

# Media Pack

# Growing your business with Optimus Education



Optimus Education helps you access the UK's senior education leaders via a variety of channels including face-to-face at 30 annual national conferences, print and digital media, as well as bespoke client hosted events. So what does that mean to you?

It means you have the opportunity:

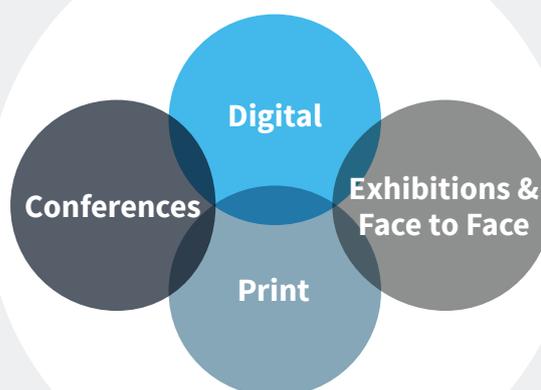
- ▶ to engage with decision makers who can select and buy your products and services
- ▶ to demonstrate thought leadership in the sector
- ▶ to progress business conversations

**After all, that's what it's all about... doing more business**

Our delegates and subscribers are hard-to-reach senior education professionals and our aim is to align them with the most credible suppliers who can offer specialist support.

By partnering with Optimus you become a valued member of our growing community. Since 1997 we have been helping school leaders manage staff development, drive whole-school improvement and achieve excellence.

**You can utilise one or a combination of these routes to market:**



**To find out what a bespoke package for your business might look like, call us today.**

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# Conferences

Our delegates have chosen to attend because our conference programmes are relevant, topical and help them in their role. They have a vested interest in being there, therefore you can benefit by gaining face-to-face access to these decision-making individuals as they consider their next major purchase.



**30** national conferences



**185** exhibition stands

delegate satisfaction rate

**95%**



**5,500+** delegates

## WHAT MAKES US DIFFERENT?

### **Research first**

Over 100 hours of in-depth research goes into every conference Optimus produces, to ensure that we understand and meet the market's needs and provide in-depth, relevant and practical support.

### **Highly-targeted audience**

Over 2000 of our annual conference delegates are members of the Senior Leadership Team and at our management-led events such as Teaching Schools and The MATs Summit, 95% of delegates are SLT members.

### **Results matter**

We believe in individually tailored sponsorship and exhibition packages to offer you valuable networking opportunities that yield results – from on-the-day sales, lead generation and brand awareness to market insight and product testing.

## Hear what some of our sponsors had to say about their experience at an Optimus conference:

*"The conference gave us the ideal opportunity to showcase our services. We had ample opportunity to communicate with delegates which as a result helped us meet our lead generation targets."*

**Aspire Sports**

*"We found this conference had the highest quality delegates we've met to date. They had a genuine interest in improving their schools and were keen to hear about new products and methods."*

**MINTclass**

*"The delegates were exactly the type of people we wished to speak to and were really interested in our products."*

**RM Education**



# Conferences

## Conference Packages

### All exhibition and sponsorship packages include:

- approximately three hours of contact time with delegates
- staff passes with access to all sessions
- prominent stand space in the exhibition and refreshment area (minimum space 3m x 2m).

### Premium exhibition packages include:

- spotlight session – 15 minute presentation to demonstrate your expertise and relevance to delegates
- inclusion in Optimus pre-event and post-event emails to delegates
- additional attendee, with access to all sessions.

### Lead sponsorship packages include:

- keynote speaking opportunity
- input into the programme from the outset
- association as lead sponsor of the event throughout marketing campaign.

### Tailored sponsorship opportunities:

- thought-leadership opportunities such as round tables and breakfast briefings
- content marketing solutions
- focus groups.

To enquire about pricing and talk to us about putting together a sponsorship or exhibition package to meet your specific objectives, please contact us on the numbers below.

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# Digital Marketing



**Optimus Education has a membership of over 18,000 education professionals, all of whom have access to our Knowledge Centre. Our readership rely on us to provide timely updates, tools and relevant support to help them drive progress and whole-school professional development.**

## Email

Optimus Education's emails combine a highly engaged readership with in-depth, useful content and provide a valuable context for a relevant product or service.

- Our lists are populated by individuals who have signed up to receive our expert insight and guidance. They are **active opt-ins**.
- **96%** of email addresses are named contact addresses.

Speak to us to find out more about inclusion in our email newsletters.

## Social Media

As an important player in the education social media community, Optimus Education has grown followers who are a responsive and thought-leading group.

- We run **8 targeted Twitter accounts** which enables you to reach the segments that are most relevant to you.
- We have a combined following of **12,000** on Twitter.
- Our LinkedIn community is fast growing in line with the education community on this channel.

Speak to us to find out more about inclusion in our email newsletters.

## Website

Our website is the heart of our network. With dedicated areas for important segments of the education market it is the ideal editorial environment for your product or service.

- **50,000** average monthly visits to the site.
- **Over 2000** unique content downloads per month.

Speak to us about positioning your organisation alongside relevant content.

*Get in touch to find out how you can reach and activate our membership through tailored advertising and advertorial opportunities online.*



# Print Advertising



## Reach the UK's senior leaders with Optimus magazines

Optimus magazines provide subscribers with the essential tools they need, in a format that they know and trust. We have a long history of producing high-quality and valued publications and have consequently built up a loyal readership of senior leaders who rely on our unique content

So when you advertise in Insight or Special Children magazines you know you are reaching those hard- to-reach budget holders in an appropriate editorial environment.

### INSIGHT MAGAZINE

- Circulation 5,500
- Dedicated magazines to primary and secondary leaders
- Six issues a year
- Specific content covering Leadership and Governance, School Business Management Teaching and Learning, SEN, and Safeguarding
- Strictly limited advertising space and independent editorial content.



### SPECIAL CHILDREN MAGAZINE

For anyone responsible for the care of children with special educational needs, Special Children Magazine provides essential information, with in-depth features and coverage of all the latest policy advances.

- Circulation 2,000
- Six issues a year
- Over 90% of readers have purchasing responsibility in their role
- Strictly limited advertising space and independent editorial content.



Speak to us today about your advertising priorities and who you want to reach – we will find a solution that meets your objectives and budget.

## Advertising Rate Card\* – Insight Magazine and Special Children Magazine

\*Rates are per magazine

Issues	Quarter Page	Half Page	Full Page	IFC/IBC/OBC
1	270 + VAT	500 + VAT	950 + VAT	1,100 + VAT
2	240 + VAT	425 + VAT	825 + VAT	990 + VAT
3	210 + VAT	390 + VAT	740 + VAT	850 + VAT
4	190 + VAT	350 + VAT	690 + VAT	£820 + VAT
5	170 + VAT	330 + VAT	665 + VAT	800 + VAT
6	155 + VAT	310 + VAT	620 + VAT	750 + VAT

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