

AT

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# ACADEMY TODAY

MEDIA PACK 2017

[www.academytoday.co.uk](http://www.academytoday.co.uk)



Available on the  
App Store



ANDROID APP ON  
Google play



The perfect platform  
to reach academies

# THE VOICE OF THE ACADEMY, FREE SCHOOL AND UTC SECTOR

The academy and free school sector is booming across both primary and secondary education in the UK.

Academy Today (AT) offers a brilliantly targeted digital platform for those working in the academy, free school and UTC sector.

Unique visitors to the AT website increased by a fantastic 133% in the past six months (September 2015- February 2016) proving to us that our readers are demanding more and more of our online content, whether browsing on their mobile or surfing on their office desktop.

So, unlike a print magazine, we focus all our energies into bringing you fresh, engaging and interactive content through our website, social media networks and e-newsletter:

- Up-to-the-minute stories
- The latest news delivered to your inbox
- Blogs galore
- In-depth features
- Videos
- Events
- Compelling, call-to-action advertising opportunities for our advertisers

We want to hear from you - get in touch with your news and views via the contact details below.

**Lucinda Reid**

Editor, Wildfire Comms

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WE WORK WITH LEADING ASSOCIATIONS AND EVENTS ACROSS THE SECTOR INCLUDING:



### 01

#### Unique visitors

Over 7,000 monthly  
and growing (133% in last 6 months)

### 02

#### Dwell time

The average visitor spends **6 minutes,**  
**55 seconds** on the site

### 03

#### E-newsletter

Fortnightly email communication to **5,000** subscribers:  
a brilliantly targeted platform for our commercial partners

### 04

#### Social media

Academy Today has highly active **Twitter**  
and **Facebook** accounts

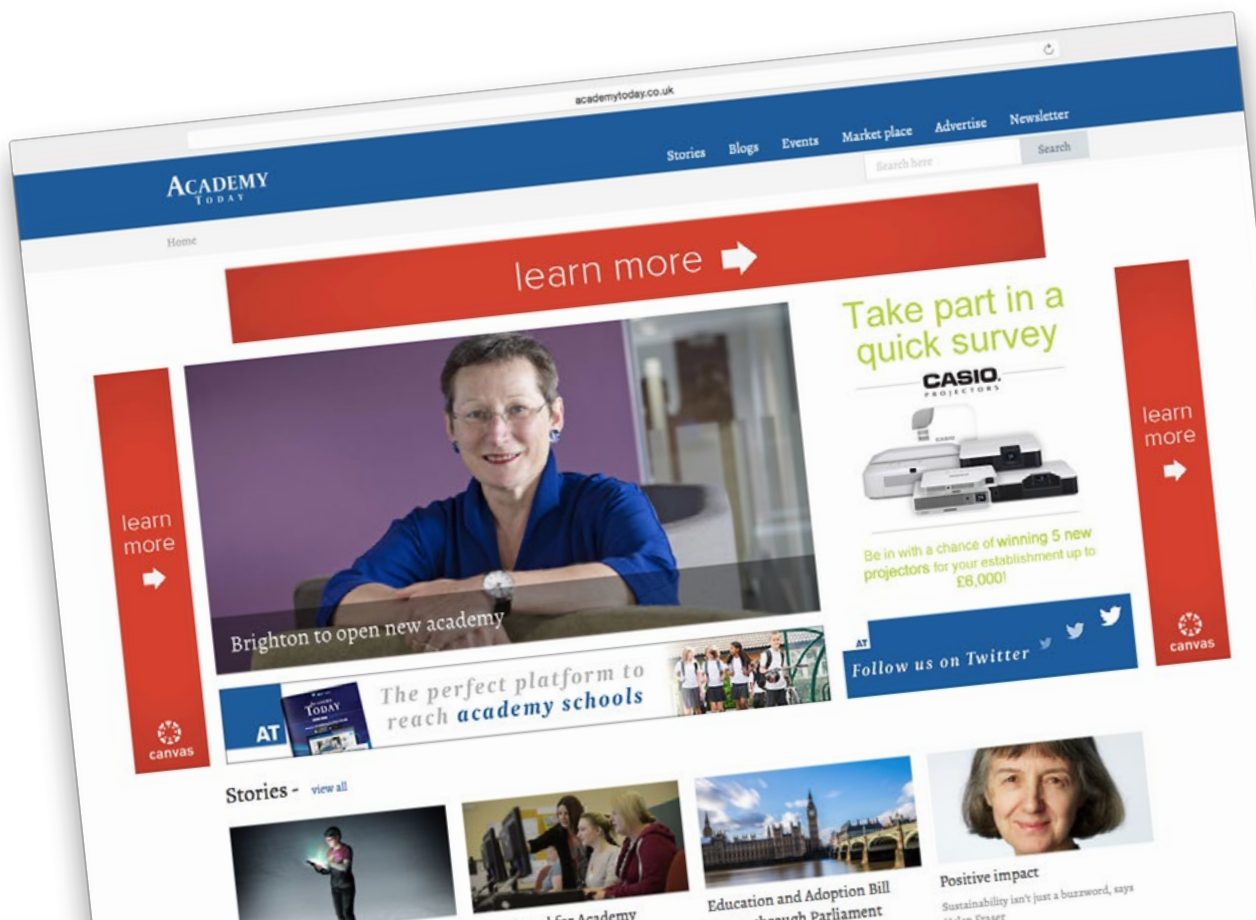
### 05

#### Find us on

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 [www.facebook.com/ Academy-Today-1643904842506289/](http://www.facebook.com/Academy-Today-1643904842506289/)

 [www.youtube.com/user/WildfireCommsUK](http://www.youtube.com/user/WildfireCommsUK)



## THE ACADEMY AND FREE SCHOOL SECTOR

UK PRIMARY ACADEMIES:

**2,891**

UK SECONDARY ACADEMIES:

**1,994**

SPECIAL ACADEMIES:

**166**

Total number of academies, free schools, studio schools and UTCs: **5,479**

### NATIONAL EXPENDITURE IN ACADEMIES

- TEACHING STAFF: **£7BN**
- BACK OFFICE: **£1.8BN**
- LEARNING RESOURCES (NOT IT): **£828M**
- IT LEARNING RESOURCES: **£75M**
- CATERING: **£143M**
- PREMISES: **£960M**
- ENERGY: **£208M**
- MEDIAN PER PUPIL SPEND:  
**£4,600 PRIMARY**  
**£5,800 SECONDARY**  
**£23,000 SPECIAL**

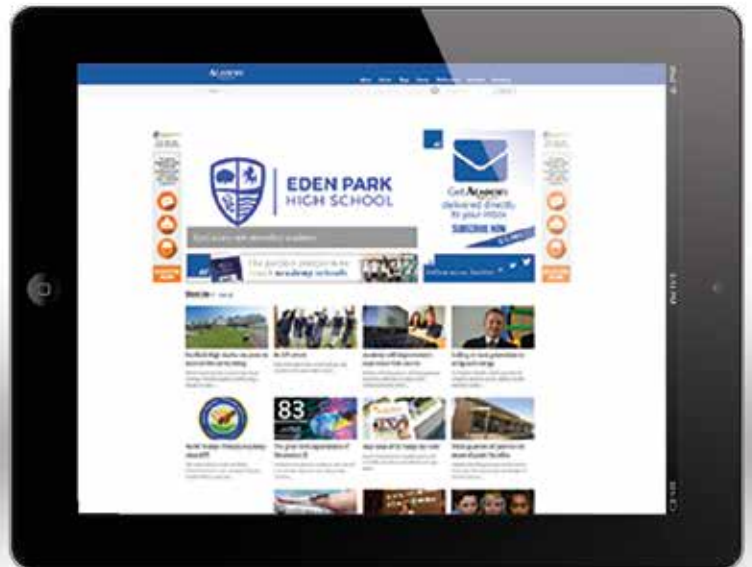
Based on data  
from [www.gov.uk](http://www.gov.uk)

### REACHING DECISION MAKERS

- HEADTEACHERS/PRINCIPALS
- SCHOOL BUSINESS MANAGERS
- FINANCE DIRECTORS
- FACILITIES MANAGERS
- GOVERNORS
- IT MANAGERS
- COMMUNICATIONS MANAGERS



## AT MONTHLY THEMES 2016/17



**Every month, Academy Today features a topical subject, tapping into key trends and developments in the sector. The theme is explored both on the website and in our fortnightly subscriber newsletter.**

- » **FEB:** Tech
- » **MARCH:** Cyber Security
- » **APRIL:** Finance
- » **MAY:** Sustainability
- » **JUNE:** Sport
- » **JULY:** Advice for New Academies
- » **AUGUST:** Assessment
- » **SEPTEMBER:** Facilities
- » **OCTOBER:** School Trips
- » **NOV:** Catering
- » **DECEMBER:** End of Year Review

**If you're interested in featuring in these monthly themes online and in our newsletters, please contact Joe Lawson-West  
joseph.lawson-west@wildfirecomms.co.uk**



**LATEST NEWS:** events, Q&As, opinions, political developments and legislation from leading figures in the academies sector



**LEGAL ADVICE:** keeping you up to date with legal issues which may affect your school, written by lawyers from top firms



**TEACHING:** the latest developments and guidance in teaching and career development



**MONEY:** expert advice on cutting costs and boosting efficiency



**FACILITIES AND BUILDINGS:** the latest new builds, refurbishments and interior design, playgrounds, heating, lighting, security, washrooms and more



**SCHOOL LIFE:** extra curricular activities, drama, music, sport, uniforms and careers



**CATERING:** all aspects of food and drink, focusing on specialist caterers



**INNOVATION:** edtech updates, cloud technology, virtual learning environments and more



**SUSTAINABILITY:** from reducing your carbon footprint to eco-products and green pupil initiatives

## CONTACT US:



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