



MEDIA PACK 2025



About

What is QA Education?

With over three decades of experience, QA Education is an essential platform for the UK education sector. We keep headteachers, educators and key decision makers up-to-date with all the latest industry news, information, technology, products and services.

Who Reads QA Education?

QA Education is digitally subscribed to by over 17,000+ key decision-makers. This means you and your business could reach thousands of education professionals with our expansive readership list of headteachers and educators from the largest educational establishments throughout England and Wales.

Why advertise with QA Education?

Are you looking to get your company, product, or service in front of all the right people in UK schools?

QA Education can develop a tailored advertising plan that meets your needs and holds within budget. Through our various digital options, our team can work alongside you to create an effective marketing strategy designed with success in mind.

Advertising

What can we offer?

Digital Magazines

We publish a monthly specialist digital magazine, with a new focus/topic for each month. These monthly magazines are published alongside our main digital issue, online guide and any online bespoke company magazines. In these digital magazines we publish adverts and editorial to promote your business, and if you are struggling to create your adverts, don't worry, our design team can do it for FREE!

Website

With news stories, product overviews, and educational information being uploaded weekly, the QA website is developing a strong reputation as a leading online publication in its own right. Every day we help our advertisers target decision-makers and key influencers in the purchasing of goods and services for schools. We offer various different options to advertise your business on our website, including press releases, online banners, pop-ups & thumbnails.

<https://qaeducation.co.uk/>

Newsletters

Sent out every month to our 17,000+ subscribers, our newsletter delivers key information and news as well as promoting our digital magazines directly to the inboxes of important figures in the education sector. It is yet another avenue of advertising which reaches a large audience instantly.

Email Marketing / Eshots

Now is your chance to take advantage of an unbeatable ROI through email marketing and make a lasting impression on the UK's ever-growing educational community. You can promote your business through exclusive solus emails for an even bigger impact. If you don't have the software or facilities to create your own eshot, don't worry we can do it for FREE for you. Give your brand the recognition it deserves with email marketing.

Social Media



With over 3,000 followers on Twitter, we have a wide reach on social media platforms, make sure to give us a follow!



Advertising Rates

Digital Magazine Advertising

*All prices subject to VAT

Cover Positions

Inside Front Cover	£1,550
Inside Back Cover	£1,475
Outside Back Cover	£1,550
Front Cover Logo	£1,275

Full Colour Adverts

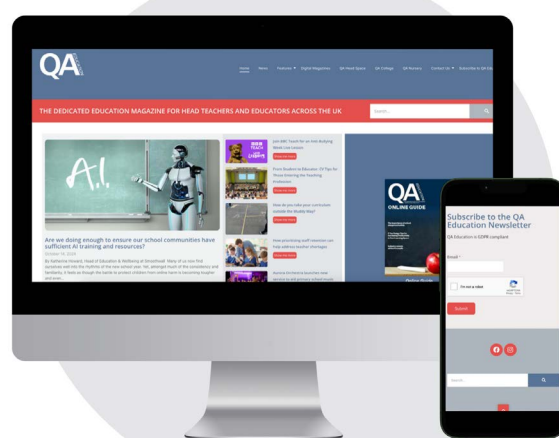
Full Page Advert	£1,275
1/2 Page Advert	£650
1/4 Page Advert	£350



Website Advertising

*All prices subject to VAT

Online Banner	£1,500
Online Pop-up	£500
Online Thumbnail	£300



Email Advertising

*All prices subject to VAT

Group Eshots (per monthly campaign)	£1,275
Solus Eshots (per monthly campaign)	£2,500



Bespoke Online Magazines

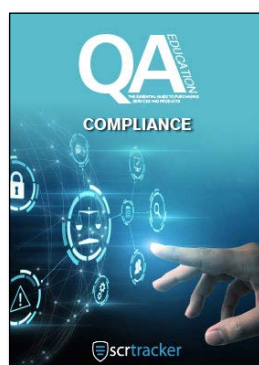
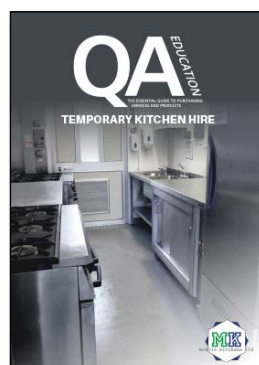
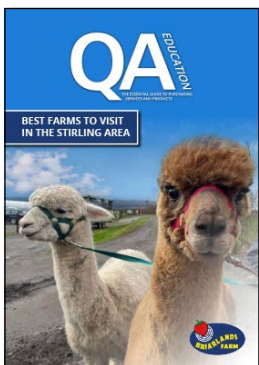
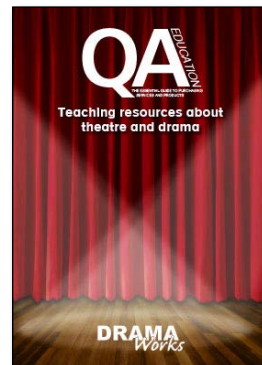
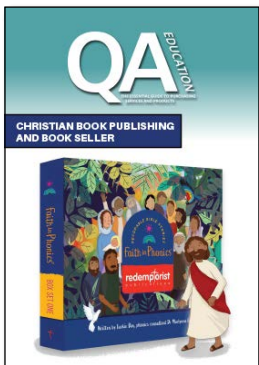
*All prices subject to VAT

QA Education offers advertisers the chance to showcase their brand, services and products through digital bespoke magazines.

These digital magazines are presented on our website, emailed out to our subscribers, included on monthly newsletters and promoted on social media channels. This guarantees that your brand will be seen by the right people.

Bespoke Digital Magazine

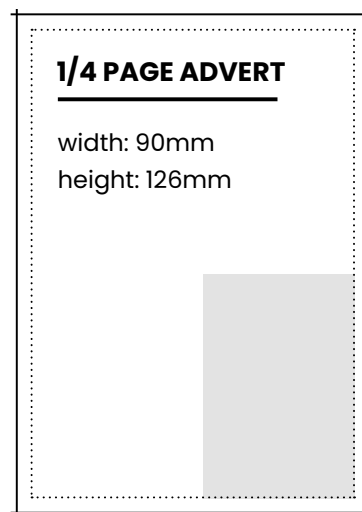
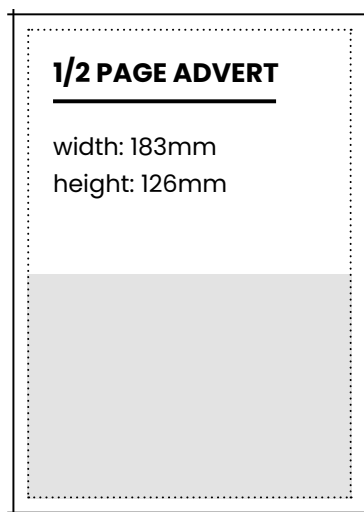
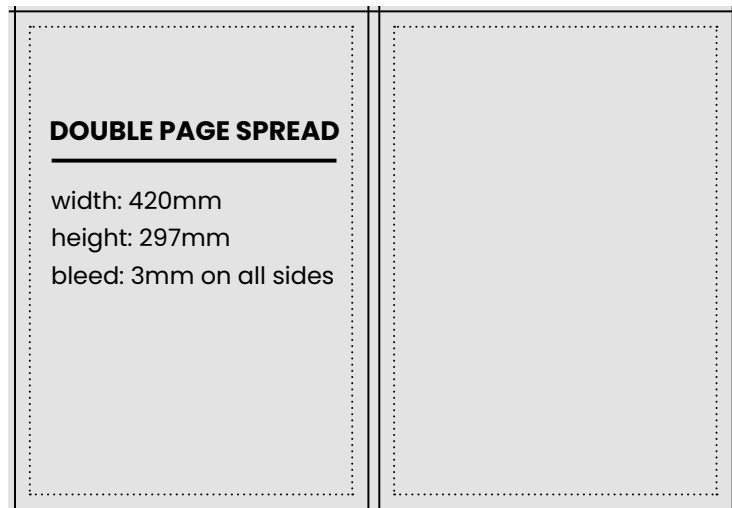
£2,500



Usually our Bespoke Magazines consist of a front cover, back cover, up to 8xpages of content (editorial/ adverts) and interactive links.

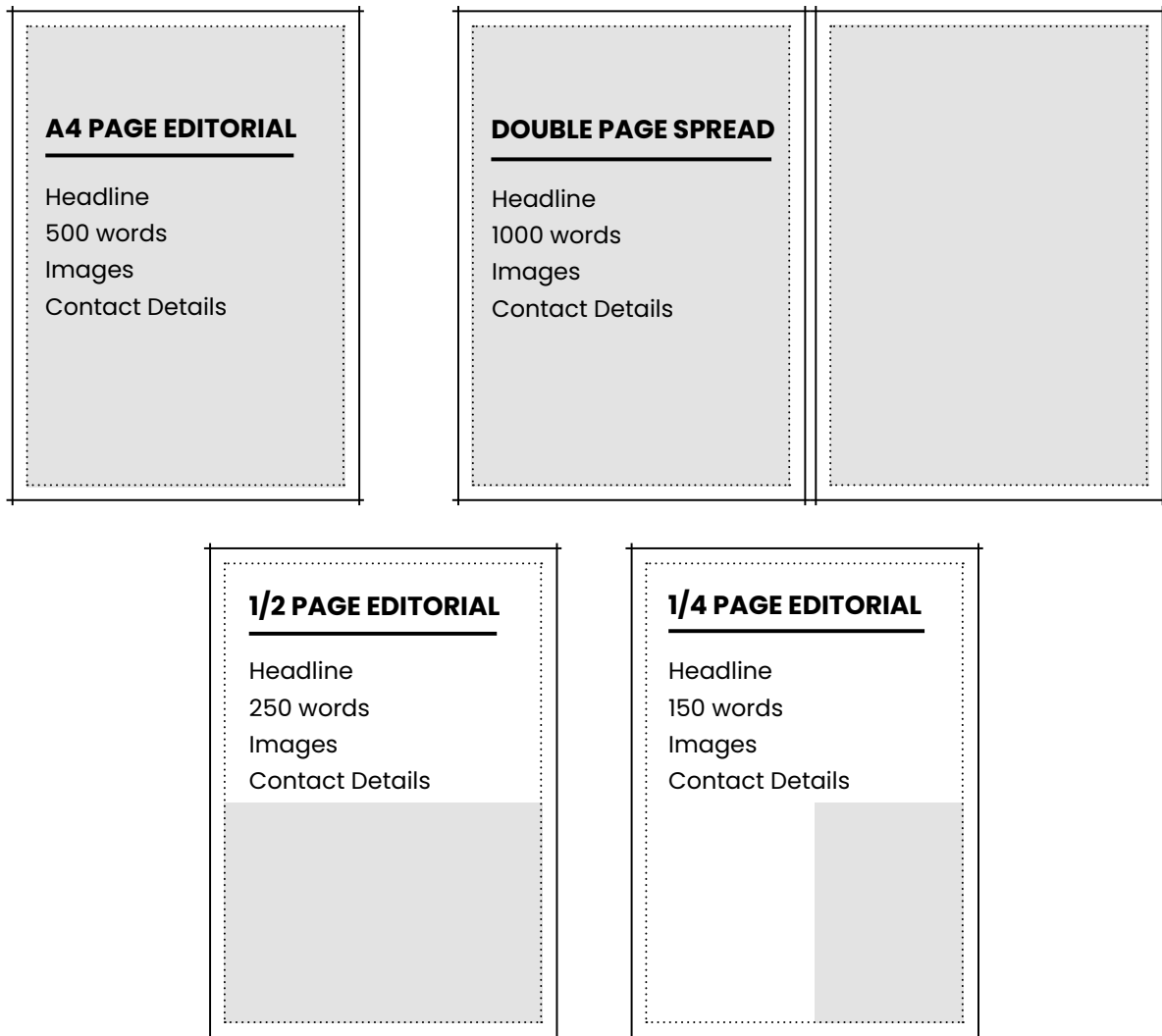
Worried about designing it yourself?
Don't worry! Our design team can put together the magazine for you at no extra cost!

Artwork Specifications



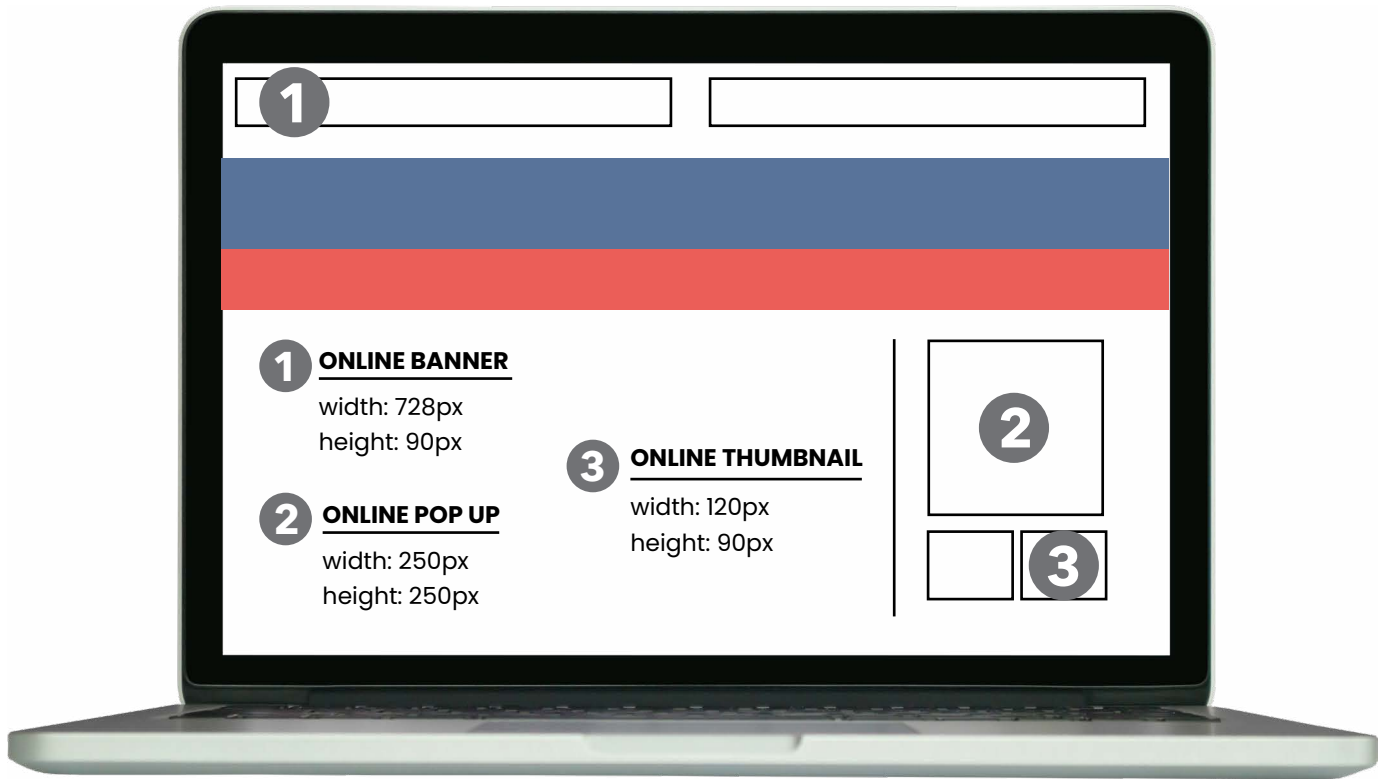
- ▶ All artwork should be supplied in **CMYK** at **300dpi**
- ▶ All artwork should be supplied as a **High-Resolution PDF**
- ▶ All artwork should be supplied by the copy date advised and sent to **jackie@euromediaal.com**
- ▶ **IMPORTANT:** Please ensure all images supplied are authorised for use and do not infringe any copyright or license use.

Editorial Specifications



- ▶ Images are to be supplied as **High-Resolution JPEGs**
- ▶ Editorial to be supplied as either a **word document, PDF** or in the **body of an email**
- ▶ Please note that **logo's** are not permitted within editorial
- ▶ **IMPORTANT:** Please ensure all images supplied are authorised for use and do not infringe any copyright or license use.

Website Specifications



Digital advertising to be supplied at **72dpi** and as an animated **GIF** with **3-5 slides** and an **interactive link**

All artwork should be supplied by the copy date advised and sent to **jackie@euromediaal.com**

Online bespoke magazines can be found on the "Magazines" page on our website.

ONLINE EDITORIAL

Headline: Must be 60 characters or under, we may edit the heading slightly to help with search engine optimisation.

Content: Must be as unique as possible for search engine optimisation

Word Count: Must be 300 words minimum, can include an introduction, conclusion, subheadings, links, quotes, and contact details.

Images: Must be high-res JPEGs and supplied with the appropriate credit/permission. Logos are not permitted

What our customers say...

“

Groupcall have been advertising with QA Education for quite some time now. We have received some great responses from our front cover positions as well as our accompanying editorial or full pages within the publication. QA has a superb readership and the team are great!

”

Nikki Walker, Groupcall

“

We've found working with the QA Education team a pleasure. QA Education is one of the UK's essential guides for education decision-makers including headteachers, business managers and bursars and we have no hesitation in recommending it as a key title for the UK education sector. We've always found QA Education the perfect platform to get our brand and its news in front of education's key decision-makers. We'd recommend it to any organisation wanting to deliver profile in the education sector

”

**PR & Communications Manager @
KYOCERA Document Solutions UK Ltd**

“

Sunshade Services have been advertising with QA Education for over 3 years, both in the magazine and online. We have advertised with a variation of sizes and editorial pieces and have always received a very good response. From start to finish the service they offer is exemplary. Their sales staff are not only extremely knowledgeable, but are also extremely pleasant and approachable and are willing to help with any matter or concerns you may have. With their in-house design team they are able to offer you a complete design service which is carried out using your own logos, images and text, producing extremely professional advertisements. QA Education offer an extremely competitive service, they not only deliver on quality but price as well.

”

Dave Brough, Sunshade Services

CONTACT US



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