

Newsletter sponsorship

Schools North East is a movement for change giving a voice to North East schools in the national debate. Schools North East sends a weekly newsletter to over 3,600 CEOs Executive Head Teachers, senior leaders and educationalists in the region. Over the years, this has become trusted and well respected by our readers. It is an invaluable source of information to keep readers up to date on the regional and national educational picture.

The Schools North East Weekly Update features news, comment, blogs, events, opportunities and job vacancies, as well as an opportunity to be featured as a sponsor. Sent out on a weekly basis, during term time, there are 40 newsletters per year.

This is your opportunity to sponsor these communications giving your company exposure to over 3,600 senior leaders, school business managers and other figures within the education sector. This will allow you to promote your company and/or product to a highly relevant target audience.

The newsletter has open and click through rates well above industry average, with last academic year averaging an open rate of 25.28%, and a click through rate of 7.97%. This click through rate is three times higher than the usual average for education.

We will also acknowledge and, where relevant, tag your company on a follow up social media post, highlighting top stories and with a link to the newsletter, which goes out to almost 7,000 followers on Twitter, as well as Facebook and LinkedIn.

Pricing

- 1 week's sponsorship: £150+VAT
- 2-5 weeks' sponsorship: 10% discount
- 6-8 weeks' sponsorship: 15% discount
- Commercial supporter discounted price: £50+VAT per week; 10% discount for 3 weeks; 15% discount for 4+ weeks.

You can see sponsorship examples below. The sponsorship area is the top orange line and the main orange box. Please note that due to the high volume of demand, all bookings are subject to availability.

[Register your interest](#)

About Schools North East

Schools North East is the first, and only, regional schools-led network in the UK. We represent the views of all 1,150 schools in the North East. Our Board of Head Teachers is elected by their peers to represent the North East's Primary, Secondary, Special, and Independent sectors.

As well as our Board of Head Teachers, Schools North East is also steered by a 'Council' of School Business Managers drawn from every area, phase and type of school in the North East.

Schools North East has extensive experience organising large-scale conferences and exhibitions. Our annual Summit attracts over 500+ school leaders and is the must-attend education event in the North East. Our annual School Business Management Conference attracts over 300 delegates and is the biggest event of its kind in the country.

Example mailer:

Sponsored by **GL Assessment**

[View web version](#)

Weekly News **Schools North East** 

LATEST NEWS | TALKING HEADS | EVENTS | OPPORTUNITIES | JOBS IN SCHOOLS

GE causes disruption to school festivities

The General Election has resulted in an unexpected side effect for many schools which will be used as polling stations, forcing them to cancel or rearrange Christmas celebrations including nativities and concerts.

[Read more >](#)

 **1 in 3 teachers say data is key to cutting workload**

A third of teachers say the recording, inputting, monitoring and analysing of data is still the biggest workload burden, according to a new poll. So how can senior leaders use assessment to reduce their teachers' workload?

In GL Assessment's new report, Head Teacher Kieran Scanlon explains the key role effective assessment has played in turning around staff retention and improving student outcomes at a struggling school in West Sussex.

Visit our new workload website www.gl-assessment.co.uk/workload - packed with advice from senior leaders and teachers on how assessment can help reduce workload, to find out more and download your free copy of the report.

For further information, please email interest@gl-assessment.co.uk, or call 0330 123 5375.

[Learn more on our new workload website >](#)