

The **Forensic** Teacher Magazine



2020-21 Higher Education Media Kit

The magazine forensic educators trust

- Readership Statistics
- Advertising Rates
- Sizes and Specifications

The Forensic Teacher

P.O. Box 5263

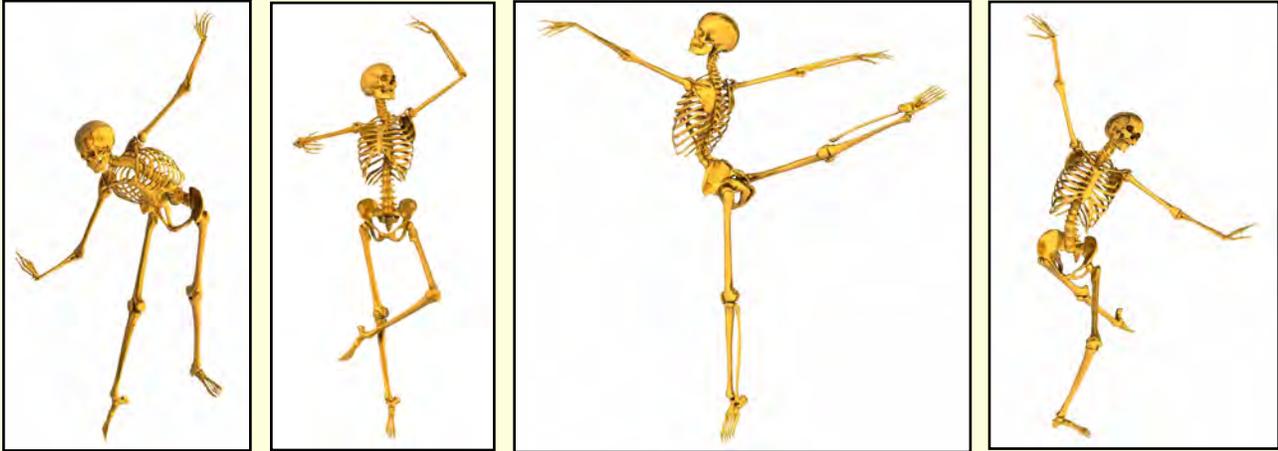
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In the educational marketplace people notice when you stand out



Three reasons to work with us

1. Targeted audiences

High school forensic education is showing no sign of slowing down. Readers of our magazine are teachers who are passionate about forensics. They care about their students. And when some of their students want to know where they can get a degree in the field they turn to someone they trust: their teacher. When your school appears in our magazine readers know exactly who to tell their students might be a good fit. By making our readers aware of your institution you increase your exposure to their students. And exposure means interest and applications.

2. We're waaaaay better than Google

If someone wants a forensic degree and they search Google for those two words they will receive over 97 million results. Some of them are direct links to universities, some point to compilation lists (the best 10 or 25 forensic degree programs, for example), and all of them look the same. However, an ad in *The Forensic Teacher Magazine* is an entirely different experience because prospective students will see engaged, excited undergrads in your world-class program. The difference is like trying to decide on a honeymoon location by looking at images of sand piles versus high definition photos of the beach.

3. We're timely

Our magazine is the only one of its kind. Our readers rely on us for accurate, up-to-date information they can use in their classrooms and pass along to their students. Our summer issue is the one forensic teachers will have on their minds and in their hands when classes begin in the fall and new students demand to know who offers a degree in this exciting new subject. Our winter issue is the one teachers will turn to first for seniors who are trying to decide where to apply in the following weeks. Universities and colleges who appear in more than one issue gain the advantage of not only being easily recalled by forensic educators, but they also receive a discount.

By the Numbers

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

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

(High school teachers average 68 students each = 755,000 students)

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 ³ / ₈ x 10 ⁷ / ₈ "
Full Page Bleed 8 ⁵ / ₈ x 11 ¹ / ₈ "
Two Page Spread Bleed 17 x 11 ¹ / ₈ "

Standard Ad Sizes	Color rates for interior pages		
	1-time rate	2-issue rate	3-Issue rate
Full Page = 7"x10"	225	200	150
Half Page Horizontal 7"x 4 5/8"	150	125	 100

One-half Page Horizontal 7 x 4 ⁵ / ₈ "
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Premium Ads	1-time rate	2-issue rate
Inside Front Cover (Full page bleed)	400	350
Inside Back Cover (Full page bleed)	350	325
Website Ads (per year)	150	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.