



# COMMERCIAL OPPORTUNITIES

**ippn**   
Leading and Learning



The Irish Primary Principals' Network is the officially-recognised professional body for the leaders of Irish primary schools. IPPN was established over 20 years ago to address principals' professional and leadership needs. IPPN's focus from the beginning has been to support principals and deputy principals at local and county level and to represent their views nationally.

## Members

IPPN has a membership of more than 6,000 primary school principals and deputy principals from over 3000 primary schools in Ireland. IPPN members tell us that they value knowing that the back-up and support is there when they need it.

## Why Advertise with IPPN?

- ❖ IPPN is trusted by our members
- ❖ Our members are the decision-makers on purchases for their schools
- ❖ Principals and deputy principals told us that they are significantly more likely to consider purchasing from a company they have seen advertise with IPPN
- ❖ Our members fit within the AB demographic group market in their capacity as consumers.

## Supports and Services

IPPN provide a wide range of Supports and Services to its members. Some of these include:



Research and Publications



Continuous Professional Development Events



Leadership Support Service



Online Services



Mailing Lists



E-Scéal



Support Groups



Support for Newly-Appointed Principals

Please visit [www.ippn.ie](http://www.ippn.ie) for more information on the supports and services provided by IPPN



# Publications



## ❖ Leadership+

- ❖ Leadership+ is the professional journal for the principals and deputy principals of Ireland's primary schools
- ❖ The publication is produced five times over the school year
- ❖ It has a distribution of over 6,500 copies to IPPN members as well as key education sector stakeholders
- ❖ Leadership+ is one of IPPN's most valued member services with 93% of IPPN members rating Leadership+ as Excellent or Very Effective
- ❖ Leadership+ is available and distributed both in print and digitally, allowing you to link directly to your website.

## Advertising Rates

\*Subject to VAT

Full page:	€1,800
2/3 page:	€1,500
1/2 page:	€1,000
1/3 page vertical:	€800
1/3 page horizontal:	€500

See one of the most recent issues of Leadership+ here.

[LINK](#)

**If you would like to book your space in Leadership+ or to find out when the next issue will be published simply email - [adverts@ippn.ie](mailto:adverts@ippn.ie)**

## ❖ Flyer with Leadership+ magazine

Mailing your marketing collateral with Leadership+ represents excellent value when compared to distributing your own mailshot. Our research tells us that principals are more likely to read an insert received with Leadership+ than received separately. Direct mail with Leadership+ is far more effective in terms of cost and relevance than arranging your own mail-out.

## Flyer Rates

\*Subject to VAT

Flyer per pack	€1,950
2 Flyers per pack (a copy for the principal and deputy principal)	€2,200



LINK

## ❖ School Suppliers Guide

This valuable resource provides school leaders and their staff with a comprehensive list of quality school suppliers for the start of the school year.

The 'School Suppliers' catalogue is distributed to all member schools in early September as a printed publication and is available on our website [www.ippn.ie](http://www.ippn.ie) as an e-publication.

This is an ideal opportunity for you to build your brand awareness and inform schools of any offers or new products that you may have for them for the upcoming school year.

**If you would like your company's details to be at the fingertips of over 6000 school leaders for the coming year, simply email - [expo@ippn.ie](mailto:expo@ippn.ie)**

## ❖ IPPN Wall Calendar

The IPPN Wall calendar is pre-populated with key dates and information for the school year. It is a high quality A1 calendar printed on matte paper. IPPN distributes the wall calendars to all of its members when their membership is renewed for the forthcoming school year. 3,200 Calendars are distributed to all member schools in September each year.

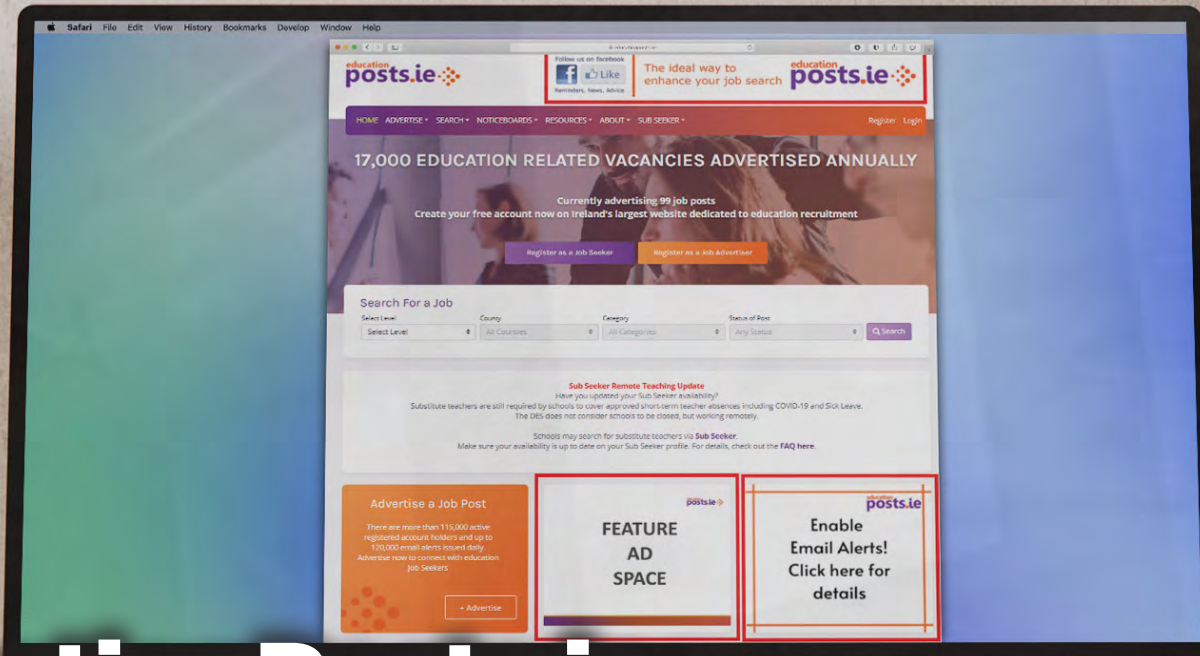
This is a unique, opportunity to have your company details displayed all year round in a prominent position in school offices across Ireland.

The cost per advert is €1,700\* *Subject to VAT*  
Advert Size - 82mm x 115mm

**If you would like your company to be included in the next IPPN Wall calendar, simply email - [expo@ippn.ie](mailto:expo@ippn.ie)**



# EducationPosts.ie



## ❖ EducationPosts.ie - Digital Display Advertising

IPPN owns and operates EducationPosts.ie - Ireland's longest established and most widely used website dedicated to education recruitment.

### Reasons to avail of digital advertising on EducationPosts.ie

- ❖ Immediate reach to Irish education professionals and to the broader education community
- ❖ 17,000 education-related job postings advertised per year
- ❖ Over 18 million page Impressions annually
- ❖ Over half a million unique users every year

- ❖ Over 90,009 active account holders
- ❖ Up to 120,000 email alerts issued on a daily basis.

## ❖ Digital Display Advertising

You can promote your offering / job posts as part of a branding campaign or to drive traffic to your website or a specific URL by availing of tile / leaderboard digital display advertising:

- ❖ **Tile advertising** on our homepage, sub-pages and all job detail pages. This is sold on the basis of **300,000 ad Impressions per month (10,000 per day) and costs just €450 per month**. These adverts are active for a minimum of one month.

\* Subject to VAT

- ❖ **Leaderboard digital display advertising** appearing at the top of all pages of our site directing traffic to a specific URL on your website. This is also sold on the basis of **300,000 ad Impressions per month and costs just €750 per month**. These adverts are active for a minimum of one month.

\* Subject to VAT

If you would like to book your advertising space with EducationPosts.ie, please email: [ads@educationposts.ie](mailto:ads@educationposts.ie)



Ireland's largest education trade event and a unique opportunity to meet nationwide customers in one location.

### ❖ IPPN Principals' Conference & Education Expo

IPPN Annual Principals' Conference & Education Expo, Ireland's largest trade event for schools, brings over 170 companies and 1,200 principals under one roof over 2 days. There is a full range of exhibition opportunities available at Education Expo from trade stands and display areas to advertising and merchandise branding.

Email [expo@ippn.ie](mailto:expo@ippn.ie) for more information.

### ❖ IPPN Deputy Principals Conference & Education Expo

This event is ideally suited to companies whose products and services are of particular interest to Deputy Principals, for example learning and classroom resources, software and special education resources. Email [expo@ippn.ie](mailto:expo@ippn.ie) for more information.

### ❖ Event Sponsorship

As well as sponsorship opportunities at our main Principals Conference we also offer sponsorship packages for our online CPD events.

### ❖ Webinars

IPPN provides a number of different webinars throughout the year that can reach between 500 and 1,000 of our members. There is an opportunity for your brand/product to be seen on our events page, pre-event communication and to include your company logo within the presentation.

### ❖ Summer Courses

Ciall Ceannaithe is an online summer course that is accessed by 250-300 participants during the month of July. This course is aimed at both aspiring and serving school leaders.



## Contact us

For more information on advertising with IPPN, you can contact us through one of the media below

### **Expo Enquiries**

expo@ippn.ie

### **Advertising Enquiries**

adverts@ippn.ie

IPPN National Support Office  
Glounthaune  
Co. Cork

### **General Enquiries**

www.ippn.ie

@IPPN\_Education

### **CHARITABLE STATUS**

IPPN is a registered charity with CHY number 17221.