



Leadership+  
Advertising Rate Card  
**2023-2024**

# Leadership+

**Leadership+** is the professional voice of primary school principals. In today's budget-driven school market, it is more important than ever for companies operating in this sector to have a strong presence at the leadership level in education. Leadership+ covers a variety of topics throughout the school year.

## ❖ Key Topics

Key topics covered throughout the school year include:

- ❖ Educational disadvantage
- ❖ Special Educational Needs
- ❖ IT in schools
- ❖ HR training and resources
- ❖ Health and Safety
- ❖ Physical Education
- ❖ BoM training and resources

## ❖ Target Market

- ❖ If your target market is primary school principals and deputy principals, there is no better choice than Leadership+
- ❖ Principals are the key decision-makers responsible for school budgets.

## ❖ Leadership+ Reach

- ❖ The publication is produced five times over the school year and has a distribution of over 6,000 copies to IPPN members as well as education sector officials and academics
- ❖ Leadership+ is available and distributed both in print and digitally, allowing you to link directly to your website / offering
- ❖ Leadership+ has a digital reach of over 4,000 impressions per issue.

## ❖ Why advertise with Leadership+

- ❖ Leadership+ is one of IPPN's most valued member services with 93% of IPPN members rating Leadership+ as excellent or very effective
- ❖ Members refer to an issue an average of five times before filing for future reference. All editions of Leadership+ are archived on [www.ippn.ie](http://www.ippn.ie)
- ❖ In our member survey, principals and deputy principals told us that they are significantly more likely to consider purchasing from a company they have seen in Leadership+.



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

[LINK](#)



# Deadline Dates

## 2023/2024 Schedule of Issues

Issue	Deadline for booking space	Deadline for artwork	Publication Date/Arrive in Schools
129	Thu, 17th Aug	Thu, 24th Aug	Fri, 22nd Sep
130	Thu, 12th Oct	Thu, 19th Oct	Fri, 24th Nov
131	Thu, 15th Dec	Thu, 18th Dec	Fri, 26th Jan
132	Thu, 22nd Feb	Thu, 29th Feb	Mon, 8th Apr
133	Thu, 11th Apr	Thu, 18th Apr	Fri, 31st May

**Please note:** These dates are provisional and are subject to change

# Advertising Rates

2023/2024 Rate Card applies to issues 129 to 133. Rates are subject to 23% VAT.

Full Colour (Cost per issue)	1 advert	Series of 3 consecutive adverts (cost per issue)	Series of 5 consecutive adverts (cost per issue)
Full page	€1,800	€1,620	€1,440
2/3 page	€1,500	€1,350	€1,200
1/2 page	€1,000	€900	€800
1/3 page vertical	€800	€720	€640
1/3 page horizontal	€500	€450	€400
1/6 page	Not available	€360	€300

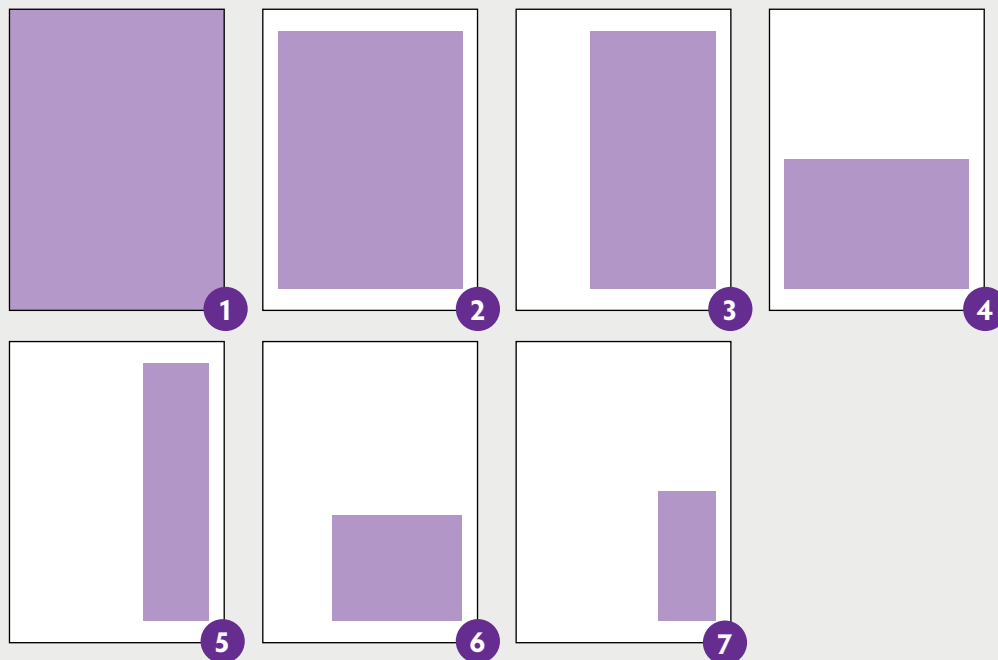
For series advertising, the discount is applicable on the final or final two adverts of the series. Prices quoted require print-ready adverts (see overleaf)

Premium Position	1 advert	Series of 3 consecutive adverts (cost per issue)	Series of 5 consecutive adverts (cost per issue)
Premium page (Inside cover LHS Inside back cover LHS)	€2,000	€1,800	€1,700
Outside back cover	€2,200	€2,000	€1,900



# Advert Sizes and Mechanical Requirements

1. Covers and full page - Bleed size: 214mm x 301mm (allowing 2mm trim all around)
2. Regular full page size - 190mm x 277mm
3. 2/3 page vertical - 118mm x 277mm
4. 1/2 page horizontal - 190mm x 134.5mm
5. 1/3 page vertical - 57mm x 277mm
6. 1/3 page horizontal - 118mm x 100mm
7. 1/6 page vertical - 57mm x 134.5mm



## Advertising Specifications

The preferred file format is **High resolution PDF**.

We also accept high resolution JPEG or TIFF (300dpi at actual size)

Please remember

- Colour must be CMYK format, not Pantone or RGB
- JPEG files must be 300dpi
- TIFF files – photos must be 300dpi; line drawings must be bitmap images and at least 1200dpi.

Advertisers should be aware that not all output devices are calibrated the same. Thus the final advert may vary slightly from your supplied file in terms of colour, typeface or formatting. We cannot always control these variations and will not be held responsible if they occur.

### Make-Up Adverts

Make-up advert costs must be negotiated separately with the designer who will then confirm their requirements. However adverts requiring a proof must be submitted at least 2 weeks prior to the advertising closing date.

Click here to see a full page advert in Leadership+

[LINK](#)

# Direct Mail

## with Leadership+

Ensure success for your postal campaigns with Leadership+ direct mailing. Leadership+ offers the most effective way to send your flyer to primary school principals and deputy principals. Schools are subjected to an excessive amount of unsolicited mail on an almost daily basis; much of it discarded without ever reaching the principal or deputy principal.

Our research tells us that principals are more likely to read an insert received with Leadership+ than unsolicited mail. Direct mail with Leadership+ is far more effective in terms of cost and relevance than arranging your own mail-out.

### ❖ Pack insert *Rates are subject to 23% VAT*

<b>1 flyer insert in each pack delivered to school</b> <ul style="list-style-type: none"><li>• Insert weight must not exceed 10g and should be a maximum A4 size</li></ul>	<b>€1,950</b>
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### ❖ Magazine insert

<b>1 flyer in every magazine - 2 delivered to each school</b> (a copy each for the principal and deputy principal) <ul style="list-style-type: none"><li>• Combined weight of both inserts must not exceed 10g and should be maximum A4 size.</li><li>• Inserts that exceed 10g may be subject to additional postage costs which can be calculated on request</li></ul>	<b>€2,200</b>
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The price quoted includes the cost of insert, packaging and posting. The completed inserts should be delivered directly to the mailing company 10 working days before the publication date.

### ❖ Regional or Selected Counties Mailing

If you would like to target a specific region or group of counties; for example, the counties with the highest number of primary schools or all counties in Leinster, we can arrange a bespoke mailing for you.

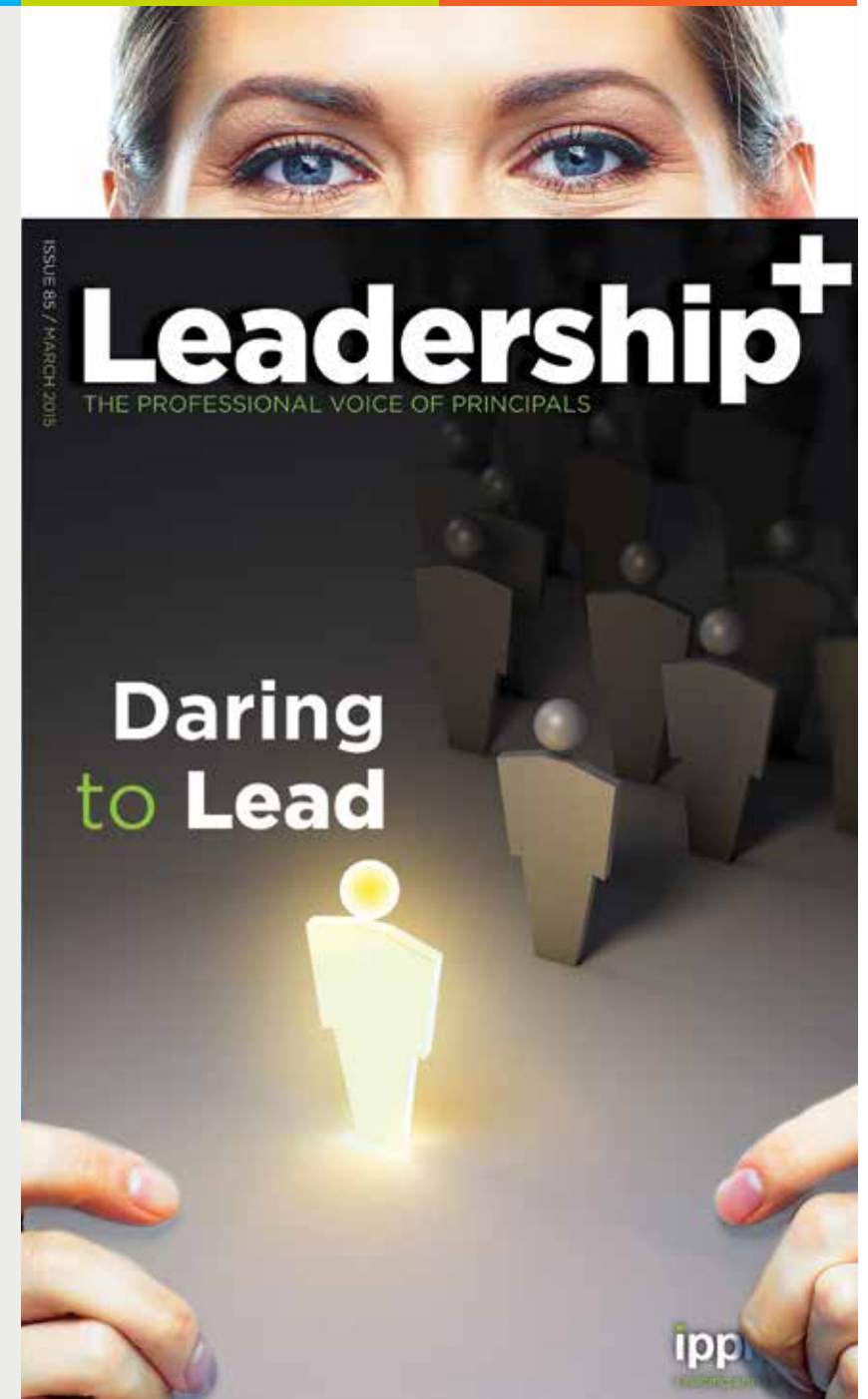
Mailings to specific counties or regions are calculated on request, based on the number of schools (minimum order €500).



# Leadership<sup>+</sup>

## Advertising Terms and Conditions

- Advertisers assume joint responsibility for any and all claims that may arise from their advertisements. IPPN holds advertisers liable for all monies due and payable to IPPN for advertising that was ordered and published
- All advertising is subject to approval by IPPN. IPPN reserves the right to reject any advertising, or to request alteration to content prior to publication, if said advertising does not conform to adopted IPPN values or is deemed not suitable for the magazine
- IPPN's liability to advertisers, on account of errors in, or omissions of, the advertising material described herein, shall in no event exceed the amount of IPPN's regular charges for insertion of the advertisement in which the error occurred in the issue, or issues of Leadership+
- IPPN reserves the right to put the word 'Advertisement' or 'Advertorial Feature' with copy that, in IPPN's opinion, resembles editorial content
- All advertisers are required to pay in advance
- Cancellations before design closing date must be in writing
- We guarantee special positioning of print adverts contracted at premium rates only
- Frequency discounts are given only for three or more adverts. The contract must be submitted with the first advert
- When changes or copy are not received by the closing date for receipt, copy run in a previous issue will be inserted at the discretion of IPPN
- IPPN will not be bound by conditions - printed or otherwise - that appear on order forms, contracts, copy instructions or anywhere else, explicit or implied, that conflict with the policies of IPPN
- Advertisers falling past due in payments may jeopardise exhibit rights at our Annual Conference Education Expo or other events.





## Contact us

Leadership\* is one among several advertising options available to you. For more information on advertising with IPPN, you can contact us through the following:

**Email:** [adverts@ippn.ie](mailto:adverts@ippn.ie)

**Tel:** 1800 21 22 23

IPPN National Support Office  
Glounthaune  
Co. Cork

[www.ippn.ie](http://www.ippn.ie)

[@IPPN\\_Education](https://www.instagram.com/IPPN_Education)

### **CHARITABLE STATUS**

IPPN is a registered charity with CHY number 17221.