



MEDIA PACK

2023/24

advertising@iatefl.org



International Association of Teachers of English as a Foreign Language

For over 50 years, IATEFL has been linking, developing and supporting English language teaching (ELT) professionals worldwide.

You can find out more about IATEFL's mission, goals and practices [here](#).

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Our membership body consists of **teachers, teacher trainers, department heads, trainees, educational bodies, publishers, examiners and freelancers** – to name but a few!

Through our associate membership, we are also able to reach, communicate with, and support nearly **100,000 ELT professionals** around the world including in areas which may have low resources or opportunities for development.



120+ Countries reached worldwide

360+ Institutional members

16 Special Interest Groups

55+ Annual conferences

120 Affiliated teaching associations



 Facebook **48.4k**

 Twitter **23.1k**

 LinkedIn **19.7k**

 Instagram **7.7k**

100k+
social media
followers

IATEFL Voices

Please [click here](#) for prices and dimensions

Advertise in our bi-monthly membership publication, which reflects the needs, experiences and interests of the ELT profession globally. Features include:

- Practical & theoretical articles
- Regular columns
- Classroom activities
- ELT materials reviews
- Latest ELT and IATEFL news

IATEFL *Voices* is distributed to all our members in print or electronic format six times per year with our institutional members receiving three copies per issue to distribute to their staff.



Who are our readers?

- Researchers
- Teachers and Lecturers
- Directors of students
- Publishers
- Consultant
- Administrators
- Teacher Trainers
- Heads of department
- Authors / Writers / Editors
- Examiners / Testers / Assessors
- CEOs / School owners
- Freelancers



Annual Conference & Exhibition

Connect face-to-face with a range of ELT professionals from across the globe by exhibiting at one of the largest ELT events in the industry. Have the opportunity to talk to your target audience about their needs/experiences; build new and maintain existing relationships with customers.

Sponsorship packages for Brighton 2024 will be available in August 23

Stand bookings will be available in October 23

Keep an eye on our [conference website](#) for information



16-19 April
Pre-Conference Events: 15 April
conference.iatefl.org
#iatefl2024

Previous sponsors include...



duolingo
english test



Express Publishing



English Language
Teaching Centre

Digital opportunities

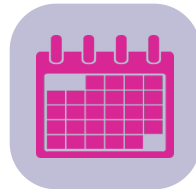
Please [click here](#) for prices and dimensions



- 4x Social Media posts



- *eBulletin* & non-member banner advert



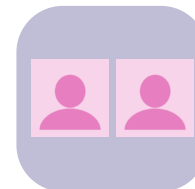
Monthly eBulletin



Access to a global network of ELT professionals



Information from our 16 Special Interest Groups



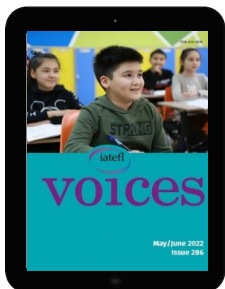
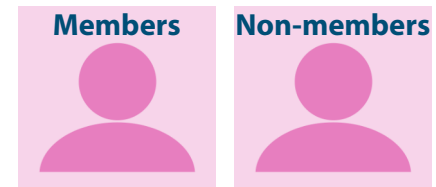
Available to send to Members & Non-members

- Website homepage banner

70,000 (avg) website views a month
7,000 (avg) homepage views a month
Choose to feature from **1, 3 or 6 months** duration period.

- Direct Mailing

600-800 words



- **Maximum Exposure 1 years' advertising:**

Variety of **IATEFL Voices** adverts (digital and print),
1 month Banner advert on the IATEFL website homepage,
2x banner adverts in our **members eBulletin**,
2x banner adverts in our **non-member mailer** and
1x direct mailing to our members

Please [click here](#) for more information

Jobs Market

Please contact jobsmarket@iatefl.org for more information

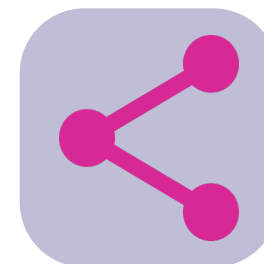
Throughout the year, the IATEFL Jobs Market is the perfect place for top employers and English language teaching professionals to meet. It is therefore the perfect place for employers to post roles they wish to fill, and for English teaching professionals to look for new and exciting employment opportunities.

**IATEFL
JOBS MARKET**

Advertise your current vacancy and connect with our global network of English language teaching professionals.



Regular **'Job Alert'** mailings to job seekers



Access to a **global network** of ELT professionals



Year round advertising



Exposure via **IATEFL social media**

Offers & discounts

If you are an ELT business and have some special offers/discounts to provide for our members, then we want to hear from you!

IATEFL is constantly looking at how we can offer new and exciting benefits to our members. It is important for us to stay up to date with industry products and services along with helping connect our members with ELT organisations and providers.

Receive excellent exposure for your brand by promoting your product/service(s) as a result of being listed and generating positive association to the IATEFL charity.

Please ensure your benefit is relevant to English teachers and also of good quality (For example, we will not promote unaccredited courses).

If accepted, we will promote these benefits to our members by adding them to each member's dashboard on the website where it can be viewed by the individual.

Please be aware that we will not automatically accept each offer and there will be a review procedure.



Contact us



If you would like to find out more about any of the marketing opportunities outlined in this pack or if you would like to discuss your own collaborative ideas, please contact a member of the IATEFL team.

For Jobs Market and Careers Fair enquiries, please contact Freya via: jobsmarket@iatefl.org

For anything else please contact Annie via: advertising@iatefl.org

If you have any general enquiries, please contact info@iatefl.org and you will be directed to a relevant member of the Head Office team.

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