



IATEFL Media Pack



About IATEFL

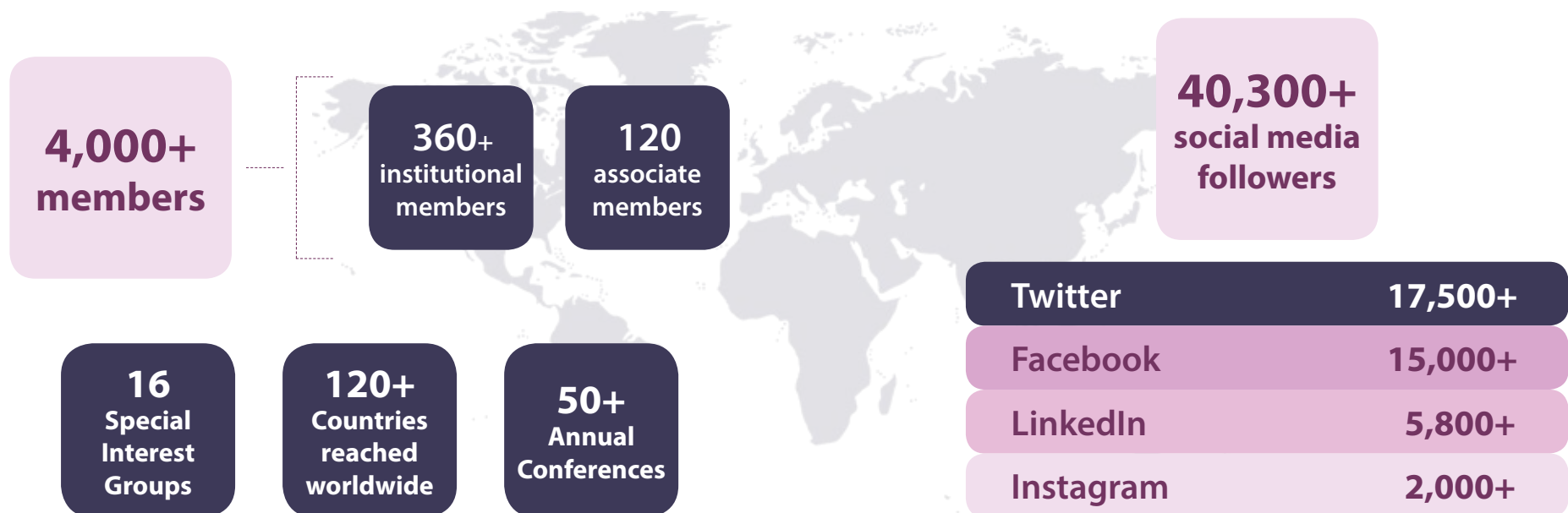
International Association of Teachers of English as a Foreign Language

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

From our humble origins in 1967 as a forum for English language teachers and other professionals to make contact with one another and share ideas, we are now one of the largest and most internationally representative teaching associations in the world. IATEFL is a global professional membership association and a charity, and yet we remain a community. We support teachers and other ELT professionals in their professional development, and provide a platform where they can offer their views, exchange research and teaching experiences, and learn from each other. You can find out more about IATEFL's mission, goals and practices, [here](#).

Our membership body consists of teachers, teacher trainers, department heads, students, 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.

IATEFL in numbers...



Marketing Opportunities

Throughout the year, IATEFL is able to offer a wide range of marketing opportunities across its platforms; from print advertising to sponsorship of our annual international conference.

IATEFL Voices



Advertise in our bi-monthly membership publication, which reflects the needs, experience 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 Jobs Market



Post your current job opportunities via our online platform and connect with 1,000's of active ELT job seekers. Benefits include:

- Online advertisement
- Inclusion in 'Job Alert' mailings
- Exposure on IATEFL's social media platforms

IATEFL Annual Conference



Add a little kudos to your name and increase your company's exposure by supporting a future IATEFL Annual Conference and Exhibition. With a variety of sponsorship opportunities to suit all budgets and options to exhibit or advertise at our annual event, you could connect with a very active ELT community. Opportunities include:

- Programme Advertisements
- Full sponsorship packages
- Exhibition stand bookings

About IATEFL *Voices*

IATEFL *Voices* is distributed to all our members in print or electronic format, 6 times per year with our institutional members receiving 3 copies per edition to distribute to their staff. Members are able to view previous editions of the publication within the member area and copies can be accessed at university and institution libraries, substantially increasing the longevity of each and every edition.

The publication is packed with special feature articles written by ELT practitioners from around the globe including authors, teachers, trainers; and managers - to name but a few. Readers can build their knowledge through theoretical ELT articles, find out about new materials and enjoy Q&A pieces. There are also regular spotlights from our Special Interest Groups (SIGs) for those interested in a specialised area of ELT, as well as updates from IATEFL about upcoming events, webinars and important member interest news.

Key facts...



Subscriptions
65.4% Electronic
34.6% Postal



Print run averages
2,400 copies
per edition



Distributed to
120+ Countries

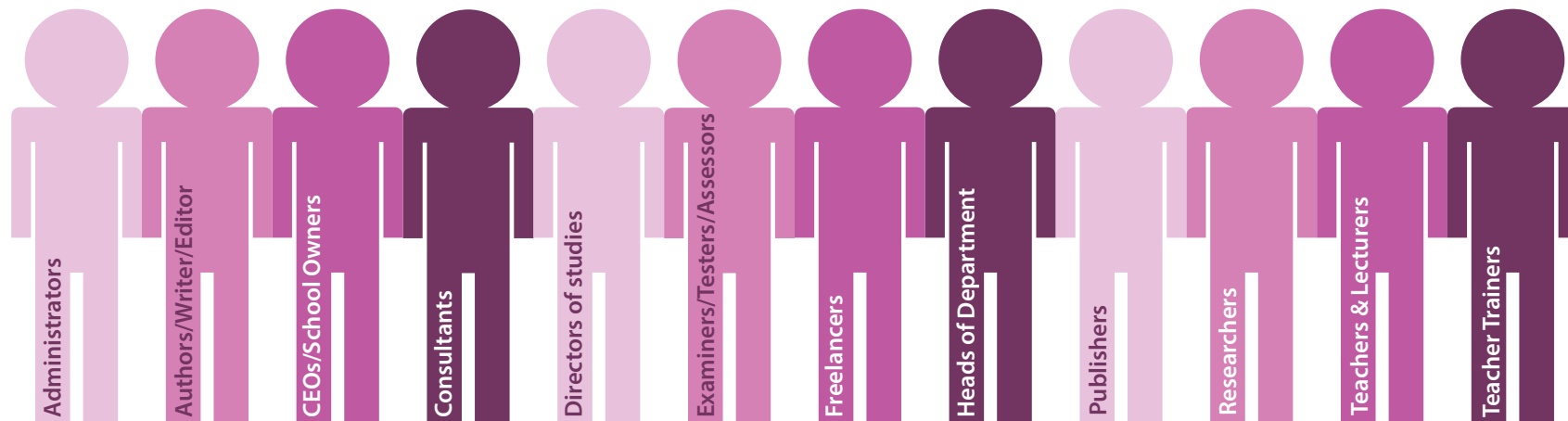


Readership
Reach 14,000



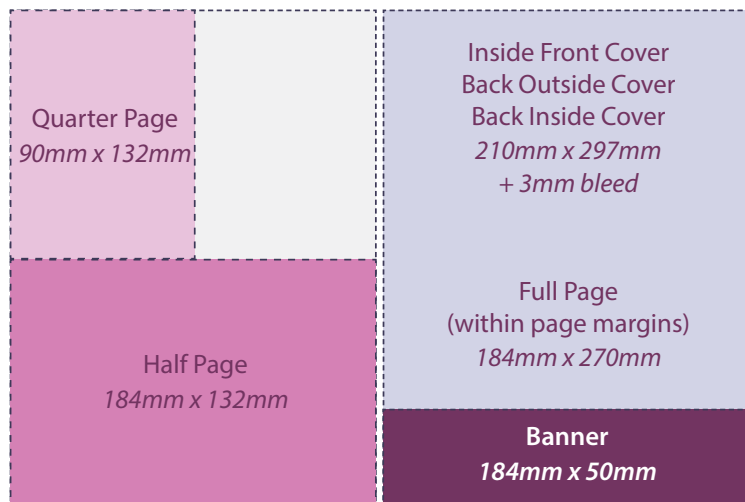
Member access
to previous
editions

Who are our readers?



IATEFL Voices Opportunities

Advert Sizes & Pricing



Position	Orientation	Cost (ex. VAT)
Front Inside Cover	Portrait	£650.00
Back Outside Cover	Portrait	£650.00
Back Inside Cover	Portrait	£575.00
Full Page	Portrait	£500.00
Half Page	Landscape	£350.00
Quarter Page	Portrait	£225.00
Banner	Portrait	POA

Issue 273 (March / April 2020) : Focus on the build up to the IATEFL Annual Conference

Issue 274 (May / June 2020) : Focus on literature, teacher training & education, global issues and leadership & management

Issue 275 (July / August 2020) : Focus on post conference review and highlights

Issue 276 (September / October 2020) : Focus on business English, research, young learners and teenagers and teacher development

Issue 277 (November / December 2020) : Focus on learner autonomy, materials writing, English for specific purposes and testing, evaluation and assessment.

Maximum exposure package

1 years' advertising including:*

- 3 x Inside Front Cover adverts
- 3 x Half Page adverts
- 3 x Banner adverts
- + 1 direct mailing* to our members

£2,800.00 (ex. VAT)

**Terms apply*

IATEFL Jobs Market Opportunities

Throughout the year, the IATEFL Jobs Market is the perfect place for top employers and English language teaching professionals to meet. IATEFL has a global membership of over 4,000 people, as well as non-member subscribers to our job alerts. 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.

Key facts...



Year round advertising



Exposure via IATEFL social media



Regular 'Job Alert' mailings to job seekers



600+ active job seekers



Access to a global network of ELT professionals

- ✓ One month's job posting on IATEFL Jobs Market website
- ✓ Link candidates directly to your company's application process
- ✓ Listing within regular 'Job Alert' mailing to current job seekers
- ✓ Posting shared on IATEFL's social media platforms (followed by 40,000+ people)

£75.00

IATEFL Careers Fair

Within the Exhibition at the Annual IATEFL Conference, you'll find the Careers Fair hub. This area is dedicated to professional growth, where delegates are able to speak to relevant exhibitors and recruiters, hear from industry experts or have their CV's reviewed.

There are advertising and exhibitor opportunities within the area each year which can be discussed with our Careers Fair organiser Freya Rutt.

IATEFL Annual Conference Opportunities

The IATEFL International Annual Conference and Exhibition each Spring is one of the main events in the English Language Teaching calendar. Attended by approximately 3,000 ELT professionals from more than 100 countries, it involves a 4-day programme of around 500 talks, workshops and forums as well as a vibrant social programme. This offers delegates a unique opportunity to meet leading trainers, theorists and writers, and exchange ideas with fellow professionals from all sectors of English language teaching and learning. For those who are unable to attend in person, a selection of the sessions, including the main plenaries, are available to view online.

In addition, a large resources exhibition involving around 50 ELT-related exhibitors is your one-stop shop to see the latest ELT publications and services. Plus, the IATEFL Careers Fair continues to grow in popularity with more and more recruiters and candidates using the conference as an opportunity to discuss and fill some of the best vacancies in TEFL.

Sponsorship

Travelling from all over the world, our delegates are looking for new ideas that can help catapult their work but also for brands that they can rely on to achieve such goals - and that is where you could benefit from sponsorship exposure.

Whether you are looking to get your brand noticed, or perhaps want to use the IATEFL Conference as a platform for releasing a new product or service, sponsoring areas of the conference gives you the perfect opportunity to make new contacts whilst setting you apart from your competition.

We offer a range of opportunities to suit all budgets and marketing strategies. The packages are updated each year with venue specific benefits and new innovations but are also fully flexible, giving you scope to work with IATEFL and create a sponsorship package that reflects your brand and offers you maximum exposure. As a sponsor of our annual conference, you could benefit from:

Social Media exposure	On-site branding	Programme & website listing	Pre-conference exposure
Priority exhibition stand booking	Signature event	Dedicated direct mailing	Pop-up presentation slot
Complimentary conference registrations		Networking opportunities	

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You can view IATEFL Conference sponsorship opportunities via the IATEFL website, which will give you a flavour of what we are able to offer.

Conference Scholarships:

By sponsoring a scholarship, you are providing someone the opportunity to attend the IATEFL Conference who wouldn't otherwise be able to.

With this opportunity, you can:

- Connect with our global network
 - Demonstrate your social responsibility
- Promote your organisation through IATEFL's online and print platforms
- Craft the award to fit you, set your budget and choose your winner

This opportunity offers great flexibility with some added 'feel good factor!'.

Exhibit:

Exhibiting at an IATEFL Conference gives you the chance to put your products/services directly in the hands of our delegates, answer their questions face-to-face and showcase your brand.

The relationships you build with your customers is what ultimately drives sales and highlights your company as a forerunner within the industry - and a company to be remembered! Exhibiting at an IATEFL Conference offers a platform for you to grow your connections and meet a varied and very active audience.

Whether you are a small start up, looking to launch in the ELT industry or a recognised brand, there are stand sizes and options to suit all.

Advertising & additional promotion:

If you are unable to attend the conference but still wish to expose your brand to a large audience; or if you are looking to stand out from other exhibitors and raise your brand profile further whilst at the event; there are multiple advertising opportunities available in the lead up to and whilst at the conference. Why not consider:

- Preview Brochure Advertisement
- Conference Programme Advertisement
- Delegate Bag Inserts

Or... Get in front of an audience with a short Pop-up Presentation Slot in the Exhibition Hall and extend your brand promotion!

Contact IATEFL

If you would like to find out more about any of the marketing opportunities outlined above 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 us via: jobsmarket@iatefl.org

For IATEFL Voices and IATEFL Annual Conference enquiries, please contact us 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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