



Print and Internet  
Advertising Information



**innovatED**



**independentschoolsportal.org**  
Strengthening collegiality through technology

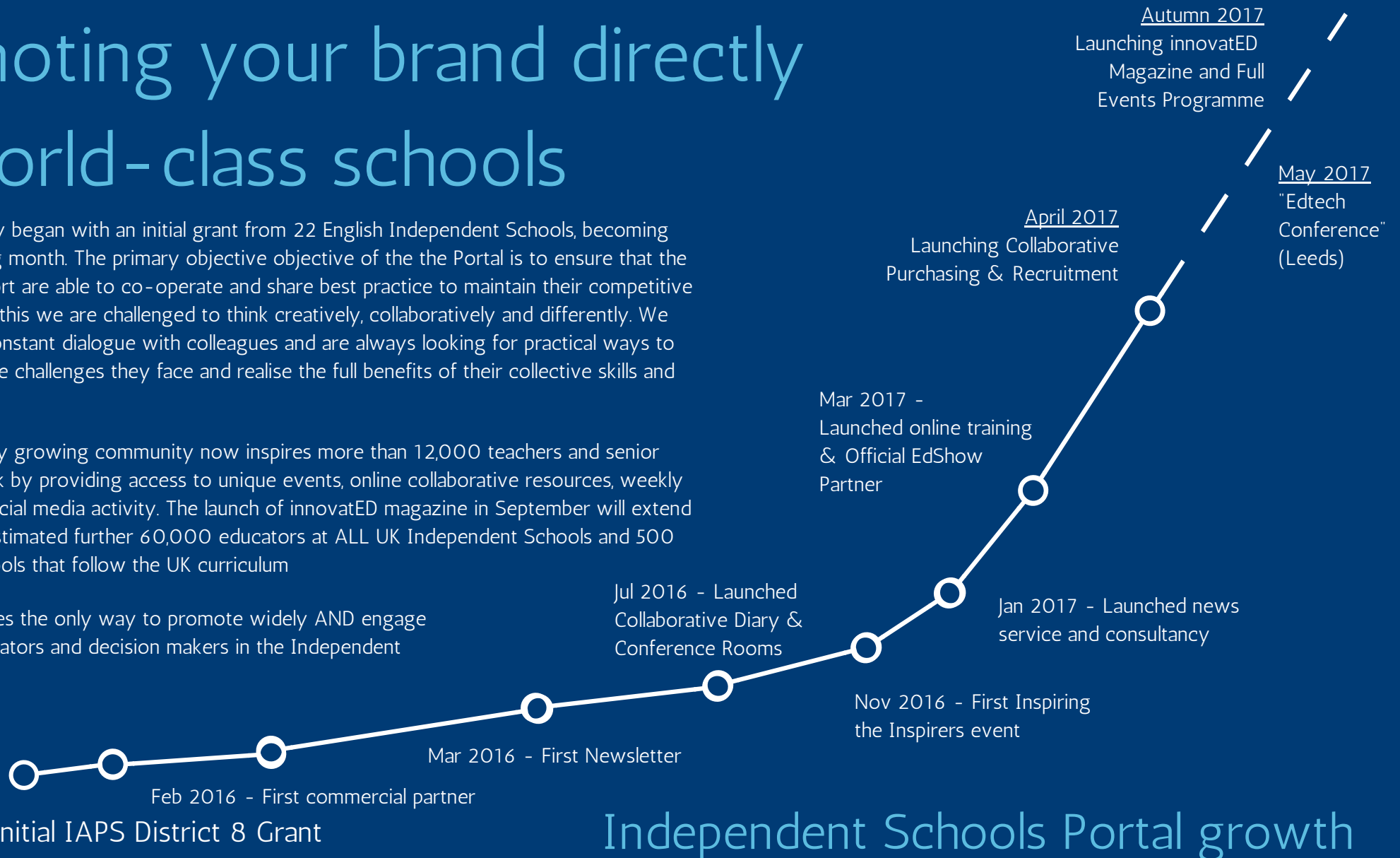
# Introduction

## Promoting your brand directly to world-class schools

The Portal journey began with an initial grant from 22 English Independent Schools, becoming 'live' the following month. The primary objective of the the Portal is to ensure that the schools we support are able to co-operate and share best practice to maintain their competitive edge. To achieve this we are challenged to think creatively, collaboratively and differently. We are engaged in constant dialogue with colleagues and are always looking for practical ways to help overcome the challenges they face and realise the full benefits of their collective skills and scale.

The Portal's rapidly growing community now inspires more than 12,000 teachers and senior leaders each week by providing access to unique events, online collaborative resources, weekly newsletter and social media activity. The launch of innovatED magazine in September will extend coverage to an estimated further 60,000 educators at ALL UK Independent Schools and 500 International Schools that follow the UK curriculum

The Portal provides the only way to promote widely AND engage weekly with educators and decision makers in the Independent Sector.



Independent Schools Portal growth



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# | Open Content

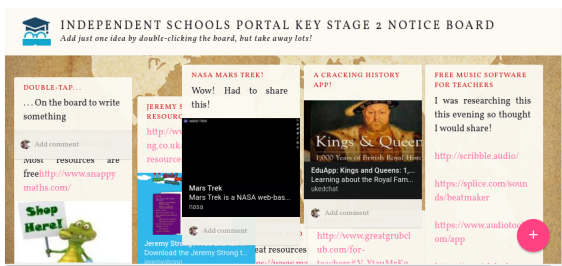
## In January 2017, many areas of the Portal were made freely available to all.

In order to allow as many colleagues as possible to collaborate and share great ideas and practice, we have made many of the Portal areas fully accessible to all.



- Resources
- Regulatory & inspection information
- Shared teachers diary
- Online meeting and training rooms
- Access to main Key Stage areas and notice boards
- Individual Newsletter subscription
- News Service
- Full access to expert blogs
- Online training courses
- Events
- Access to specialist consultancy

As a result, the quality and variety of collaboration between staff and schools has risen exponentially and is having significantly positive benefits on staff development, teaching and learning and school budgets.



**Grammar Schools: Tories could delay vote on ban until after the 2020 election**  
A vote to lift the 19-year ban on new grammar schools could be postponed until after the next election to guarantee its passage through parliament. [Read More >](#)

**Schools must do more on mental health, say school reporters**  
According to research for BBC school report, half of teenagers with mental wellbeing issues try to cope alone. [Read More >](#)

**Female primary school teachers have a 42% higher-than-average risk of suicide**  
Female nursery and primary teachers have a significantly higher risk of suicide than the average woman, according to new figures released by the Office for National Statistics (ONS). [Read More >](#)

**From Summer 2017:**

- Collaborative Purchasing
- Recruitment Services



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# Screenshots

search  04/04/17

## Events from Apr 4th

**Thu 27th Apr 2:00pm - 4:00pm**  
**Junior Fun Run - Years 1 & 2**  
Years 1 & 2 Junior Fun Run at Pownall Hall School Thursday 27th April from

junior • fun • run • pownall

**Thu 18th May**  
**U10 / U11 / U11 North West Prep Schools Athletics Championships**  
North West Prep Schools Athletics Championships Venue and timings to be

athletics • championships • north • west

**Fri 19th May 12:30pm - 4:00pm**  
**U11 Girls Rounders Tournament**  
U11 Girls Rounders Tournament at St Plus X If Interested email Charlie

rounder • st-plus • U11 • Girls

**Wed 7th Jun 1:00pm - 4:30pm**  
**U9 Kwik Cricket Festival at APS**  
U9 Kwik Cricket Festival at Altrincham Prep School Wednesday 7th June from

kwik • cricket • aps • june

### Boggle Hole

A science, geography and art field trip aimed at Lower Key Stage 2. A superb 'first residential experience' for younger children. By the Secret Residential Teacher!

### Fame Islands

A Science, History, Geography and RE residential field-visit to Northumberland. Aimed at upper Key Stage 2. With thanks to Pownall Hall School.

Assessment Framework   Guidance   Resources   Tools   Support

**INCERTS**

Key Stage 1	Lower Key Stage 2	Upper Key Stage 2
<ul style="list-style-type: none"> <li>She is beginning to create simple programs</li> <li>She creates simple programs</li> </ul>	<ul style="list-style-type: none"> <li>She is beginning to write and debug programs that accomplish specific goals</li> <li>She designs, writes and debugs programs that accomplish specific goals</li> </ul>	<ul style="list-style-type: none"> <li>She is beginning to design, write and debug programs that accomplish specific goals, including controlling or simulating physical systems</li> <li>She designs, writes and debugs</li> </ul>

### LATEST INDEPENDENT SCHOOL PORTAL BLOGS

**Mike Abraham**  
Heads4Heads

**It's just a test: A personal perspective on how headteachers are recruited**

**Adele Bannister**  
Digital Marketing: Smoothwall

**LEGO Life: A social-networking app designed to keep U13s safe**

**David Horton**  
Head of Digital Strategy, Orwell Park School

**ICT: What Heads and Senior Leadership Teams need to know**

**Hannah Wilson**  
Head of Aunus School & Co-founder of #WomenEd

**Diversity Matters: Who is on your Senior Leadership Team?**

**Miles Berry**  
Principal Lecturer, University of Roehampton

**Asking questions to assess attainment in computing**

**Thomas Packer**  
MD, Solutions for Schools

**Dealing with difficult parents**

Statutory Regulation and Guidance	Preventing neglect, abuse and exploitation
Child Abuse and Neglect	
Keeping Children Safe	<ul style="list-style-type: none"> <li>Working together to safeguard children</li> <li>Childhood Neglect: training resources</li> <li>Safeguarding children and young people from sexual exploitation</li> <li>Safeguarding children in whom illness is fabricated or induced</li> <li>The right to choose (forced marriage): multi-agency statutory guidance</li> <li>What to do if you suspect a child is being sexually exploited</li> <li>Child abuse concerns: guide for practitioners</li> </ul>
Signs, symptoms and effects of abuse	
Safeguarding Children in Schools	Keeping children safe in education and other settings
eSafety: Curriculum Progression	
Tackling Extremism	<ul style="list-style-type: none"> <li>Keeping children safe in education (September 2016 update)</li> <li>Supervision of activity with children</li> <li>Protecting children from radicalisation: the prevent duty</li> <li>Secure children's homes: how to place a child aged under 13</li> <li>School security</li> <li>Drugs: advice for schools</li> <li>Safeguarding disabled children</li> </ul>
Schools: Inspection and Training	
Parents	Gang activity
	<ul style="list-style-type: none"> <li>Safeguarding children and young people affected by gang activity</li> </ul>

### INDEPENDENT SCHOOLS PORTAL KEY STAGE 2 NOTICE BOARD

Add just one click by double-clicking the board, but take away lots!

**DOUBLE TAP...**  
...On the board to write something

resources: ace  
http://www.resources-ace.com/

**NASA MARK TREET!**  
Wow! Had to share this!

http://ag.co.uk/

**A CRACKING HISTORY AD!**

http://scribbleaudio/

**FREE MUSIC SOFTWARE FOR TEACHERS**

I was researching this this evening so thought I would share!

http://splice.com/beam/ls/beetmaker

**Shops Here!**

http://www.shops.com

**FREE MUSIC SOFTWARE FOR TEACHERS**

http://www.shops.com

**FREE MUSIC SOFTWARE FOR TEACHERS**

http://www.shops.com

### Northern Education Technology Conference 2017

Monday 15th May 2017  
Leeds Beckett University, Headingley Campus, James Graham Building  
10:00 - 16:00  
Course Leader: David Horton  
#northernedtech

### LATEST EDUCATION NEWS

News Subscription

**tes.com**  
'I don't want to be education secretary again'

02 Apr 2017

**telegraph.co.uk**  
Grammar schools are now giving priority to disadvantaged pupils, new study shows

02 Apr 2017

**metro.co.uk**  
Scrapping SATs for 7-year-olds is good news but we should get rid of them for KS2 students too

02 Apr 2017

**theguardian.com**  
Ofsted considers using social media to monitor schools

02 Apr 2017

**theguardian.com**  
Sats tests for seven-year-olds in England set to be scrapped

02 Apr 2017

**schoolsweek.co.uk**  
National Education Union: NUT and ATL vote to merge

**tes.com**  
Exclusive: The secret deals behind CEO pay

**theguardian.com**  
Four out of 10 schools letting out buildings to

**tes.com**  
'Why academisation

**tes.com**  
Exclusive: Pisa data may be

### ICT: What Heads and SLT need to know

12 Module Course  
Special Portal Price: £60 inc. VAT

You will be sent a welcome email and login details shortly after purchasing

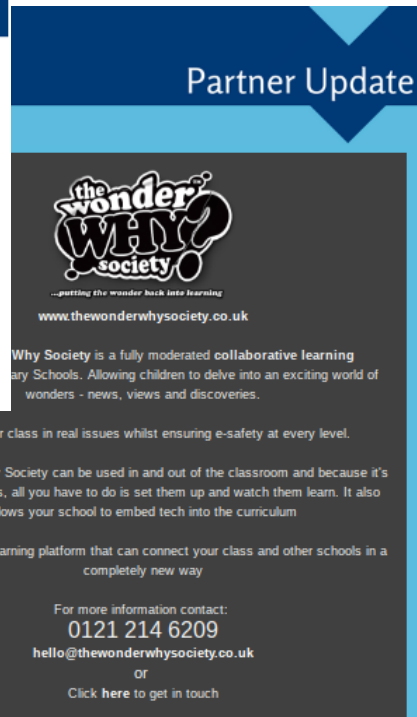
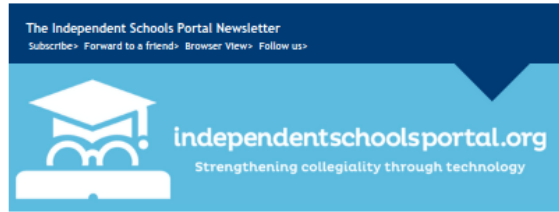


The Independent Schools Portal Private Meeting Room No.1



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# Newsletter

The weekly, term-time, portal e-newsletter has grown rapidly since its launch in February 2016 and is now relied upon and trusted by more than 12,000 education professionals, including over 1,000 headteachers in the independent sector

- The combination of important news and paid advertising content means that the average open rate is over 40% and is a superb way of bypassing the traditional 'gatekeepers' in education.
- Promotional opportunities in each issue are limited to the main banner and 2 advertisements + advertorial blogs to go-with. This ensures that teachers do not feel like they are being excessively marketed to and that your messages are not lost in 'noise'.
- The high-frequency and cost-effectiveness of the newsletter means that messages can be repeated over time to amplify their power to build credibility



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Issue 1 | Autumn Term 2017

**innovatED**

[www.independentschoolsportal.org](http://www.independentschoolsportal.org)

Diversity matters: Who is on your SLT?

Dealing with difficult parents

Helping children deal with loss

Applying to American universities

Why every school should attend BETT



**E-Safety: What parents really want to know**



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# innovatED



innovatED is a premium quality magazine that launches in September 2017

- Multiple copies delivered free of charge to all UK independent schools and 500 international school staffrooms
- Named, personal copies for all headteachers
- Initial print run of 10,000 copies
- Estimated readership of 60,000
- Printed termly - 3 issues per year
- Litho-printed with a 250gsm glossy cover and 130gsm paper
- A4 and full-colour throughout
- 70 pages
- Issue 1 comes with a staffroom wall-chart planner which can be pre-populated with your events and contain your branding



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## Independent Schools Portal Resource Project

[MORE INFORMATION ABOUT THIS PROJECT AND HOW TO GET INVOLVED](#)

### Featured Resources

<p>SAFEGUARDING PAGE</p>	<p>RESIDENTIAL FIELDTRIPS</p>	<p>ASSESSMENT, REPORTING &amp; RECORDING</p>	<p>OUTDOOR LEARNING</p>	<p>MULTIPLICATION RESOURCES</p>
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# Blogs

Launched in February 2016 with a grant from 22 English independent schools, the Independent Schools Portal brings teachers and senior leaders together. It is now used by over 10,000 education professionals each month.

- At the inception of the Portal, we made the decision to keep the Portal largely free of advertising until we had created a strong brand that would confer a powerful endorsement.
- The news and blogs section is one of the most visited areas of the portal. Currently, individual blogs on the Portal are typically read between 1,000 - 5,000 times in the 28 days following publication.



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# Metrics

60,000+

Estimated innovatED readership

12,000+

Weekly Newsletter Distribution

42%

Typical Newsletter Open Rate

2700

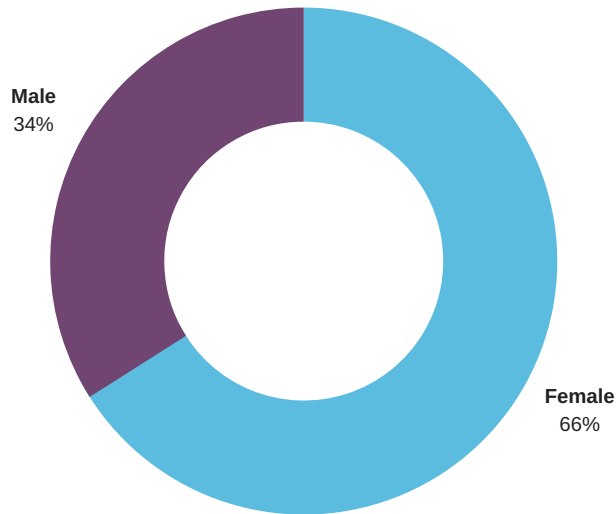
UK & International Schools  
receiving innovatED

16%

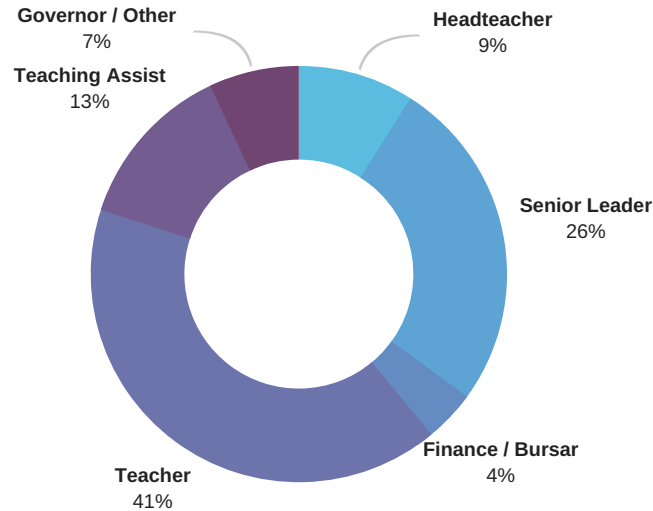
Clicks per Newsletter Opens

1k-5000

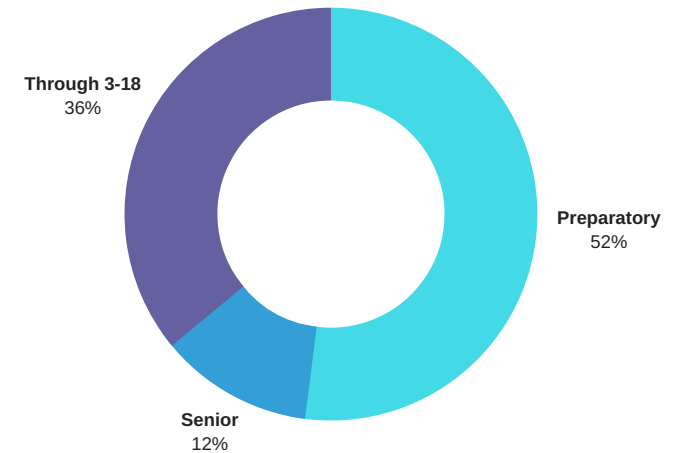
Typical blog readership



Newsletter Readership: Gender



Newsletter Readership: Job Role



Newsletter Readership: School Type





# innovatED

	1 issue	2 issues*	3 issues*
Outside Back Cover	£2000	£1750	£1500
Inside Front & Back Cover	£1500	£1250	£1000
Full Page	£1000	£900	£800
Half Page	£650	£550	£450
Quarter Page	£400	£300	£250

- Your branding and event(s) on the staffroom planner (autumn issue only) - £250
- Advertorial content (Max 400 words per page) - £750 pp

Plus:

- Complimentary design service
- Bespoke editorial and sales advice
- Client product reviews
- Specialist features

# Pricing



Weekly e-Newsletter	£ price
Banner	£75
Advertisement	£50
Advertorial Blog	£75

Blogs are hosted on the portal, which receive additional traffic and which we also promote on social media FOC. Blogs are typically read 1000 - 5000. times.

For further information, please contact  
Karen Burns

Email: [kburns@bluecoweducation.com](mailto:kburns@bluecoweducation.com)

Mobile: 07970 715335

All prices are inclusive of VAT and are valid until 31st August 2017