



# Advertising opportunities

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, language schools, training colleges, universities, Ministries of Education, materials writers, publishers, EdTech companies, examiners and freelancers to name but a few.

Through our network of 'IATEFL Associate' national teaching associations around the world, we are also able to reach, communicate with, and support over 120,000 ELT professionals around the world.

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 to the global English language teaching profession.

## Key statistics

- Over **3,500 members** living and working in **126 countries** worldwide.
- Over **100 'IATEFL Associate' national teaching associations** making a **wider community of over 120,000** English language teaching professionals.
- **16 Special Interest Groups** for members to join, covering every aspect of the profession.
- **Over 120 face-to-face and online events each year**, as well as our flagship International Conference and Exhibition each April. Most of these events are open to all ELT professionals, with IATEFL members benefitting from reduced prices, recordings and publications as well as certificates of attendance.
- A combined following across all social media channels of **over 100,000 ELT professionals** - Facebook: 28.5k, LinkedIn: 31k, Instagram: 13.5k, YouTube: 4.5k.
- Over **10k unique visitors** each month to the IATEFL website, and **4k unique visitors** (rising to **9k** on the run-up to the conference) each month to the IATEFL conference website.

## About the annual IATEFL International Conference

The 60th IATEFL International Conference and Exhibition will be held at the ICC Birmingham from 6 to 9 April 2027. The 4 days of the conference, starting with Pre-Conference Events on the day before the conference begins, 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, discover what's new in terms of products and services, and connect with like-minded professionals.

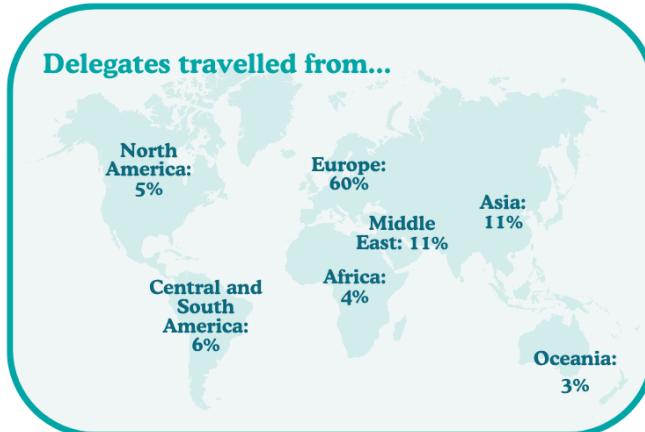
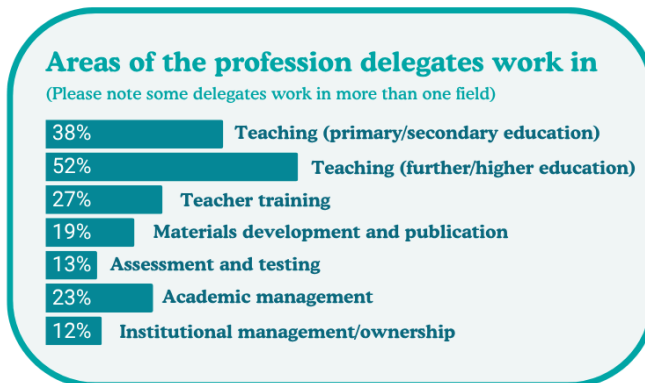
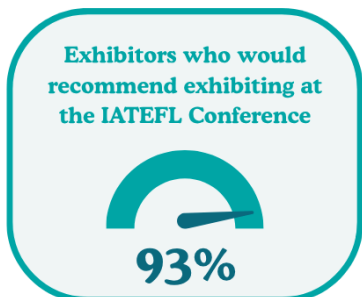
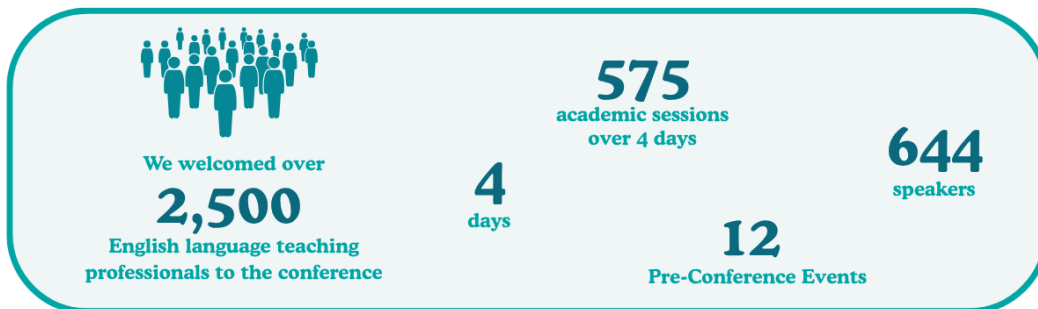
As one of the largest global English language teaching conferences, and perhaps the most international, it is a wonderful opportunity for companies, institutions, platforms and service providers to be seen and build their brand recognition across sectors of the profession and regions of the world.

# About our conference delegates

The following information was for the IATEFL International Conference held in April 2026:



A truly international gathering of English language teaching professionals



# Advertising opportunities throughout the year

(See pages 6 & 7 for prices)

## IATEFL *Voices* advert

*IATEFL 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.

### Special offer! 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 full colour advertorial will feature in your chosen edition of *Voices* (subject to availability), which will be sent to all members of IATEFL. The advertorial can include links and/or QR codes, but must be relevant to ELT. All artwork must be approved by IATEFL before final submission. The *Voices* editor reserves the right to make alterations to the advertorial if they feel it is required.

## IATEFL member 'eBulletin', 'IATEFL News and events' mailing and monthly LinkedIn newsletter advert

Our IATEFL *eBulletin* goes out once a month to all our IATEFL members. Our monthly 'IATEFL news and events' mailing goes out to a wider mailing list of interested non-members who have subscribed, and our monthly LinkedIn newsletter is produced monthly, and has 15.5k subscribers who receive it in their email account as well as on LinkedIn.

Benefits include:

- Increase your brand awareness, introduce new products and services
- Exposure to IATEFL's members and other ELT professionals around the world

## Website banner advert

With 10k (avg) unique website visitors each 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 and IATEFL events page.

## Sponsored IATEFL webinar

IATEFL can remote and organise and moderate a webinar, accessible to its members and the wider ELT international community, and recorded for members to access at any time afterwards through the IATEFL website. This is a great way to present a new publication, product, platform or service. It can also be combined with a half page advert in IATEFL Voices to get further reach.

## IATEFL Themes Online Conference

The IATEFL Themes Online Conference runs each year in November, approximately 6 months after the international conference, and celebrates a range of the most popular, talked about themes from this year's conference. It runs over three days (Friday 6th, Saturday 7th and Sunday 8th) and is free for IATEFL members, but is also open to the wider international ELT community at low cost, and discounted further to members of our network of 'IATEFL Associate' national teaching associations.

<b>Event headline sponsor:</b>	Partner with IATEFL for this global online event and get maximum visibility. The event sponsor will also get a Signature presentation at a prime time as part of the package.
<b>Signature presentation:</b>	Have your Signature presentation added to the programme for the event. A great opportunity to present or promote a key publication, product or service to our international audience.
<b>Advert:</b>	Adverts are shown at the opening of each day of the conference to ensure maximum reach, and should be a maximum of 30 seconds.

## Not seen what you're looking for?

If you'd like to talk to us about advertising, or collaborating in another commercial way, with us the please contact us at: [marketing@iatefl.org](mailto:marketing@iatefl.org) and let's get talking!

## What about the IATEFL Conference?

**Sponsorship opportunities** for the IATEFL International Conference will be launched in **August 2026**.

**Exhibiting and advertising opportunities** for the IATEFL International Conference will be launched the following month in **September 2026**.

Please email your details to [marketing@iatefl.org](mailto:marketing@iatefl.org) to make sure you don't miss out when they are all launched.

# IATEFL advertising booking form

Prices applicable up to and for the IATEFL International Conference and Exhibition 2027 in Birmingham.  
All prices listed are exclusive of VAT.

Your company information	
<b>Company name:</b>	
<b>Billing address:</b>	
<b>Key contact name:</b>	
<b>Key contact email:</b>	
<b>Key contact phone:</b>	
<b>Accounts contact name:</b>	
<b>Accounts contact email:</b>	
<b>Accounts contact phone:</b>	
<b>VAT number</b> (if applicable) :	
<b>Purchase order no:</b>	

<b>IATEFL <i>Voices</i> *</b>	<b>Dimensions</b>	<b>Price (excl VAT)</b>	<b>Tick (✓) to select</b>
<b>Inside front cover</b>	210mm x 297mm +3 mm bleed	£649	
<b>Inside back cover</b>	210mm x 297mm +3 mm bleed	£549	
<b>Full page</b>	184mm x 270mm	£499	
<b>Half page</b>	184mm x 132mm	£349	
<b>Quarter page</b>	90mm x 132mm	£199	
<b>Banner</b>	184mm x 50mm	£199	
<b>Advertorial</b>	Full single page	£999	

\* 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.

Digital opportunities	Price (excl VAT)	Tick (✓) to select
<b>Banner advert for 'IATEFL eBulletin' sent to all members</b> 570 px by 200 px	£349	
<b>Banner advert for 'IATEFL eBulletin' + 'IATEFL News and events' (for non-members subscribers) + LinkedIn newsletter</b> 570 px by 200 px	£499	
<b>Banner advert on IATEFL website homepage</b> 1200 px (w) by 200 px (h)	£949 per month	
<b>Banner advert on IATEFL website events page</b> 1200 px (w) by 200 px (h)	£749 per month	
<b>IATEFL sponsored webinar</b>	£349	
<b>IATEFL sponsored webinar + half page Voices advert</b>	£599	
<b>IATEFL Themes headline sponsor</b>	£999	
<b>IATEFL Themes Signature Presentation</b>	£449	
<b>IATEFL Themes Online Conference advert</b>	£99	

## The next step...

Please send your completed form to: [marketing@iatefl.org](mailto:marketing@iatefl.org)  
If you have any questions don't hesitate to contact us!

## Contact Us

Telephone: +44 (0)1795 591414  
IATEFL website: [www.iatefl.org](http://www.iatefl.org)  
IATEFL conference website: [www.iateflconference.org](http://www.iateflconference.org)