

NZEI
TERIU ROA

AKO

THE JOURNAL
FOR EDUCATION
PROFESSIONALS

REACHING
MORE THAN
47,000 EDUCATORS
IN AOTEAROA
NEW ZEALAND



MEDIA KIT

AKOJOURNAL.ORG.NZ





PROFILE

Ako is the journal for members of NZEI Te Riu Roa. There are almost 47,000 NZEI Te Riu Roa members throughout Aotearoa New Zealand. They are professional educators – teachers, principals, centre managers, teacher aides, administrators and many more – who work in primary schools, intermediates, kura and early childhood centres.

Each issue of *Ako* is based around a theme and includes a mix of shorter opinion pieces and in-depth articles exploring best practice in education, reflecting current research and providing a valuable “to-keep” resource for educators around the country. *Ako* features fresh, professional design with stunning, specially commissioned photographs. The *Ako* website delivers additional dynamic content, like videos and educator profiles, to augment the print journal.

Ako is the best way to connect with change-making educational professionals around the country, reaching most early childhood centres and 97 percent of primary schools, as well as academics, media and Ministers.



KEY FACTS

- 64 pages + cover
- Twice a year – winter and summer
- 50,000+ readers
- 79% of readers are age 30–59
- 17,000 Facebook followers (NZEI page)



*In te ao Māori, the concept of **ako** means both to teach and to learn. It recognises and celebrates the way knowledge and understanding grow out of shared learning experiences, for teachers and learners.*





The landscape of Deaf education in New Zealand has changed a lot over the last 20 years. We look at the options now available to deaf children who are starting primary school.

Through an NZSL interpreter, Buzzard says that when they were looking at local schools for their older hearing daughter, it was important to make sure that the school would be supportive of Courtney when her time came.

Along with Williams to support her learning and upskill her teacher and classmates in NZSL, Courtney also has five hours a week with Scott McDonnell, a Resource Teacher of the Deaf employed by van Asch Deaf Education Centre. Van Asch was established in Christchurch in 1880 and is the world's oldest fully government-funded residential school for the Deaf.

McDonnell started his teaching career in



01 Courtney Burcher (left) with her sister Chloe at Redwood School

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WRITER
Melissa Schwalner

PHOTOGRAPHY

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In-depth features: Articles and interviews with top educators from around the country, based on current best practice, as a means of professional development, discussion and celebration



Opinions: Guest opinion columns from national and international education experts

Reviews: Reviews of the latest books for children and educators

Advertising packages

DISPLAY ADVERTISING RATE CARD *	CASUAL RATE**
Inside Front Cover (double page spread)	\$6,500
Outside Back Cover	\$4,400
Inside Back Cover	\$3,900
Double Page Spread	\$5,600
Full Page	\$3,500
Half Page (vertical or horizontal) ***	\$1,900
Third Page (vertical) ***	\$1,450
Quarter Page ***	\$1,350

* Add a web ad (900 x 440 px) to any of the print packages for \$200; online ads appear mid-article for six months and may be rotated with up to two other ads

** Talk to us about booking spots in multiple issues to access a discounted rate

*** Solus positioning not guaranteed



To advertise, **EMAIL** akoadvertising@nzei.org.nz

Advertising material specifications

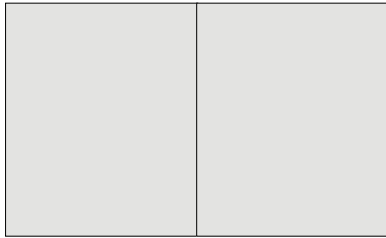
SUPPLYING PRINT-READY ARTWORK

Suppliers of advertising material are responsible for checking the quality and integrity of their files before submission. *Ako* will only accept files that meet the following requirements. Files that do not meet the requirements may be rejected:

- File must be PDF version 1.3. We recommend that PDF files are made to meet the international PDF/X-1a standard, which is available as a preset in all modern layout programs.
- All fonts must be embedded.
- All elements must be CMYK. RGB or spot colours are not allowed, as they cannot always be reproduced accurately in print. Files supplied containing spot colour or RGB elements will be converted to CMYK upon delivery to the printer.
- Images should have an effective resolution of 300dpi. (Low resolution images lead to poor print reproduction. What looks acceptable on screen may not when it's printed.)
- Trim size must be correct according to our specifications.



Advertising material specifications



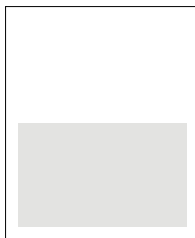
DOUBLE PAGE SPREAD

Trim size 420 x 275 mm plus 5mm bleed
all sides and trim marks offset 5mm



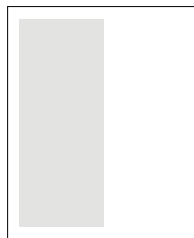
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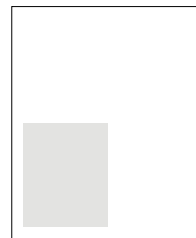
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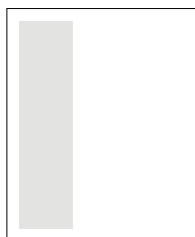
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THIRD PAGE VERTICAL

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All dimensions stated are
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ONLINE RECTANGLE
900x440px
Max size 10mb

Key deadlines

Contact the Editor for booking and material deadlines for each issue.

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THE AKO TEAM

MANAGING EDITOR

Stephanie Mills

As Director of Campaigns at NZEI Te Riu Roa and Managing Editor of *Ako*, Stephanie is passionate about quality teaching and learning – and ensuring Aotearoa has the best public education system in the world.
stephanie.mills@nzei.org.nz



EDITOR

Sarah Barnett

Sarah is an editor and writer with a background in education. She loves how *Ako* provides its readers with opportunities for learning and teaching, and how it celebrates the excellent work done by this country's education professionals.
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DESIGN AND DIGITAL

The design of *Ako* – print and web – is overseen by in-house Designer, **Meredith Biberstein**.

CONTRIBUTORS

Ako commissions award-winning writers, journalists and photographers to produce its lead features. Short guest editorials and opinion columns are written by lead academics, parents and other education experts.

PRINT AND POST

Ako is printed in New Zealand using paper made from pulp that is environmentally certified and from renewable and sustainable sources. It is Elemental Chlorine Free (ECF) and manufactured under strict ISO 14001 Environmental Management Systems (EMS). It is distributed to our members and other readers using recyclable paper packaging and NZ Post services.

