



Advertising opportunities

2025/2026

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 70,000** - Facebook: 28k, LinkedIn: 28k, Instagram: 12k, YouTube: 3.5k.
- Over **50,000 visits each month** to the IATEFL website.

Statistics based on IATEFL membership May 2024

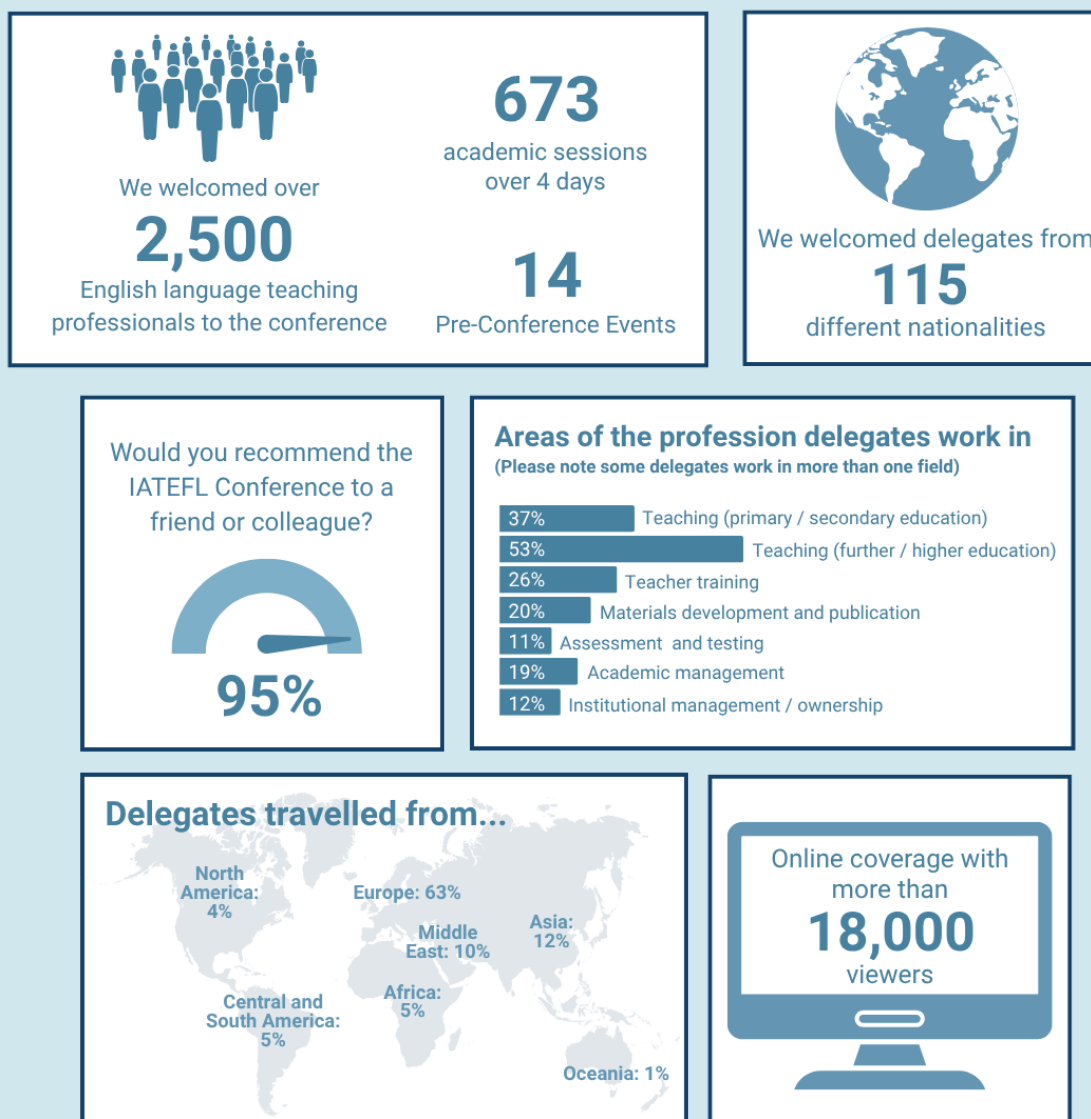
About the annual IATEFL International Conference

The 59th IATEFL International Conference and Exhibition will be held at the [Brighton Centre](#) in the beautiful seaside city of Brighton, from 21 to 24 April 2026. The 4 days of the conference, starting 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 2025 IATEFL International Conference held in Edinburgh:



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

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!

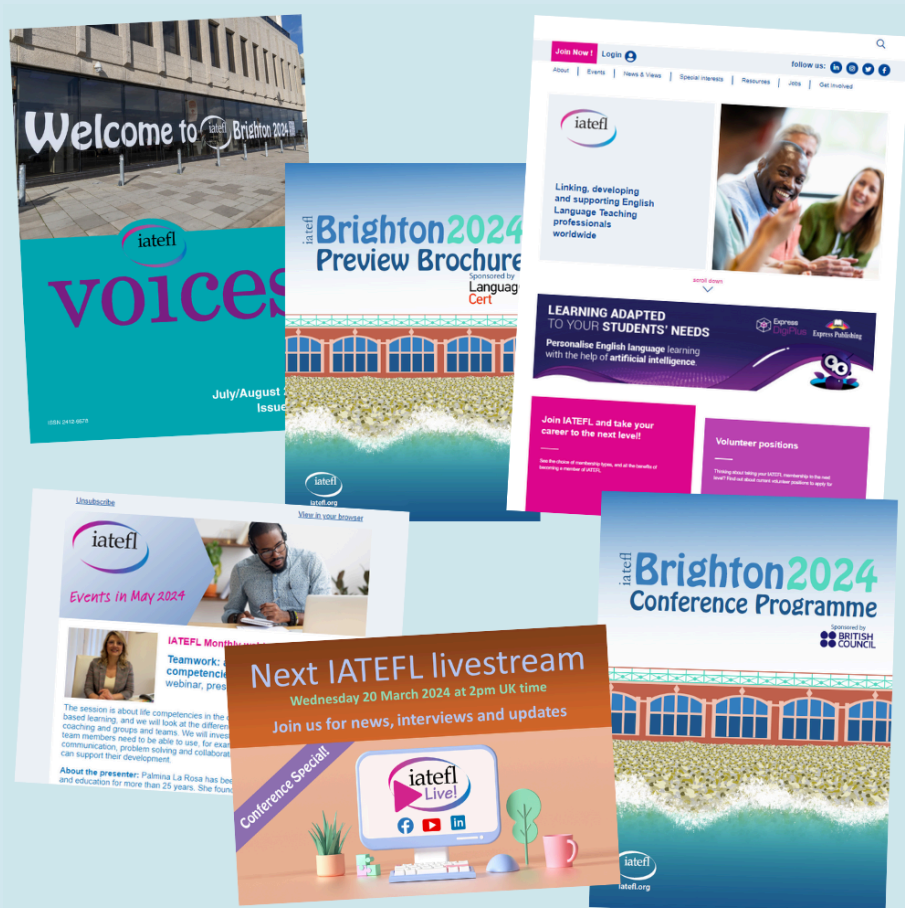
IATEFL Live! is our Conference Broadcast, streamed across channels with 100,000 followers. It is an excellent opportunity to reach a global audience of ELT professionals. Choose between an advert (30 seconds), interview (10 - 15 minutes) or both to promote your brand or product.

IATEFL Conference 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 Conference delegate bag inserts

Every delegate is offered a delegate bag on arrival at the event. By inserting a promotional item in the bags, whether that be a pen, a pocket calendar, literature or other give-away; you can get your key message directly into delegates' hands! This platform offers a great way to entice delegates to your stand and let them know what you have planned for the conference. We plan to distribute approximately between 2,000 and 2,500 of each item booked, the precise number will be confirmed to you 6 weeks before the conference.



IATEFL advertising booking form

Prices applicable up to and for the IATEFL International Conference 2026 in Brighton. All prices listed are exclusive of VAT.

Your company information	
Company name:	
Billing address:	
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.

Delegate Bag inserts	Price (excl VAT)	Tick (✓) to select
1 page document	£275	
2-4 page document	£375	
5-8 page document	£475	
9 + page document	Contact us	
Branded writing pad or pen	Contact us	
Other branded giveaway	Contact us	

Conference Programme advert	Dimensions	Price (excl VAT)	Tick (✓) to select
Inside front cover	210mm x 297mm +3 mm bleed	£1045	
Inside back cover	210mm x 297mm +3 mm bleed	£915	
Full page	184mm x 270mm +3 mm bleed	£789	
Half page	184mm x 132mm	£425	
Quarter page	90mm x 132mm	£259	

Digital opportunities	Price (excl VAT)	Tick (✓) to select
Banner advert for 'IATEFL <i>eBulletin</i> ' sent to all members 570 px by 200 px	£350	
Banner advert for 'IATEFL <i>eBulletin</i> ' + 'IATEFL News and events' (for non-members subscribers) + LinkedIn 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	
IATEFL Sponsored webinar	£350	
IATEFL sponsored webinar + half page <i>Voices</i> advert	£600	

The next step...

Please send your completed form to: 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

IATEFL Conference & Exhibition website: www.iateflconference.org

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