

INSPIRING EDUCATORS education Aotearoa

Reader Snapshot 2009 Survey Findings

Who gets *Education Aotearoa* ?

49,000 educators, breakdown as follows:

- 29,000 teachers
- 4000 principals, assistant principals, and deputies
- 13,000 support staff
- 3000 others, including government officials, politicians, university staff, and journalists



- + NZEI has 99% coverage of New Zealand primary schools
- + NZEI has 98% coverage of New Zealand kindergartens
- + NZEI membership is growing and churn is low

***Education Aotearoa* is providing great proof points of our readers' involvement after only two issues...**

Our readers love *Education Aotearoa*

- 'The article in *Education Aotearoa* is a stunner. As a consequence of your article focusing on professional and teacher leadership I have been able to have money reprioritised elsewhere in the Ministry of Education' – Dr Adrienne Alton Lee, Ministry of Education
- 'Wow, what a great new magazine! On receiving my copy of *Education Aotearoa*, I couldn't put it down until I had read it cover to cover' – Brenda Lofthouse, teacher, Upper Hutt
- 'During these holidays I've had time to catch up reading *Education Aotearoa* and realise what a great little publication it is' – Sue Simpson, principal, Halcombe School

What *Education Aotearoa* readers liked

The most popular sections were:

- **Feature articles:** we are offering our readers what they want – 74% of readers found them interesting or very interesting.
- **Professional learning pages:** technology and upskilling are key to our readers – 70% of readers found them interesting or very interesting.
- **Letters to the editor:** we are stirring debate among our readers. Our readers are emotively involved and responding to the magazine – 59% found this section interesting or very interesting.

What readers did with *Education Aotearoa*

- Educators are using EA as a resource tool to share information with their colleagues – 68% kept it for future reference, passed it on to a friend, or were still reading it.*

*Figures from a phone survey of 100 NZEI members, conducted one month after the first issue was published.



Editorial focus for upcoming issues in 2010

All about upskilling Educators love to upskill. This year *EA* focusses on developing its professional pages, giving providers of courses, seminars, and conferences a chance to reach their audiences.

Taking technology to schools A new regular feature will focus on the latest developments in the use of technology in New Zealand classrooms.

Quality journalism *EA* aspires to the highest standards of journalism in its feature articles and news stories. We commission award-winning writers and photographers.

***Education Aotearoa* involves and inspires our readers**

To advertise in this issue call **Maree Selak** on DDI (09) 571 9497 or (09) 589 1054 or 021 503 848

Advertising booking deadline: Autumn issue – 17 March

Please note: To save you costs – we have changed to a standard quarto size



Issue 1



Issue 2