

# MEDIA PACK



ADVERTISE WITH US



Share your news and latest offers with a targeted audience responsible for educational visits.

Our readers value The EVC Magazine for its expert contributions, tips and ideas, news, case studies and profiles.

## ABOUT

The EVC Magazine is the only magazine dedicated to the role of the Educational Visits Coordinator.

It features articles from leading figures across the educational visits sector to keep EVCs informed about latest developments and current thinking.

Teachers subscribe for free to receive a printed copy direct to their school and/or a digital version straight to their inbox, three times a year.



Print version sent to around 3,000 schools and settings



Digital magazine emailed to over 9,500 EVCs, Visit Leaders and School Leadership Teams



Promoted to EVOLVE Advice clients, subscribers and followers

The EVC Magazine is part of the EVOLVE Advice Group.

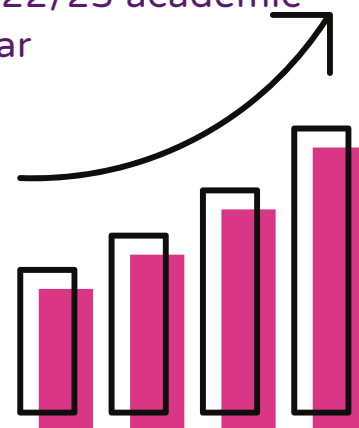
EVOLVE Advice supports schools in organising memorable, safe and enjoyable educational visits. We provide advice, guidance and training to EVCs. We also run the National Ed Visits Conference.

Find out more here

[www.evolveadvice.co.uk](http://www.evolveadvice.co.uk)  
[www.theevcmagazine.online](http://www.theevcmagazine.online)



Readership increased 21% in 2022/23 academic year



## ADVERTISING

The EVC Magazine is a resource for the EVC and Visit Leader community

Advertising funds the printing and distribution of the magazine. Any additional income from sponsorship is ring-fenced for providing GetOut! Grants for schools, see [www.evolveadvice.co.uk/grants](http://www.evolveadvice.co.uk/grants).

We welcome interest from companies and organisations that have a direct or indirect interest in educational visits. We have a range of options to suit most budgets for each edition. If you are a non-profit organisation, talk to us about discounted rates.

### What our supporters say

“ Reaching EVC’s is vital for our marketing communications ”

We’re a keen supporter of The EVC Magazine as we get access to our audience and are able to showcase our wide range of curriculum-linked subject trips.

PGL GROUP  
Emma Davison, Senior Brand Manager – Secondary

“ Active Learning Centres supports The EVC Magazine as a leading source of information and guidance for Educational Visits Coordinators. ”

ACTIVE LEARNING CENTRES  
Pat Milston, Managing Director

Read more at [evolveadvice.co.uk/magazine](http://evolveadvice.co.uk/magazine)

## ADVERTISING RATES (PRINT & DIGITAL)

We offer a discount to advertisers who want to book a full year, helping you to plan your advertising spend and enabling us to deliver a more sustainable publication.

15% discount

	Single edition	Full year (3 editions)
Double Page Spread	£2,750	£7012.50
Full Page	£2,000	£5,100
Half Page	£1250	£3187.50
Inside Back Cover	£2,500	£6,375

The EVC Magazine is also available as a digital magazine and app, offering additional opportunities to promote your brand.

### Digital Magazine Extras

Banner (whole publication)

Full year

£3,000

Digital skyscraper (facing cover)

£1,500



### Enhanced content

The EVC Magazine online enables advertisers to enhance your content with video and additional links at an additional cost of up to 20%.

Talk to us about your ideas for interactive content. Email [marketing@evolveadvice.co.uk](mailto:marketing@evolveadvice.co.uk)

Visit [readonline.theevcmagazine.online](http://readonline.theevcmagazine.online) to view current and past issues.

# ARTWORK SPECIFICATIONS (PRINT)

## What you need to know

Artwork may be supplied as a PDF or Adobe InDesign file.

It should include a 3mm bleed on all sides but no crop marks.

For full page adverts, please ensure that all important information is within the type area to prevent it from getting lost in the spine.

Images: all images must be submitted in CMYK format at a minimum 300dpi.

Logos: please supply a 300dpi high resolution file as either a jpeg, tiff or eps. We cannot use web resolution logos.

Please note: the cover is printed on coated paper. The internal magazine pages are printed on uncoated paper, which may affect how colours appear in the final product.

## Sending us your artwork

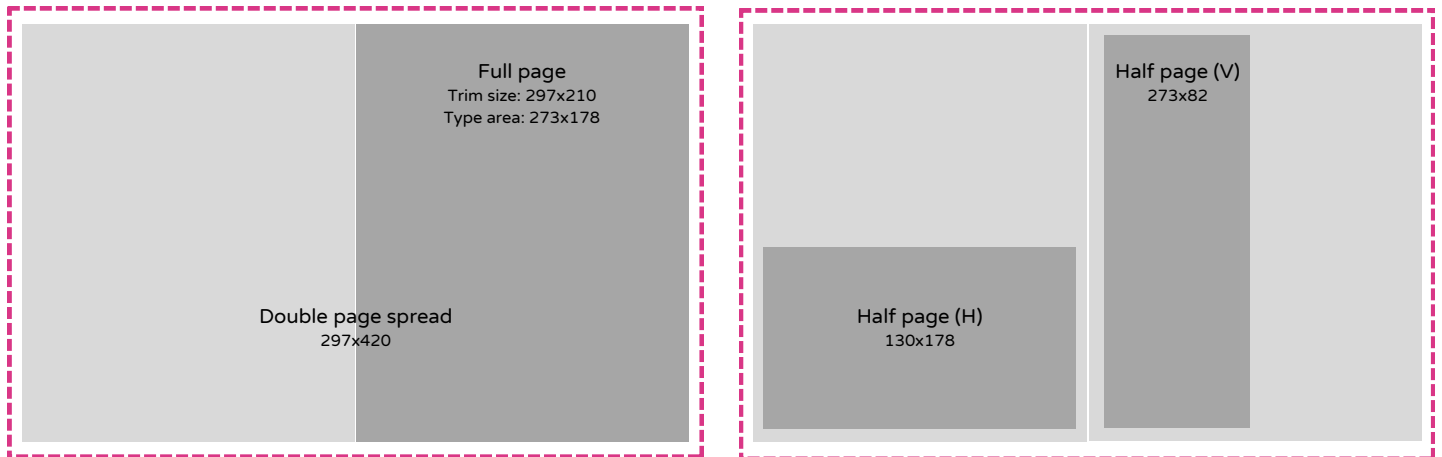


Please send your files to  
[marketing@evolveadvice.co.uk](mailto:marketing@evolveadvice.co.uk).

In the event of problems emailing large files, please use We Transfer or similar and let us know to expect your files.

# DIMENSIONS (PRINT)

Please ensure your artwork is in the correct format with relevant bleeds and safe spaces as set out below.



Please note: we are unable to guarantee page placement or location, except for inside back cover.

## Dimensions

- Full page trim size 297mm x 210mm
- Full page bleed size 303mm x 216mm
- Full page type area 273mm x 178mm
  
- Double Page Spread 297mm x 420mm (+3mm bleed)
  
- Half Page Vertical 273mm x 82mm
- Half Page Horizontal 130mm x 178mm

If you have any questions about the EVC Magazine, please contact us at [marketing@evolveadvice.co.uk](mailto:marketing@evolveadvice.co.uk)

# ARTWORK SPECIFICATIONS (DIGITAL)

## What you need to know

Artwork may be supplied as a PDF or image file. Accepted file formats are: jpeg, png, PDF

It should have no bleed and no crop marks.

Images: all images must be submitted in RGB colour mode at a minimum 72dpi. Please supply details of relevant hyperlinks with the artwork.

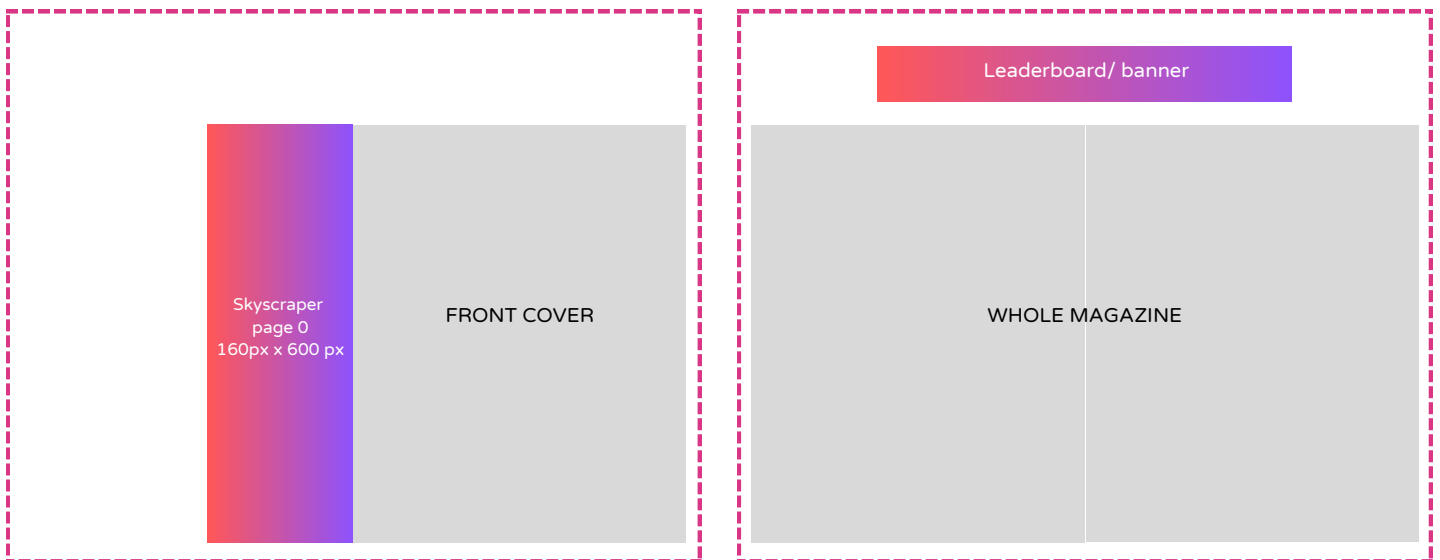
Logos: please supply a high resolution web ready file as either a png, jpeg, or PDF.

Videos: please supply a Vimeo or You Tube link. If supplying a video file, please convert to MP4 format.



# DIMENSIONS (DIGITAL)

Please ensure your artwork is in the correct colour mode and file format. Please note that it is not advised to resize a print advert owing to size limitations which may make lots of text unreadable.



## Dimensions

### Leaderboard/ banner advert

This will appear above the publication and remain visible on all pages.

- Desktop & tablet: 728px (Width) x 90px (Height)
- Mobile: 320px (Width) x 50px (Height)

### Skyscraper page 0 advert

This will appear in a prominent position to the side of the front cover.

- 160px (Width) x 600 px (Height)

If you have any questions about the EVC Magazine, please contact us at [marketing@evolveadvice.co.uk](mailto:marketing@evolveadvice.co.uk)



# ABOUT US

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The EVC Magazine is edited and produced by EVOLVE Advice, the educational visits specialists, and is part of the EVOLVE Advice Group.

We provide advice, guidance and training to over 3,500 schools in the UK and internationally.

[www.evolveadvice.co.uk](http://www.evolveadvice.co.uk)



EVOLVE ADVICE  
The Old Bank  
21 Market Place  
Long Buckby  
NN6 7RR

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