

Governing Matters

Previously Matters Arising



Advertising ratecard | The Journal of the National Governors' Association

About NGA

The NGA is an independent charity with a volunteer board of directors drawn from governors across England.

They are the national membership organisation for school governors and promotes their work at national level.

The NGA aims to support and promote good governance in our schools and does this through lobbying, via a range of contacts with government ministers, policy makers and education organisations.

The governing body, in conjunction with the head teacher, is responsible for determining the strategic priorities for the school's revenue budget and is responsible for setting spending levels within the school, including the overall staffing level.

The role of school governors

School governing bodies are established in law as corporate entities. Their main responsibility is to determine the aims and overall conduct of a school with a view to promoting high standards of achievement.

Specific duties include:

- Appointing head teachers
- Setting staffing levels
- Setting and agreeing the school budget
- Monitoring health and safety
- Overseeing the management of school premises
- Ensuring the effective delivery of a broad and balanced curriculum.

School governors provide strategic leadership and accountability in schools. Governors appoint the head teacher and set the staffing structure for the school.

Audience

School governors are people who want to make a positive contribution to children's education. Governors are the largest volunteer force in the country and have an important part to play in raising school standards through their three key roles of setting strategic direction, ensuring accountability and monitoring and evaluating school performance.

There are no particular qualifications or requirements for the role other than a willingness to give some time and a capacity for working with other people.

The governor's role is not about fundraising, neither is it about cheerleading for the school – though governors might do both those things. Governors set strategy and monitor performance. They get involved closely in all aspect of running a school.

Key facts

- *Governing Matters* magazine is sent direct to members' homes and schools as part of their NGA membership
- Six times a year: Jan, Mar, May, July, Sept, Nov
- **Circulation is 10,000 copies (minimum)**
- The publication supports governors with information, guidance and training and is of a key benefit to readers
- Influential decision makers
- Education budget holders

www.nga.org.uk

The website for school governors

The Independent Organisation for Governors

nga National
Governors'
Association





Media information

Distribution

Minimum print run: 10,000 Frequency: Six times per year
January, March, May, July, September and November

Subscription magazine mailed direct to 10,000 members' homes and schools.

Rates

| | Size | (w) x (h) | Rates |
|---|-------------------|--------------|---------------|
|  | DPS – bleed | 386 x 275mm | |
| | DPS – trim | 376 x 265mm | £3,750 |
|  | Full page – bleed | 198 x 275mm | |
| | Full page – trim | 188 x 265mm | £1,975 |
|  | Half page – (h) | 168 x 120mm | |
| | Half page – (v) | 81.5 x 245mm | £1,086 |
|  | Quarter page | 81.5 x 120mm | £593 |

Premiums:

| | |
|--------------------|---------------|
| Outside back cover | £2,437 |
| Inside front cover | £2,250 |
| Inside back cover | £2,060 |

Loose inserts up to £60 per 1,000. (Based up to 15g less A4).

Rates depend on weight and sizes. Full specifications available upon request.

Cancellations 60 days prior to publication date.

Agency discount 10% off all prices plus VAT.

Rates shown are per issue, include colour, and are exclusive of VAT.

The NGA Website

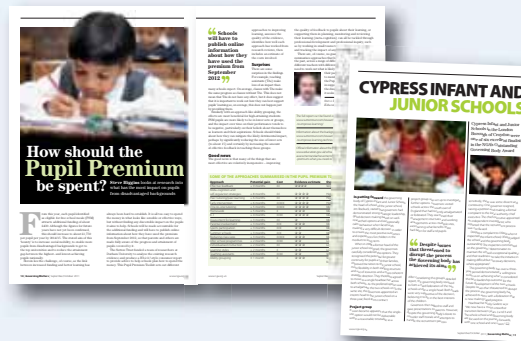
The NGA website is an informative and valuable resource for school governors, with a public area accessible by anyone with an interest in school governance and a protected area for NGA members.

The website has been designed with advertisers in mind, with five advertiser opportunities on every page.

Adverts placed at the top level (on the Briefing or Resource pages for example) appear on every page flowing from that level, giving multiple opportunities to advertisers. Prices quoted are for the full cascade of advertisements, and not for a single button. Cross promotional discounts are available for our magazine advertisers.

There are limited opportunities for Home page adverts because these 'slots' are reserved for NGA sponsors.

www.nga.org.uk The website for school governors



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Web Button Ad Position

| Ad Size w x h | | 1 mnth | 3 mnths | 6 mnths | 12 mnths |
|--|-------------------------|------------------------|-------------|--------------|--------------|
| Single (home page, horizontal) | 150p x (w) x 75p x (h) | £200 | £525 | £750 | £1200 |
| Single (horizontal) Adverts on the 'Briefing', 'Publications' News, Events, and Local Association pages are cascaded through the site to all pages linked to that level | 150p x (w) x 75p x (h) | x1 button £135 | £375 | £600 | £1080 |
| | | x2 buttons £200 | £700 | £1100 | £1900 |
| Vertical (Tallboy) Adverts on the 'Briefing', 'Publications' News, Events, and Local Association pages are cascaded through the site to all pages linked to that level | 150p x (w) x 400p x (h) | £230 | £685 | £1220 | £2140 |

NGA conferences Spring, Summer, Autumn, Winter (AGM)

Exhibition space is available and depending on size, costs start at £500 for a two metre frontage stand (full information on request).

All exhibitors will receive a 20% discount if they advertise in the magazine

Archant Dialogue offers clients a complete range of skills, from traditional publishing services, digital communications and website management

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