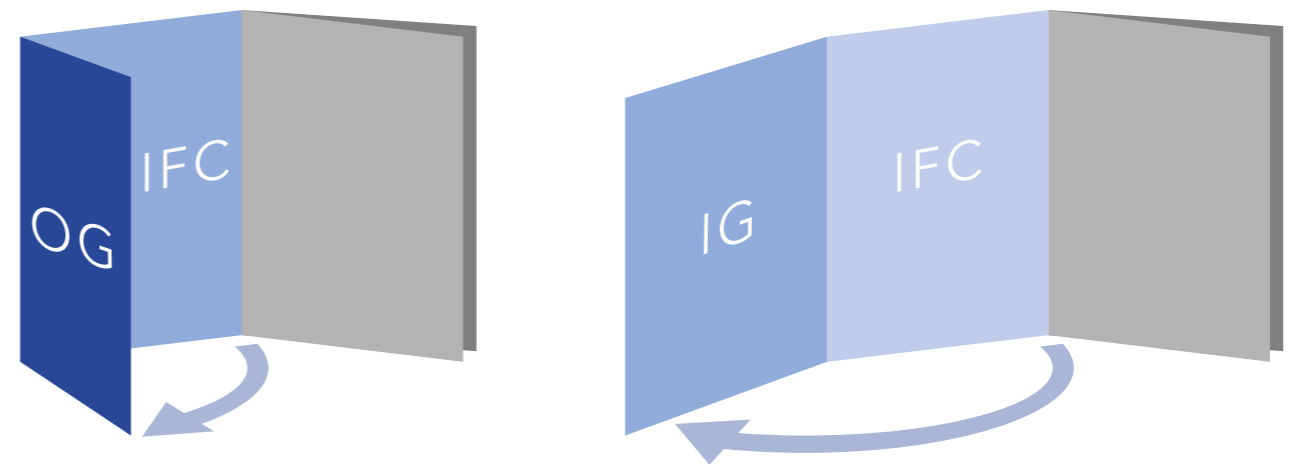


**TRIM:**  
198mm wide x 297mm high

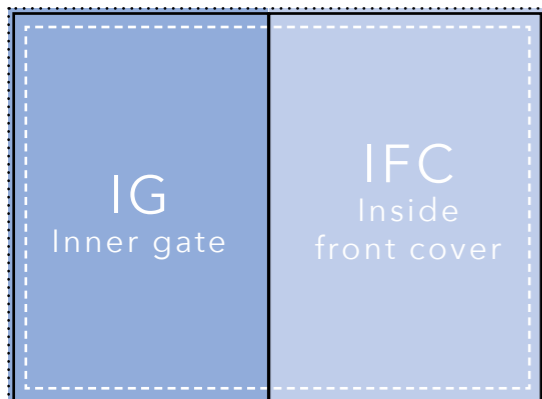
**BLEED:**  
204mm wide x 303mm high

**SAFE:**  
All text should be 1cm from the edge of the page

### How does a gatefold work?



### Gatefold DPS



**SAFE:**  
All text should be 1cm from the edge of the double page spread.

Anything placed in the middle of the spread will NOT be lost in the crease.

The IG/OG page isn't as wide as the IFC page to allow it to fold inside the magazine.

### Inner Gate (IG)

**TRIM:**  
198mm wide x 297mm high

**BLEED:**  
204mm wide x 303mm high

### Inside Front Cover (IFC)

**TRIM:**  
208mm wide x 297mm high

**BLEED:**  
214mm wide x 303mm high



Digital Activity

## Website adverts

production@intelligentmedia.co.uk or call 0203 794 8555



**DOUBLE BUTTON:**  
300px wide x  
125px high



**SKYSCRAPER:**  
300px wide x  
400px high



**MPU:**  
300px wide x  
250px high



**LEADERBOARD:**  
728px wide x  
90px high



**POP UP:**  
500px wide  
x 400px high

### Important Points:

- Please supply website advertising as a web-ready JPG or PNG or GIF, unless advert is dynamic where only a .gif file will be accepted
  - 150 PPI
  - RATIO 2.04:1



**HIGHLIGHT BOX SLIDER:**  
678px wide x 381px high

### HIGHLIGHT BOX SLIDER

- Highlight Slider 1 of 4: Please supply one piece of artwork in the required specification.
- Highlight Slider 2 of 4: Please supply two pieces of artwork, each in the required specification.
- Highlight Slider 3 of 4: Please supply three pieces of artwork, each in the required specification.
- Highlight Slider 4 of 4: Please supply four pieces of artwork, each in the required specification.
- Highlight slider images must be static
- Multiple clicks can be supported



**HOMEPAGE TAKEOVER:**  
1144px wide x 584px high

### HOMEPAGE TAKEOVER

- We can accept up to 3 slider images that will rotate
- 1 slider image will display as a static image
- **Each slider image requires:**
  - A tag-line/headline for each slider image: 3 to 7 words
  - Landing page subtitle/CTA: 10-15 words
  - Post content (text): A paragraph 30-35 words
  - URL to link from CTA landing page
- **PLEASE NOTE: Slider images require bleed of 50 pixels to accommodate overlap text box in design**

\*Click on boxes to check positions visually

PLEASE SUPPLY US WITH A URL TO LINK YOUR ADVERT TO



# Website sponsored content

**EDUCATION EXECUTIVE** Are your school funds feeling the pinch? VISIT US

HOME NEWS COMMENTS & BLOGS MAGAZINE EDEXEC LIVE ABOUT SIGN UP SIGN IN

LEADERSHIP MANAGEMENT ICT MATTERS MONEY TALKS PROCUREMENT CPD COMPLIANCE & RESOURCES ACADEMIES & MATS LIVE IT

HOME > ICT MATTERS > IRIS Education launches bitesize video series, helping schools and trusts unlock the power of their data with a smart MIS

## IRIS Education launches bitesize video series, helping schools and trusts unlock the power of their data with a smart MIS

© 23rd January 2023 ICT Matters

### Free video resources to support switching to a smarter MIS

With many schools and trusts now able to consider the merits of switching to a new management information system (MIS), IRIS Education are announcing the launch of its mini video series: *Unlock the power of your MIS*.

Designed for school and trust leaders looking to break free from the constraints of their legacy systems and harness next-generation MIS to drive school and trust-wide improvement, each five-minute video explores the different tools and features of **IRIS Edgen** – IRIS' smarter than average MIS.

The **four mini videos** are available to watch on-demand today and include:

- Effective safeguarding of every pupil** – with keeping children safe the number one priority for schools and trusts, this snappy video explores IRIS Edgen's innovative wellbeing module, designed to support staff to effectively safeguard every pupil, all from one intuitive system.
- Simplifying everyday tasks for teachers** – time is a precious commodity for teachers, and every moment spent on tasks – like taking the register or recording behaviour – is a moment lost from valuable teaching time. This video demonstrates how IRIS Edgen gives teachers time back by making everyday tasks quick and simple to complete.
- Powerful trust-wide and school reporting** – If spending hours attempting to analyse data from multiple sources (that will most likely be out of date before you've finished collecting it!) sounds familiar, this video's for you. Get set to explore **IRIS Central** and learn how the module can consolidate data from multiple MISs (as well as external sources, including Ofsted and IDACS), provide insightful reporting dashboards and enable fast, impactful decision-making.
- Manage assessments your way and improve pupil outcomes** – the final video delves into all things assessments and looks at how IRIS Edgen removes the admin burden by offering a comprehensive overview of every pupil while providing the flexibility to accommodate whichever assessment models schools choose to use.

The time to explore modern, better-value software is here!

[Download the videos here and take the first step towards unlocking the power of your MIS.](#)

Schools need a supplier who will listen to the needs of their changing environment to give stability, reduce costs and create economies of scale. These suppliers exist!

IRIS Education software is the cornerstone of efficient operations in over 12,000 schools and two-thirds of UK MATs. IRIS Education offers innovative EdTech solutions such as ParentMail, IRIS Financials, IRIS PlusPay and more. IRIS Education's portfolio of SaaS powers parent engagement, enhances financial management and supports school leaders to deliver outstanding outcomes for their communities.

**This is a sponsored article brought to you by IRIS Software Group.**

To find out more about IRIS products and services, contact them in one of the following ways:

Website: <https://www.iris.co.uk/contact-us/>

Phone: 0344 815 5555

Don't forget to follow us on [Twitter](#), like us on [Facebook](#) or connect with us on [LinkedIn](#)!

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### HAVE YOU READ?

How to support Ukrainian students arriving at your school by Kariny  
26th October 2022 Resources to help support children and young people arriving from...

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« PREVIOUS  
Talks continue as schools face teachers' strikes

NEXT »  
Heads call for end to 'blatant' Ofsted ratings

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### BE THE FIRST TO COMMENT

#### Leave a Reply

You must be logged in to post a comment.

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**ABOUT US**  
Our stable of brands has evolved and grown over the past 14 years – today we are a market leading education publisher which produces monthly publications, webinars, events and other targeted information, specifically for school leaders, school business managers, trusts and other decision-makers responsible for business management in their schools.

**ADVERTISE WITH US**  
We here at EdExec pride ourselves in creating solutions for suppliers to deliver their message in the most effective and interesting way possible. Our long standing experience means the end result will be on remark and read by the right people, every time.  
Get in touch today to find out how you can better reach your audience.

**OUR SISTER SITES**  
Our extensive education portfolio has developed over the years, and caters for state schools and academies, independent fee paying schools and free schools – we have something for everyone! result will be on remark and read by the right people, every time.

**CONTACT**  
Intelligent Media  
c/o SoHo Works, Unit 4-1  
The Tea Building  
16 Shoreditch High Street London  
E1 2JZ  
Tel: 0203 794 8056

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# SPONSORED CONTENT

## NEWS STORY

No more than 350 words

## BLOGS & COMMENT PIECES

No more than 600 words

## PLEASE ALSO SUPPLY

- 1 image
- Logo
- URL for image/logo to link to
- Contact details/CTA

**EDUCATION EXECUTIVE**

HOME NEWS COMMENTS & BLOGS MAGAZINE EDEXEC LIVE ABOUT SIGN UP SIGN IN

LEADERSHIP MANAGEMENT ICT MATTERS MONEY TALKS PROCUREMENT CPD COMPLIANCE & RESOURCES ACADEMIES & MATS LIVE IT

HOME > ICT MATTERS > 3 ways to ensure you're getting the best deal on your IT equipment

## 3 ways to ensure you're getting the best deal on your IT equipment

© 24th May 2023 ICT Matters

### Nobody likes experiencing that sinking feeling that you've either overpaid or bought the 'wrong' product; the good news is that there is a better way. Ian Nethercot, MCIPS, supply chain director, Probrand, explores how you can overcome the stormy world of IT purchasing and enter a new era where everyone feels confident to navigate and negotiate the very best deal

The IT industry is one of the most complex markets in the world and experiences thousands of price changes and product introductions per day. To browse that many products and manually compare specification, stock availability and cost is a near impossible task – there simply aren't enough hours in the day. Just trying to find the right product is challenging enough, let alone keeping ahead of the latest innovations. This is particularly frustrating for the education sector as it faces increased pressure to deliver a digital curriculum. Here are three key pieces of advice to guide you on your IT procurement journey.

- 1) Embrace digital**  
Given the volatility in the IT market over recent years, it has never been more important for buyers to deploy digital solutions to help them work faster and smarter. Procurement teams shouldn't be wasting time on processes that can be automated – for example, hanging around waiting for purchase orders which could be approved almost instantly. Adopting digital platforms allows procurement teams to improve efficiency and free-up time that can be spent more strategically – building relationships with suppliers and planning future purchases to ensure they are acquiring the best products at the best time and the best price.
- 2) Compare the market**  
Much of the equipment purchased for education will require a lower specification than private sector organisations – and can also be restricted by smaller budgets. Lots of products are designed with this in mind and are manufactured specifically for the needs of the education market. So, your first step is to make sure you're taking a closer look at the specification of products to ensure you aren't paying over the odds for something that does more than you need it to.  
Digital platforms can make this process much easier by offering the ability to select multiple products and view a direct comparison in just a few seconds. This might look at things like the operating system or the battery lifespan, as well as dimensions and weight. If you're struggling to choose between two products that are nearly identical in price, reviewing the specification can help you to become more informed about which product is going to suit your needs and give you the biggest bang for your buck.
- 3) Go green**  
Finally, it's worth looking at refurbished and renewed IT equipment which can be somewhere between 30-40% cheaper than brand new devices. Equipment purchased through an authorised, accredited, platform will be inspected and tested as being fully functional, and many items come with a two-year warranty for peace of mind. Of course, there is also an environmental argument to this approach which may help contribute to any sustainability objectives you are trying to achieve as an organisation.  
By following these steps educators can rid themselves of the headaches associated with traditional ways of buying IT and spend more time on activities that are driving innovation and creating the best possible learning environments.  
The best news is that all of these can be achieved, safe in the knowledge that you are bringing spending under control and getting the best value.  
At Probrand we understand that buying education IT is challenging, with purchasing processes to follow, demand for the best price and a need for technical advice you can trust.  
Our unique digital marketplace saves you time and money by doing all the hard work for you – from price comparison and 'live' price and stock updates, to automatically delivering education-specific discounts you're entitled to direct from vendors and distributors. Our specialist education team is experienced in hardware provision, install, and migration away from proprietary providers.  
Register for free at [marketplace.probrand.co.uk](https://marketplace.probrand.co.uk)

**This is a sponsored article brought to you by Probrand**

To find out more about how Probrand could benefit you, come and chat to them at Education Executive Live 2023. Book your tickets [here!](#)

Don't forget to follow us on [Twitter](#), like us on [Facebook](#) or connect with us on [LinkedIn](#)!

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### HAVE YOU READ?

Navigating a complex IT market to get the best deal by Kariny  
27th April 2023 Ian Nethercot, MCIPS, supply chain director, Probrand, explores some of the challenges...

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« PREVIOUS

NEXT »



Email Marketing

# Email marketing

## EE Weekly Email Inclusion - Adverts



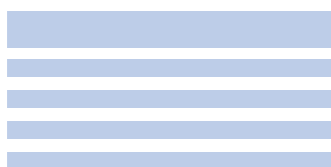
**NEWSLETTER BUTTON:**  
170px wide x 350px high



**LEAD AND MID BANNER**  
600px wide x 150px high

## EE Weekly Email Inclusion - Sponsored Content

### V1



#### SPONSORED INCLUSION:

- 50 words plus headline
- Link to webpage
- Logo or image

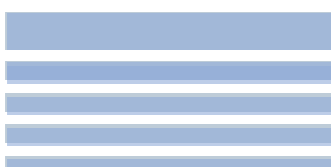
### V2



#### SPONSORED INCLUSION:

- This inclusion is accelerated activity for a sponsored article
- No additional copy is required

### V3 (EE weekly combo)



#### SPONSORED INCLUSION:

- Article and advert combo
- Advert 140px wide x 480px high
- Link to webpage
- No additional copy required for article

\*Click on boxes to check positions visually

## BESPOKE / SOLUS E-SHOT

Finished HTML file designed at 800px wide

- Images must be provided as absolute links within HTML and separately in an image file
- Please also provide PDF visual final email
- We advise against the use of CSS as it is incompatible with some email clients
- We advise against background images as it is incompatible
- All styles should be in line
- Please ensure the file only contains HTML and no java script
- Please ensure that the code does not include your footer – to comply with GDPR legislation it must have ours
- Please include the Subject line to use for the Email





EdExec LIVE

## Print Advertising Specifications

production@intelligentmedia.co.uk or call 0203 794 8555

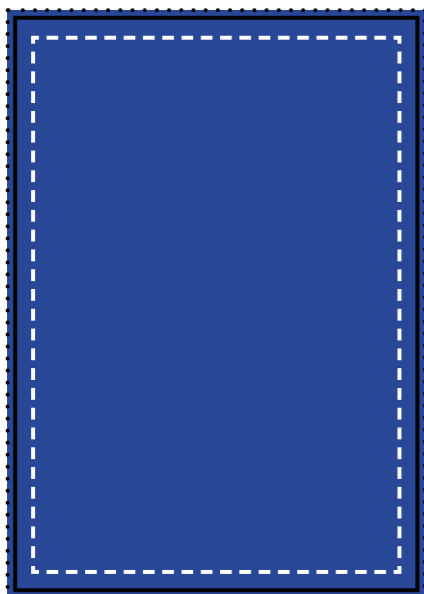
### LABEL KEY

- **BLEED:**  
Each outer edge of all full page artwork requires 3mm of bleed to avoid any white space remaining when the paper is cut.
- **TRIM:**  
This is the size of the final publication.
- **SAFE:**  
The area all text and feature images should be placed within to avoid the artwork appearing unbalanced or being concealed in the binding of the publication.

### TOP TIPS

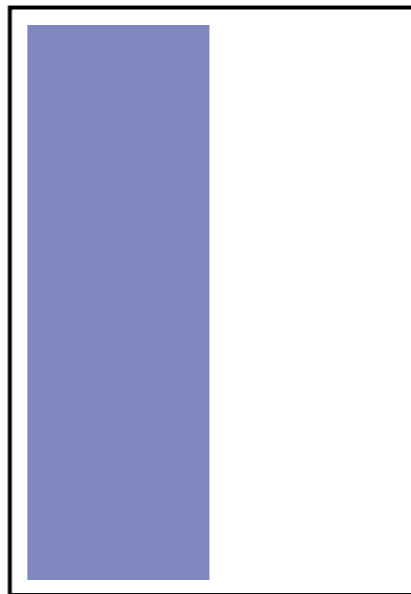
- The ideal file format to send us your artwork in is PDF. However, we will also accept EPS or TIFF files.
- Your artwork should be of high resolution, preferably more than 300DPI.
- Please allow a 3mm bleed on all sides of your artwork. This is the margin that we need when trimming prints.
- Please make sure that all the text on your artwork is at least 1cm from the edge of your design.
- Please convert all fonts in your artwork to outlines to ensure compatibility.
- Make sure your images are in CMYK colours (full colour), not RGB for example.

### Full Page (A4)



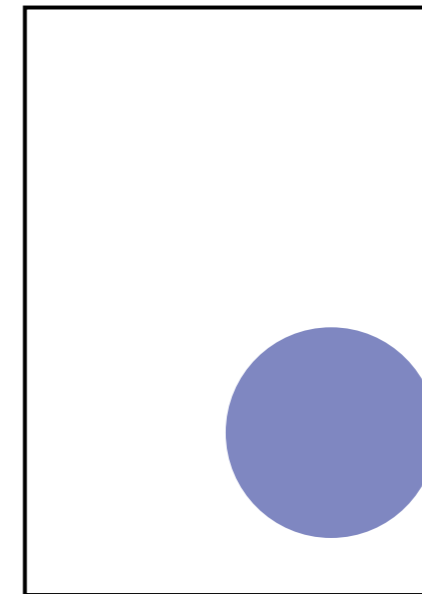
- **TRIM:**  
210mm wide x 297mm high
- **BLEED:**  
216mm wide x 303mm high
- **SAFE:**  
All text should be 1cm from the edge of the page

### Half Page (A4 vertical)



- **TRIM:**  
92mm wide x 277mm high
- **BLEED:**  
Not required
- **SAFE:**  
We place artwork with 1cm of white space on each side

### Cover banner



Please provide logo to go on cover banner plus 15 words

## Digital specifications

production@intelligentmedia.co.uk or call 0203 794 8555

### EdExec LIVE advert positions and dimensions

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#### HOMEPAGE:



**LEADERBOARD:**  
930px wide x 115px high



**CAROUSEL:**  
410px wide x  
310px high



**SLIDER CARD:**  
206px wide x  
247px high



**BOTTOM BANNER:**  
768px wide x 95px high

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#### BOOK TICKETS PAGE:



**BOOK PAGE MPU:**  
225px wide x 170px high

\*Click on boxes to check positions visually

#### EdExec website

##### Website homepage web ads:



**DOUBLE BUTTON:**  
300px wide x  
125px high



**SKYSCRAPER:**  
300px wide x  
400px high



**MPU:**  
300px wide x  
250px high



**LEADERBOARD:**  
728px wide x  
90px high

##### Digital articles:

- Up to 600 words
- 1 image
- Logo
- URL for image/logo to link to
- Contact details/CTA

# Examples





EdExec weekly emails:

# ED EXEC Weekly

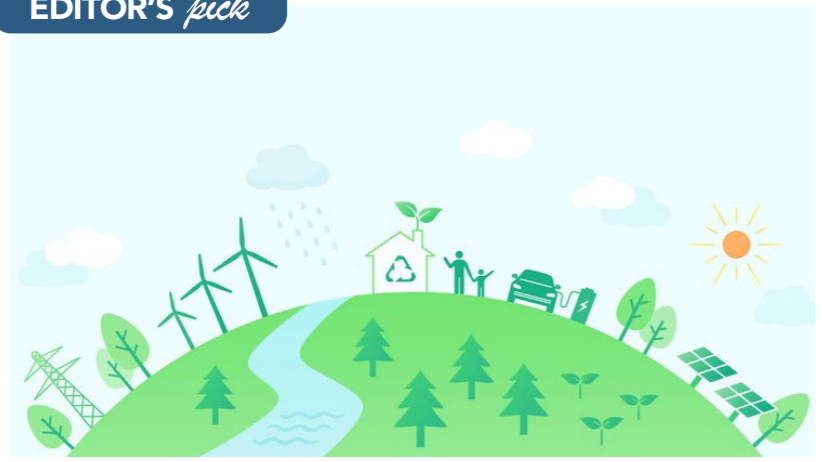
This week's round up of the best bits from EdExec online



**This week on edexec.co.uk:**

EdTech | Sustainable Schools | Managing underperformance

## EDITOR'S *pick*



### How to become a more sustainable school

In an era where environmental consciousness is paramount, educational institutions need to lead by example

[READ \*more\*](#)



#### Best methods to manage underperformance

How do you manage an employee who's been delivering lacklustre results and offering only excuses?

[READ \*more\*](#)

#### Common EdTech mistakes and how to fix them

Edtech is an integral part of learning and can enhance the school experience – but how can it be used more effectively?

[READ \*more\*](#)

#### How to adopt an effective instructional coaching approach

In the realm of education, instructional coaching is now a vital tool for professional development

[READ \*more\*](#)

Bespoke email:



## EXACOMPTA CLAIREFONTAINE

### LATEST INNOVATIONS FROM EXACOMPTA CLAIREFONTAINE

With a portfolio of over 25,000 products across our wide range of international brands, the Exacompta Clairefontaine group continues to supply an extensive selection of premium stationery products to those who are seeking to offer comprehensive, high-quality solutions to their customers.

Not only does the group benefit from an enriched history of global brands, but with 30 modern production facilities located worldwide, we remain at the forefront of innovative and sustainable manufacturing within the industry.

Several exciting new products will be on display on stand M400 at the upcoming London Stationery Show, alongside a selection of popular in-store merchandising solutions. Here's a quick preview of what's being showcased...



#### SUSTAINABLE STATIONERY WITH BEE BLUE

By combining the latest trends in colour design with Blue Angel certified items made from 100% recycled post-consumer plastics, Exacompta's Bee Blue range not only meets the environmental expectations of buyers, but the ergonomically designed, modular desktop accessories and filing allow users to create a bespoke workspace to suit their requirements.



#### GO GREEN WITH RHODIA

The new 100% recycled Rhodia Greenbooks offer a sustainable choice for ecologically aware consumers. Unlike most of the recycled paper in the market, the 160 pages of recycled 90gsm Clairefontaine paper benefit from a high opacity and superior natural whiteness without de-inking or chlorine treatment.

[Register an account or Login here](#)

To assist our dealers, we can offer a comprehensive selection of branded marketing collateral, including in-store merchandising and POS display furniture, as well as online support for websites and social media. Simply contact our sales team to discuss your requirements.

**EDUCATION EXECUTIVE** Sponsored content: **feeling the pinch?** [VISIT US](#) [www.educationmutual.co.uk](#)


HOME NEWS COMMENTS & BLOGS MAGAZINE EDEXEC LIVE ABOUT SIGN UP SIGN IN

LEADERSHIP MANAGEMENT ICT MATTERS MONEY TALKS PROCUREMENT CPD COMPLIANCE & RESOURCES ACADEMIES & MATS LIVE IT

HOME > ICT MATTERS > IRIS Education launches bitesize video series, helping schools and trusts unlock the power of their data with a smart MIS

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© 23rd January 2023 by ICT Matters



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- Simplifying everyday tasks for teachers** – time is a precious commodity for teachers, and every moment spent on tasks – like taking the register or recording behaviour – is a moment lost from valuable teaching time. This video demonstrates how IRIS Edgen gives teachers time back by making everyday tasks quick and simple to complete.
- Powerful trust-wide and school reporting** – if spending hours attempting to analyse data from multiple sources (that will most likely be out of date before you've finished collecting it!) sounds familiar, this video's for you. Get set to explore [IRIS Central](#) and learn how the module can consolidate data from multiple MISs (as well as external sources, including Ofsted and IDACI), provide insightful reporting dashboards and enable fast, impactful decision-making.
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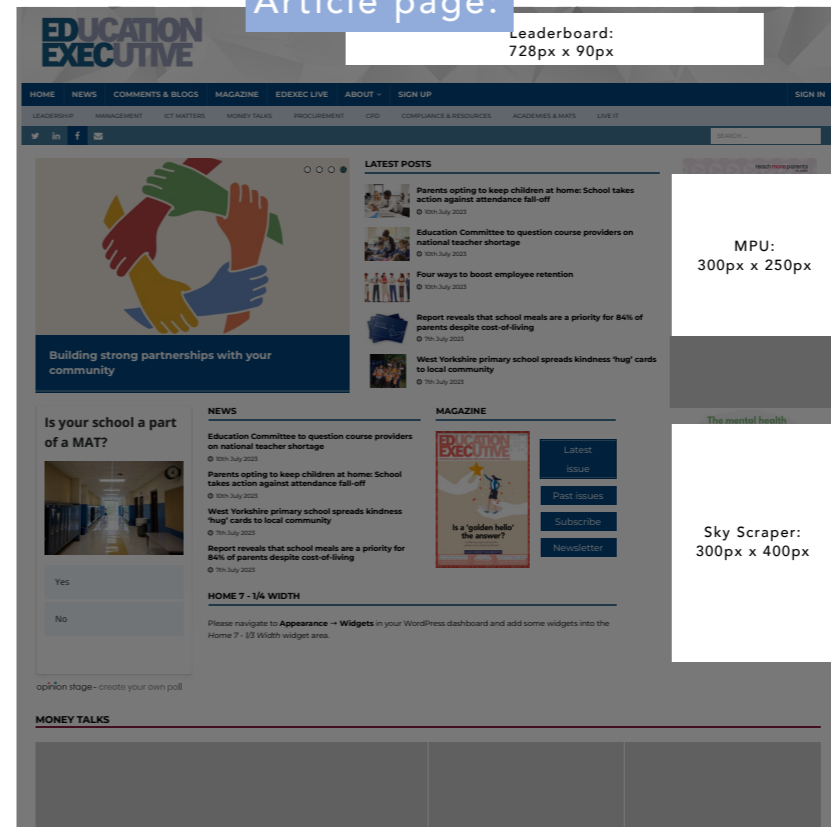
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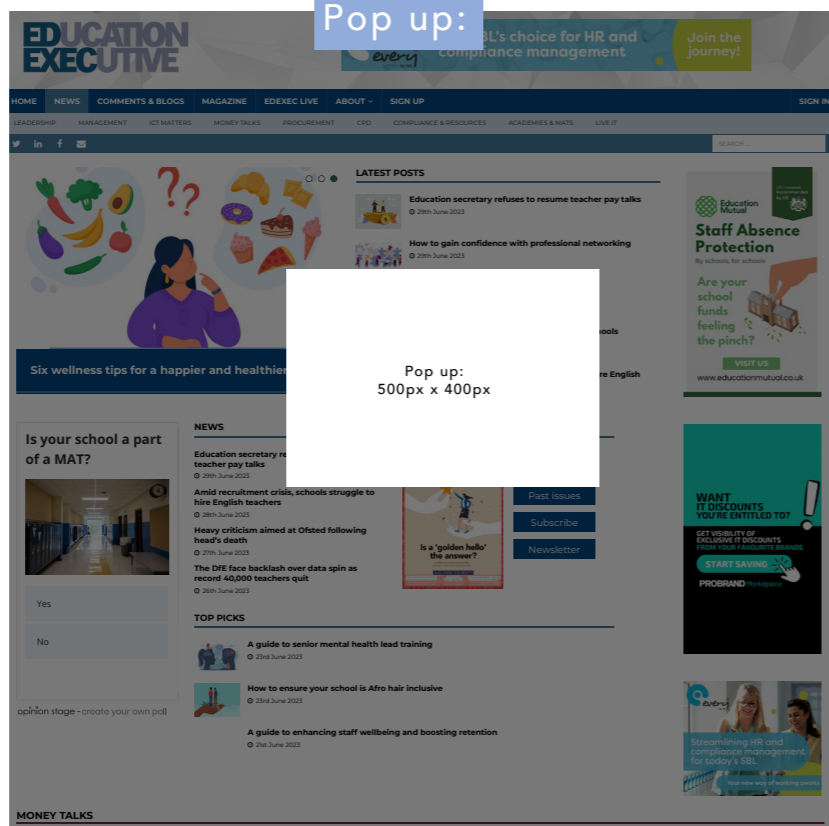
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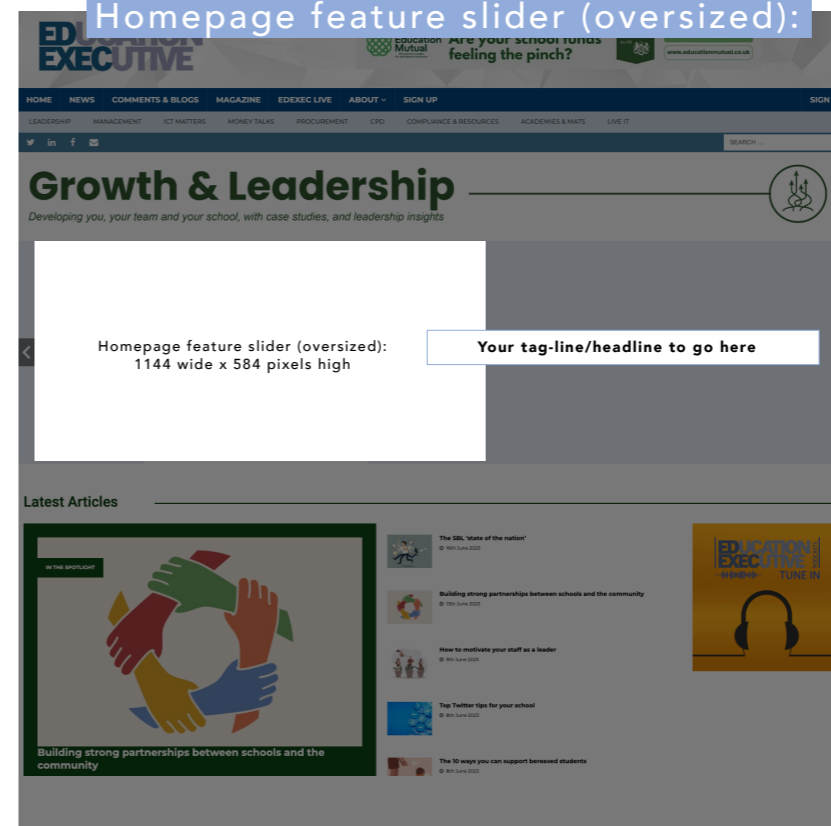
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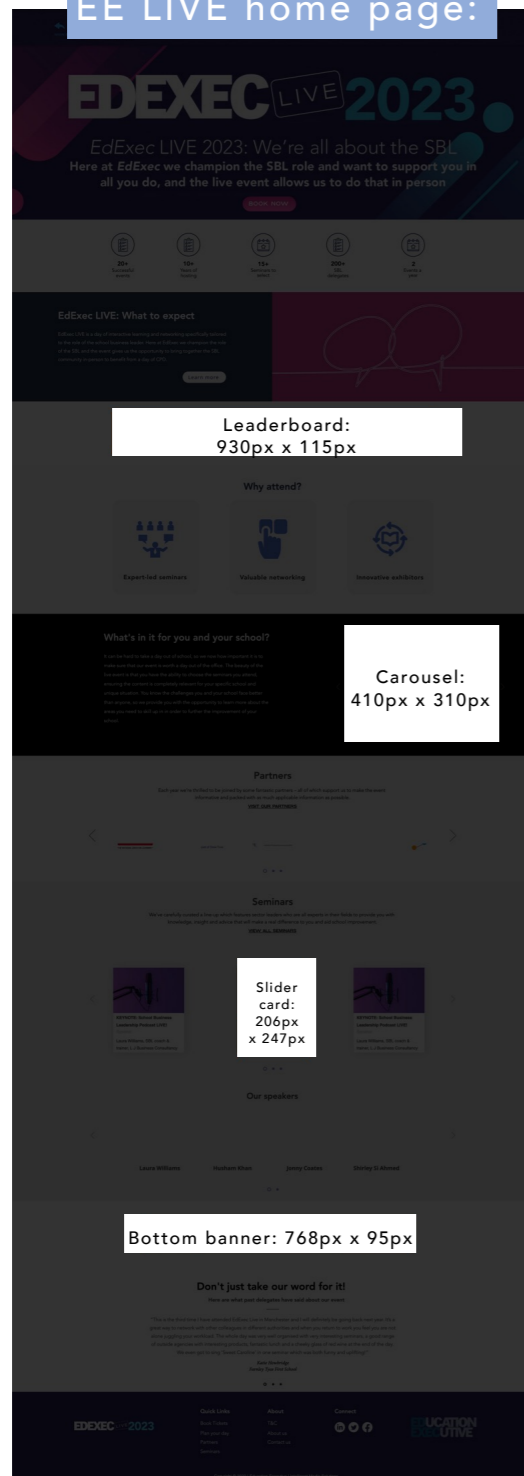
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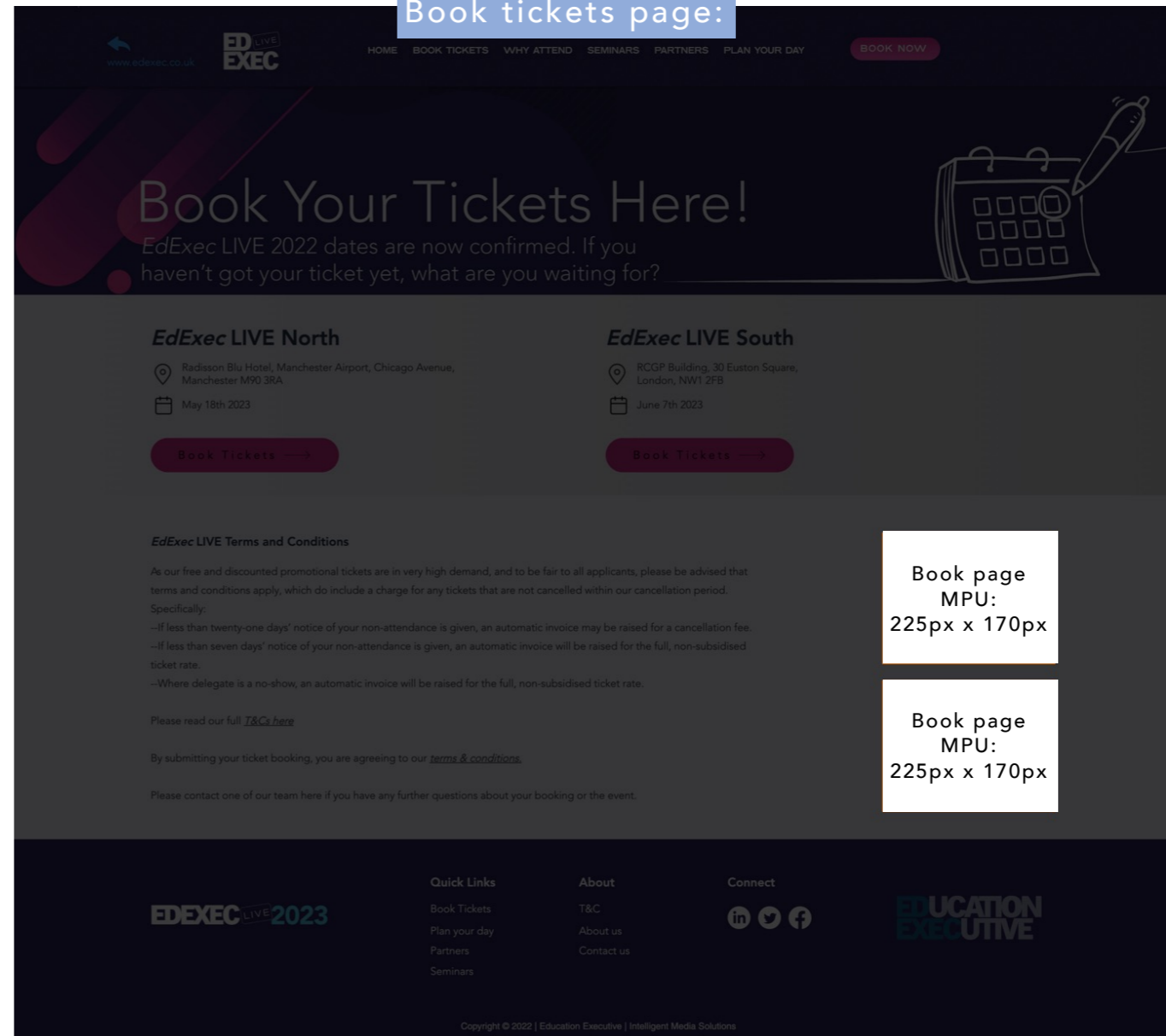
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