



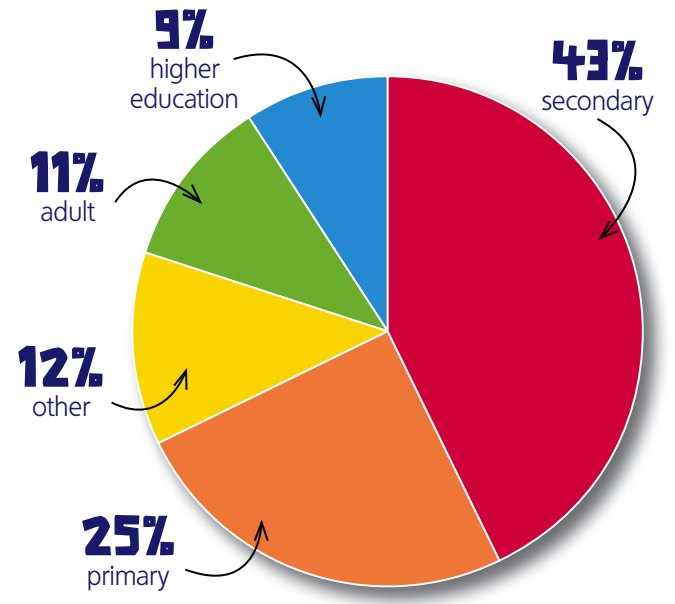
# MEDIA INFORMATION 2016



As the major subject association for those involved in teaching languages at all levels, *Languages Today* represents a unique opportunity to reach ALL's **4,500 members**

"Since its launch in 2009, Languages Today has become one of our flagship publications. The theme of each issue focuses on a current and relevant aspect of language teaching, which paired with regular features on news, classroom practice and teaching ideas makes Languages Today not only a must-read for every language teacher in the UK – but also a great opportunity for organisations involved with languages to engage with the teaching community."

**René Koglbauer, ALL President**





# ABOUT *LANGUAGES TODAY*

*Languages Today* launched in March 2009 as a full-colour, 36-page, A4 magazine with newsstand design and content values, reporting on the issues that are important to ALL members in a user-friendly format conveying information in an enticing and readable way.

By making an impact with a mix of news, updates and relevant current affairs from ALL combined with concise features, covering topics from student motivation to research findings, overseas travel to government strategy, *Languages Today* is THE magazine for UK language teachers.

## With reader feedback encouraged through letters, competitions, reviews and social media

### Languages Today can:

- Respond to members' needs and interests
- Provide a platform for sharing experiences
- Build relationships with members and readers

*Languages Today* offers an effective medium through which to reach our 4,500 active members and a unique opportunity to promote your products/services to the language teaching community, with special issues focussing on:

- Cross curricular work
- Educational visits and exchanges
- CPD opportunities
- Progress and assessment



# ADVERTISING RATES

## RATE CARD

Ad Rates	1-2 issues	3 issues
DPS	£2,625	£2,100
IFC/OBC	£1,559	£1,260
FP	£1,260	£1,050
HP	£680	£570
QP	£470	£420
Inserts (10g)	£630	£525

## PLATINUM Members

Ad Rates	1-2 issues	3 issues
DPS	£1,838	£1,470
IFC/OBC	£1,091	£882
FP	£882	£735
HP	£476	£399
QP	£329	£294
Inserts (10g)	£441	£368

## GOLD Members

Ad Rates	1-2 issues	3 issues
DPS	£2,100	£1,680
IFC/OBC	£1,247	£1,008
FP	£1,008	£840
HP	£544	£456
QP	£376	£336
Inserts (10g)	£504	£420

**30% Discount on Rate Card for Platinum Members!**

**FIND OUT MORE HERE** ▶

Promote a new product or a successful case study with an advertorial!  
**Full page - £1,449**  
**Half page - £782**



# DIGITAL ADVERTISING RATES

**ALL MEMBERS SAVE - Find out more ►**

## LANGUAGES ZONES

**Button on main section page**  
 £300 per month  
 ALL members - £250

**Button on content page**  
 £450 per month  
 ALL members - £400

**Exclusive e-newsletter sponsorship**  
 One issue - £185 per week  
 Series of four - £155 per issue

## PRINT AND ONLINE PACKAGES

**ALL members receive a further discount on all packages**



**RUBY**  
**£2,490**

- IFC of Languages Today
- 1 out of the 6 spaces on every main section page
- 1 space across every ordinary content page
- 4 sponsored e-newsletters

**Rate card: £2,929**  
**15% off, saving £439**



**SAPPHIRE**  
**£913**

- HP in Languages Today
- 1 out of the 6 spaces on every main section page
- 1 sponsored e-newsletter

**Rate card: £961**  
**5% off, saving £48**



**EMERALD**  
**£1,872**

- FP in Languages Today
- 1 space across every ordinary content page
- 2 sponsored e-newsletters

**Rate card: £2,080**  
**10% off, saving £208**



**TO ADVERTISE CONTACT:** Anna Vassallo on 020 7079 9365 or [annav@jppublishing.co.uk](mailto:annav@jppublishing.co.uk)



# TECHNICAL SPECIFICATIONS



**DOUBLE PAGE SPREAD (DPS)**  
 Trim 420 x 297 mm  
 Bleed 426 x 303 mm

**Digital Requirements**  
**BUTTON ON MAIN SECTION PAGE**  
 125 x 125 pixels  
**BUTTON ON CONTENT PAGE**  
 300 x 250 pixels  
**EXCLUSIVE E-NEWSLETTER SPONSORSHIP**  
 Static jpeg - 600 x 90 pixels



**FULL PAGE (FP)**  
 Trim 210 x 297 mm  
 Bleed 216 x 303 mm

**QUARTER PAGE (QP)**  
 88.5 x 134.5 mm

**Artwork Requirements**  
 Please supply artwork as:  
**CMYK HIGH RES (300DPI) PDF, TIFF OR EPS**  
 email: [annav@jppublishing.co.uk](mailto:annav@jppublishing.co.uk)  
 Responsibility cannot be accepted for poor reproduction when advert artwork is supplied at incorrect specification.



**HALF PAGE HORIZONTAL**  
 180 x 134.5 mm

**HALF PAGE VERTICAL**  
 88.5 x 272 mm