

# The **Forensic** Teacher Magazine



*The magazine forensic educators trust*

## 2020-21 Media Kit

- Readership Statistics
- Advertising Rates
- Sizes and Specifications
- Advertiser Bonuses

The Forensic Teacher

P.O. Box 5263

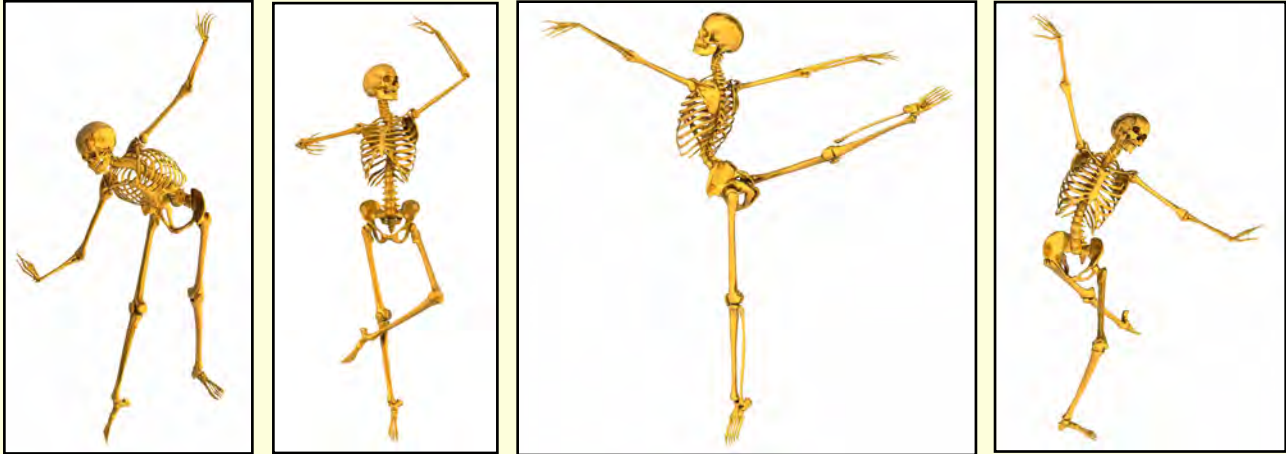
Wilmington, DE 19808-0263

302-740-1693

[www.theforensicteacher.com](http://www.theforensicteacher.com)

[admin@theforensicteacher.com](mailto:admin@theforensicteacher.com)

# In the forensic classroom, as in life, everyone benefits when we dance together



## Three reasons to work with us

### Targeted audiences

Forensic education is showing no signs of slowing down. The readers of our magazine are educational professionals who want the latest developments in the field. They're passionate about forensics. They care about their students. And they're hungry for sources of forensic materials they can count on to provide good value for their money. Teachers are loyal to companies that make their job easier. By advertising with us you're literally putting yourself right into their hands.

### Targeted referrals

When educators want information about where to buy supplies they turn to their peers for advice. *The Forensic Teacher Magazine* is written by teachers, for teachers and experts. By making readers aware of your products and services you increase your exposure to the educational community. And exposure means increased sales. Our magazine is one teachers will want to lend out and pass around. Word of mouth will only carry you so far; an ad someone can point to will take you farther.

### Targeted endorsements

When teachers are asked to make up their budgets, they're often asked to justify their decisions. By making our readers aware of your products you give educators the chance to tell the people who control the pursestrings you're more than a 1-800 number. Part of projecting a professional image is actually putting an image out there, and being a company teachers swear by.

# By the Numbers

- Years Publishing: 14
- Average pages/issue 83
- **Circulation: 12,200**

*High School: 91%, Higher Ed: 6%, Law Enforcement: 3%.*

The Forensic Teacher Magazine is the **only** resource tailored specifically to secondary, university, and law enforcement forensic educators, all of whom need and purchase supplies.

## Media Rate Card (Rates effective August 2020)

### 2020-21 Issues

	Winter 2020	Summer 2021	Winter 2021
Publication Date	December 18	June 25	December 17
Ad delivery deadline	December 14	June 21	December 13
Insertion order deadline	December 7	June 14	December 6

Full Page 7 x 10"
Trim Size 8 <sup>3</sup> / <sub>8</sub> x 10 <sup>7</sup> / <sub>8</sub> "
Full Page Bleed 8 <sup>5</sup> / <sub>8</sub> x 11 <sup>1</sup> / <sub>8</sub> "
Two Page Spread Bleed 17 x 11 <sup>1</sup> / <sub>8</sub> "

Standard Ad Sizes	Color rates for interior pages		
	1-time rate	2-issue rate	3-Issue rate
Full Page = 7"x10"	350	250	200
Half Page Horizontal 7"x 4 5/8"	250	200	175

One-half Page Horizontal 7 x 4 <sup>5</sup> / <sub>8</sub> "
--

Premium Ads	1-time rate	2-issue rate
Inside Front Cover (Full page bleed)	500	400
Inside Back Cover (Full page bleed)	400	300
Website Ads (per year)	200	N/A

Every ad will be a clickable link to your school or program.

### Placing an ad

Advertisers interested in reserving space in an upcoming issue need only notify the publisher of their intention by the insertion order deadline for that issue and specify the size and number of ads and issues they're interested in reserving space for. This can be done by emailing us at [admin@theforensicteacher.com](mailto:admin@theforensicteacher.com).