



Irish National Teachers' Organisation
Cumann Múinteoirí Éireann

Connecting you with teachers across Ireland

Media Pack 2024/25

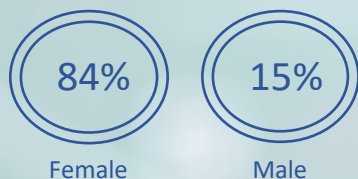


Facts, figures and advertising opportunities

Our membership

The Irish National Teachers' Organisation (INTO), founded in 1868, is the largest trade union representing teachers in Ireland - 44,307 primary teachers in the Republic and 7,256 primary and secondary teachers in Northern Ireland. It is an established voice in the education sector and a proven, trusted information source for its 52,000 members, providing them with independent advice on finance, employment and the latest in teaching resources.

52,000 ACTIVE AND ENGAGED MEMBERS



Please note that 0.006% of members identify as non-binary, while 0.01% of members prefer not to say.

Age Range



We engage with our members every day, communicating on multiple platforms, including daily news updates on our website and digital media, weekly e-newsletters, regular magazines and peer-reviewed journals. We also host events such as the annual Congress where our members set the union's agenda.

InTouch magazine print & digital

InTouch magazine is the INTO's member magazine, read by teachers, principals and deputy principals across Ireland. It is a valued resource on a broad range of topics, helping teachers in their roles as teacher, employee and in their homelives. Each issue includes lesson ideas, advice, educational industry updates and opinion, financial guidance, career help and articles on wellbeing.

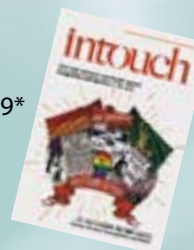
With an average circulation of 52,000, *InTouch* magazine is one of Ireland's highest circulating magazines, compared with:

- *The RTÉ Guide* 32,510*
- *Irish Country Magazine* 24,309*
- *Business Post* 19,000*
- *Irish Daily Mail* 19,552*

*Publishers' own statements

- Delivered to over 52,000 named members.
- PrintOut, the magazine for our Northern Irish members, is included in each issue.
- Over 3,000 copies delivered to principals and deputy principals as well as staffrooms.

InTouch is also available to members on the INTO website and via an interactive online platform optimised for mobile, desktop and tablet. It's promoted via e-mail, e-newsletters and our social channels. There are a further c.2,000 downloads each month



Our INTO e-newsletter

Our weekly e-newsletter is sent every Tuesday during term time. It's a round-up of the latest news, resources and practices that affect members' work and home life.

- On average we mail between 37-40,000 members/subscribers per week.
- Open rate avg. 35% (industry avg. 21.8%)
- Limited to two ad spaces per newsletter.



Members' diary

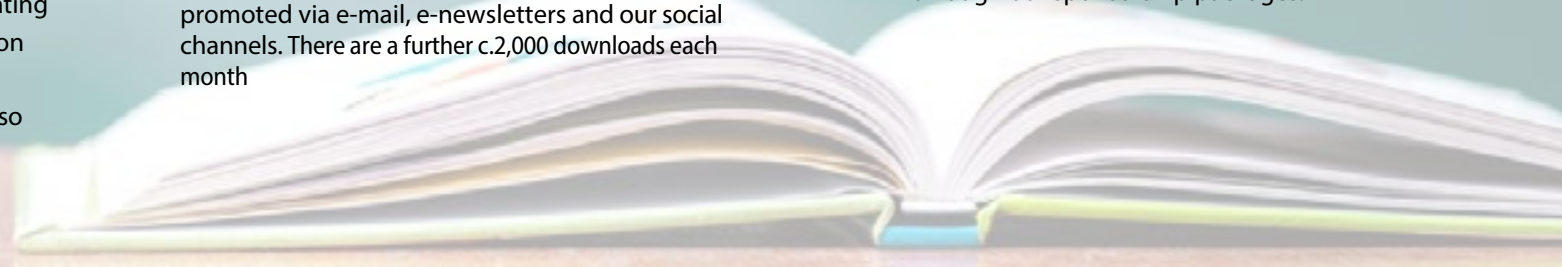
Our member diary is mailed to approx. 52,000 members each June ahead of the academic year. With its easy-to-use weekly display and essential practical information, it is a valued planning tool for every teacher, principal and deputy principal.



INTO events

Trade exhibition stands are available at our numerous national conferences, including our annual Congress at Easter.

- Ideal forum to showcase product and services to a target audience of nearly 1,000 attendees.
- Avail of additional advertising opportunities through our sponsorship packages.



Advertisements specifications for *InTouch* magazine

InTouch advertisement rates:

Size	Print & digital
Double-page spread	€4,826
Cover positions	€3,029
Premium page position	€2,750
Full page	€2,474
Half page	€1,492
Quarter page	€802
Eighth page	€388

Please note:

- Rates are held till January 2025.
- Discounts will apply to bookings of two ads @ 10% and/or three ads or more @ 25%.
- All rates are net of 23% VAT.
- All dates and rates quoted in this rate card are subject to change.
- Please confirm with the INTO upon booking for final rates and copy deadlines.
- Terms and conditions can change, please contact Richard Power at rpower@into.ie or +353 1 804 7773
- Design and layout of advertising copy with additional charges on a per advert basis can be arranged.

Copy to be supplied as:

- Please supply ad creative as PDFs only.
- All PDFs must use the PDF/x-1a:2001 presets.
- When possible, the ISO Coated Fogra 39 CMYK colour destination should be used.
- Any PDFs in the RGB colour space will be converted and may result in undesired colours.
- PDFs must be supplied at the final printed size in CMYK format with no spot colour, all fonts to be embedded.
- All images to be supplied at 300dpi resolution.
- Text and logos must be within a safe area of 8-10mm from the edge of the page trim.

Copy & distribution dates 2024/25:

InTouch is bi-monthly and is printed and distributed five times per school year.* *InTouch* is distributed to all members and schools in ROI (44,307) and NI (7,256) with a maximum print run of approx 55,000. See approx publication dates below, which are subject to change

Issue	Copy deadline	Publication
Nov/Dec 2024	24th Oct '24	1st Nov '24
Jan/Feb 2025	6th Jan '25	13th Jan '25
Mar/Apr 2025	7th Feb '25	1st Mar '25
May/Jun 2025	26th Apr '25	14th May '25
Sept/Oct 2024	26th Aug '25	5th Sept '25

Advertisement specifications

Text and logos must be within a safe area of 8-10mm from the edge of the trim size to avoid any cropping. Please use 'type area' for dimensions for copy design.

Size of Advert

Double page spread*

	width	height
Trim size	420mm	x 297mm
Full bleed	426mm	x 303mm
Type area each page	179mm	x 268mm

*Please supply DPS split into single pages, ensuring 3mm bleed area.

Full page

Trim	210mm	x 297mm
Bleed	216mm	x 303mm
Type area	179mm	x 268mm

Half page vertical

Trim	104mm	x 297mm
Bleed	110mm	x 303mm
Type area	87mm	x 268mm

Half page horizontal

Trim	210mm	x 145mm
Bleed	216mm	x 151mm
Type area	179mm	x 132mm

Quarter page

Eighth page

Per column

87mm	x	132mm
87mm	x	64mm
41mm	column inch/cm	

*Please confirm with the INTO upon booking for final rates and copy deadlines.

Please contact Richard Power at rpower@into.ie or +353 1 804 7773 for more booking information.

Advertisement specifications for inserts, e-newsletter & diary



InTouch magazine; inserts

We carry two types of inserts: advertising and educational. All inserts are posted to named individuals guaranteeing delivery to our member database. The following are our specifications for both types of inserts:

- You can directly target our educational industry list of 900 education stakeholders, media and politicians.
- There are separate rates for schools-only inserts with 3,500 inserts for ROI and a further 4,000 for NI.
- Please trim A4 inserts to 204mm x 291mm.
- Inserts larger than A4 to be trimmed and folded to 204mm x 291mm.
- All inserts must be delivered to our mailing house within five working days prior to the magazine posting date highlighted on the schedule.
- Rates quoted include cost of insertion, packaging and posting. Actual weight is determined by the mailing company.

InTouch magazine; educational inserts

- An educational insert is defined as a resource to be used in the classroom. It can be a single sheet, an educational poster or in the form of a booklet.
- Content will be approved by the *InTouch* editorial team.
- The minimum size for a poster is A3, trimmed and folded to 204mm x 291mm.
- INTO will consider other sizes and formats.
- Educational posters/inserts are limited to one per issue.

Insert rates for InTouch magazine print version

Our full print run is c.52,000 of which c.45,000 inserts are mailed to ROI, 7,000 to Northern Ireland members and 900 to include our educational industry list.

Weight	Republic of Ireland	All Ireland
Up to 5g	€2,639	€3,773
Up to 10g	€4,595	€5,605
Up to 20g	€4,820	€5,773
Up to 25g	€5,668	€6,410
Up to 30g	€6,516	€7,258
Up to 35g	€7,218	€8,066
40g to 60g	€7,978	€8,826

Insert rates for educational posters/inserts

Weight	Republic of Ireland	All Ireland
Up to 35g	€5,774	€6,453
40g to 60g	€6,383	€7,061

Insert rates for schools only – one per school

Weight	Republic of Ireland	All Ireland
Up to 10g	€1,869	€2,240
Up to 20g	€2,480	€2,971
Up to 35g	€3,339	€3,990
Up to 50g	€3,750	€4,490

**Please note that all rates are exclusive of VAT @ 23%*

**Please confirm with the INTO upon booking for final rates and copy deadlines.*

Our weekly e-newsletter

Every Tuesday we send out our weekly e-newsletter to over 42,000 members who have subscribed to receive it.

- Limit of two advert slots per week.
- Each advert to be provided with an e-link.
- Pixel width x height: max **300** wide x **310** high.
- Please provide advert in RGB colour.
- Please provide in jpg format, exported or saved for web.
- Copy can be changed on a weekly basis.
- Cost for one ad is €700
- Cost of €500 per ad on a series of four+ booking.

Our members' Diary

The annual INTO members' diary is requested and mailed directly to our members, each year.

- Distributed in June of each year ahead of the academic year.
- Inside-front and inside-back cover pages are available as single ad pages: €3,300 per page.
- Run-of-page: €2,400 per page.

Events and Congress

The INTO host a number of major events each year, for our members, including the annual Congress. There are opportunities to sponsor events, take stand space and sponsor event merchandise. Please contact gglackin@into.ie for information on events.

Please contact Richard Power at rpower@into.ie or +353 1 804 7773 for more booking information.

For advertising inquiries
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