



# **Advertising opportunities**

**2024/2025**

# About IATEFL

Since 1967 IATEFL has been linking, developing and supporting English language teaching (ELT) professionals worldwide. Our membership association is made up of teachers, teacher trainers, managers, directors, department heads, trainees, institutions, educational bodies, ministries of education, 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.

As such, IATEFL is the ideal partner if you are looking to build brand awareness, celebrate a new offering, move into new markets, or promote your products and services.

## Key statistics

- Over **3,500 members** including teachers, trainers, managers, directors, assessors, institutions, trainees, materials writers and developers, publishers and researchers.
- IATEFL members are living and working in **126 countries worldwide**.
- Over 100 'IATEFL Associate' national teaching associations making a **wider community of over 100,000** English language teaching professionals.
- **16 Special Interest Groups** for members to join, covering every aspect of the profession.
- **Over 100 face-to-face and online events** each year, as well as our main International Conference and Exhibition. Events open to all ELT professionals, not just IATEFL members.
- A combined following across all **social media channels of over 110,000** - Facebook: 51k, LinkedIn: 24k, X: 22.5k, Instagram: 9.5k, YouTube: 3.5k.
- Over **50,000 visits each month** to the IATEFL website.

Statistics based on IATEFL membership May 2024

## About the annual IATEFL International Conference

The 58th IATEFL International Conference and Exhibition will be held at the **Edinburgh International Conference Centre** in the historic capital city of Scotland, Edinburgh from 8 to 11 April 2025. The 4 days of the conference, along with Pre-Conference Events on the day before the conference opens, are a festival of professional development for English language teaching professionals from around the world. Delegates hear from industry experts, explore the latest ideas and trends in ELT, and connect with like-minded professionals.

As one of the largest global English language teaching conferences, and perhaps the most international, it is a wonderful opportunity for companies, platforms and service providers to be seen and build their brand recognition across sectors of the profession and regions of the world.

# About our conference delegates

The following information was for the 2024 IATEFL International Conference held in Brighton:

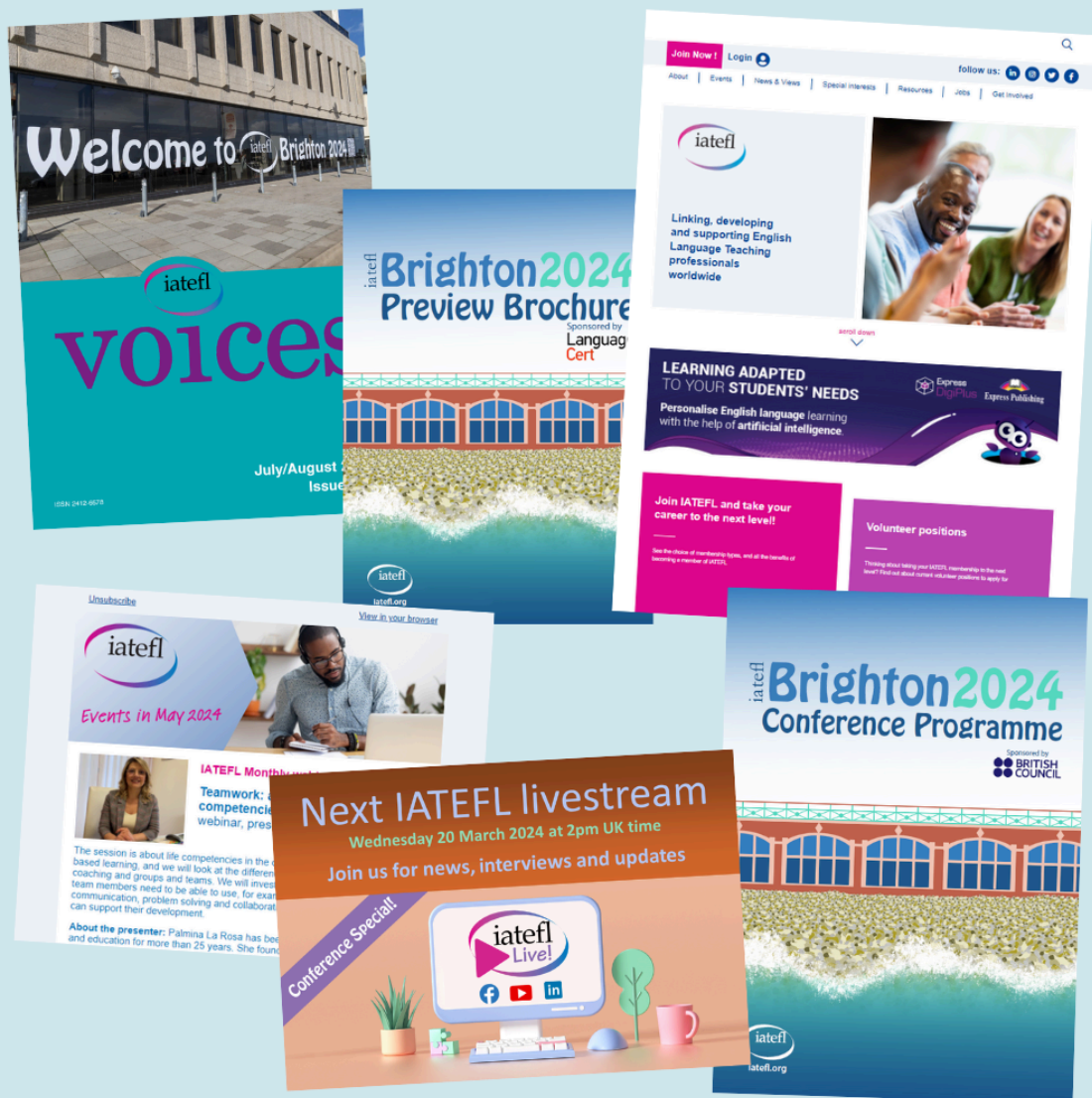


## It's not just advertising!

As well as the advertising opportunities presented in this document, there are also a range of opportunities to **exhibit at, or sponsor, the annual international conference and other events** and initiatives throughout the year.

For more information on these please email: [marketing@iatefl.org](mailto:marketing@iatefl.org)

# Advertising opportunities available



## IATEFL Voices advert

Voices is our bi-monthly magazine which is distributed to all IATEFL members and institutions in digital format. Each edition has lead articles, reviews of materials, platforms and resources, feedback on events, member news, advertorials and advertisements for courses and resources of interest to ELT professionals. An advert is a wonderful opportunity to build brand recognition and share your new initiatives with a global audience.

## Advertise more, pay less!

Get a discount for placing adverts in more than one edition of Voices. To benefit from the discount you must book all adverts at the same time.

2 editions: **10% discount**  
3 editions: **15% discount**  
4 editions: **20% discount**

5 editions: **25% discount**  
6 editions: **30% discount**

## **IATEFL Voices advertorial**

This creative opportunity lets you put pen to paper to tell our Voices readers about your product/ service. The A4 single page advertorial will feature in your chosen edition of Voices (subject to availability), which will be sent to all members of IATEFL. The advertorial must be relevant to ELT and all artwork must be approved by IATEFL before final submission. The Voices editor reserves the right to make alterations to the advertorial if required.

As part of this package, your company will benefit from:

- Full colour advertorial in Voices, formatted to your preferences
- Full colour banner advert in Voices

## **IATEFL member eBulletin and monthly LinkedIn newsletter**

Our IATEFL eBulletin goes out once a month to all our IATEFL members. Our LinkedIn newsletter is produced monthly, is available to members and non-members, and has 11k subscribers who receive it in their email account as well as on LinkedIn.

Benefits include:

- Increase your brand awareness
- Inclusion in the IATEFL eBulletin mailing
- Exposure to IATEFL's members and non-members

## **Website Banner Advert**

With 50,000 (avg) website views a month from English language teaching professionals around the world, a banner advert on our website is a great way to gain exposure for your target audience. Positions available: IATEFL homepage, IATEFL events page.

## **IATEFL Live!**

IATEFL Live! is our Conference Broadcast, streamed across channels with 100,000 followers. It is an excellent opportunity to reach a global audience of ELT professionals. Choose between an advert (30 seconds), interview (10 - 15 minutes) or both to promote your brand or product.

## **IATEFL Conference Preview Brochure advert**

The preview brochure gives delegates and possible attendees a first glance at what can be expected at the conference, including an overview of the planned sessions. Available online, it is an eagerly anticipated document and is viewed thousands of times following its release.

## **IATEFL Conference Programme advert**

Advertising within the Conference Programme is a great way to gain maximum exposure during the conference. Our delegates will use the programme constantly throughout the event, giving you the perfect platform to shout about your brand. You could use the advert to direct delegates to your stand or perhaps a website or QR Code showcasing your products and services. Delegates also like to take the programme home and will often refer back to them for weeks after the conference giving you even greater exposure long after our event has finished. The programme will be available in both print and digital format.

# IATEFL advertising booking form

Prices applicable up to and for the IATEFL International Conference 2025 in Edinburgh. All prices are listed are exclusive of VAT.

Your company information			
Company name:			
Key contact name:			
Key contact email:			
Key contact phone:			
Accounts contact name:			
Accounts contact email:			
Accounts contact phone:			
Company VAT number:		Purchase order no:	

IATEFL Voices *	Dimensions	Price (excl VAT)	Tick (✓) to select
Inside front cover	210mm x 297mm +3 mm bleed	£650	
Inside back cover	210mm x 297mm +3 mm bleed	£575	
Full page	184mm x 270mm	£500	
Half page	184mm x 132mm	£350	
Quarter page	90mm x 132mm	£225	
Banner	184mm x 50mm	£225	
Advertorial	-	£1,200	

\* For advertisements in IATEFL Voices, add a number instead of a tick in the appropriate box if you wish to advertise in more than 1 edition in order to benefit from the discount.

Conference Preview Brochure	Dimensions	Price (excl VAT)	Tick (✓) to select
Half page	184mm x 132mm	£365	
Full page	184mm x 270mm	£505	

Conference Programme	Dimensions	Price (excl VAT)	Tick (✓) to select
Inside front cover	210mm x 297mm +3 mm bleed	£1015	
Inside back cover	210mm x 297mm +3 mm bleed	£915	

Full page	184mm x 270mm +3 mm bleed	£765	
Half page	184mm x 132mm	£415	
Quarter page	90mm x 132mm	£250	

Digital opportunities	Price (excl VAT)	Tick (✓) to select
Banner advert for IATEFL eBulletin to all members 570 px by 200 px	£350	
Banner advert for IATEFL eBulletin and LinkedIn monthly newsletter 570 px by 200 px	£500	
Banner advert on IATEFL website homepage 1200 px (w) by 200 px (h)	£950 per month	
Banner advert on IATEFL website events page 1200 px (w) by 200 px (h)	£750 per month	
<i>IATEFL Live!</i> advert	£750	
<i>IATEFL Live!</i> interview	£1200	
<i>IATEFL Live!</i> advert and interview	£1500	

## The next step...

Please send your completed form to: [marketing@iatefl.org](mailto:marketing@iatefl.org)

If you have any questions please don't hesitate to contact us at IATEFL Head Office!

## Contact Us

Telephone: +44 (0)1795 591414

Website: [www.iatefl.org](http://www.iatefl.org)

IATEFL Conference & Exhibition website: [www.iateflconference.org/](http://www.iateflconference.org/)

IATEFL Head Office  
No. 2-3 The Foundry  
Seager Road  
Faversham  
Kent, ME13 7FD

