

# NATE Advertising opportunities 2024

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## The National Association for the Teaching of English



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# The National Association for the Teaching of English



## What is NATE?

The National Association for Teaching of English is an independent, non-funded, not-for-profit educational charity that provides publications and training for English teachers at all key stages.

For 60 years, NATE has provided English teachers with a platform to share their expertise and have a voice on issues that affect their practice. Through its campaigning, research and successful partnerships, NATE continues to defend and promote the subject, whilst providing support and enrichment for English teachers and the young people they work with.

### Our values: we strive to be:

- a leader of research and debate on curriculum design and assessment
- a provider of effective CPD, consultancy, publications and reports
- a promoter of good practice
- a collaborator with key stakeholders, regionally, nationally and internationally
- an advocate of the cultural and philosophical importance of English as a humane discipline.



# Audience, Reach & Impact



Andrea Varney  
The British Library  
Saturday, November 14th (3.15pm)  
A NATE online conference  
Creative Literacies for the 21st Century Learner

Primary workshop 3



Andrea Varney taught for 15 years in state schools in London and Brighton. She is now the National Outreach Manager for Digital Learning at the British Library and spends her time rifling through the archives, finding things to put online to excite young people, and sharing them in schools and libraries all across the UK.


Discovering Children's Books  
THE BRITISH LIBRARY  
Explore the world's knowledge

The British Library's new website - Discovering Children's Books - is brimming with ideas for Primary teachers and children. The site explores the history and diversity of children's literature through centuries of poems, stories and illustrations. Highlights include the messy notebooks and sketches of much-loved authors from Lewis Carroll, Roald Dahl and Judith Kerr to John Agard, Le Pichon and Zariq Mian. In this workshop, Andrea Varney will show you round the free resources, suggesting playful ways to use it to demystify the book-making process and spark creative writing, drafting and editing at your school.

Explore. Imagine. Create.


## Andrea Varney – National Outreach manager for Digital Learning (British Library)

In my role as National Outreach Manager for Digital Learning at the British Library, it has been wonderful to work with NATE to help us reach and support our key audience of English teachers across the UK. We've been delighted to share news of our websites and campaigns – including *Discovering Literature*, *Discovering Children's Books* and our *Black literature timeline* – in NATE's online lists of resources, in *Primary Matters*, *NATENews* and @NATEfeed, helping us to ensure that they're widely accessible and useful. In 2019, I attended the conference in Chester, building invaluable contacts with teachers and advisors right from Cumbria to Sheffield. These personal face-to-face contacts have been crucial to the success of our online programmes during the pandemic.



Dr. Julie Blake  
Poetry By Heart  
Saturday, November 14th (1.35pm)  
A NATE online conference  
Creative Literacies for the 21st Century Learner

Secondary workshop 2



Dr. Julie Blake directs Poetry By Heart, a poetry recitation competition and a website for teaching and learning about poetry, by heart and out loud. She is also a Researcher in Children's Literature in the Faculty of Education, University of Cambridge. The second edition of *The Full English: an A-Z handbook of English teaching activities* will be published in 2021.

POETRY BY HEART

Reciting a poem by heart is a deep and embodied act of creative literacy. Contestants in the Poetry By Heart competition sometimes panic when they realise someone else has chosen the same poem, but they quickly realise that every recitation is different, and 'their' poem is still their poem because of what they bring to it. What starts as a feat of memory becomes an act of embodied literary criticism as they explore through performance what the poem means and how it works. Teachers tell us every time that this gives some of their students access to a richer engagement with poetry and more meaningful interpretations of poems than they might manage by 'close reading' and essay writing. And it's fun. In this workshop we'll have a go at learning a poem together using a tried and tested method you can take straight into a lesson, and we'll discuss what happened in the process. No expertise in poetry or recitation needed.

## Tim Shortis & Julie Blake (Directors of Poetry By Heart)

Poetry By Heart's core team are NATE members and that experience has helped shape our development of Poetry By Heart since 2012. We have found further opportunities for fruitful collaboration since NATE formally joined the Poetry By Heart partnership in 2020 including working together in partnership meetings and on NATE's Teacher Poetry Survey. We welcome the recent development of NATE's online CPD capacity and the discussion at those events continues to shape what we do. In turn we've also helped NATE to develop closer dialogue with leading Arts Council funded organisations in the poetry sector and with sister professional associations and agencies such as The English Association and CLPE.

## Heather MacRae – Chief Executive Ideas Foundation

The Ideas Foundation partnership with NATE has been excellent. Working with Peter Thomas and NATE members we have created a digital storytelling programme that was trialled in Cumbria that covers so many great learning aspects – linking English to careers, developing digital skills in partnership with Adobe and Canon, encouraging writing skills, inspiring students to use their voices to improve the planet. We have also extended our partnership into other resources such as *Creative Persuasion* where teachers can download a range of advertising and communication briefs that they can use in the classroom. The briefs have inspirational content from Nike, John Lewis and other brands that are relatable to students. We have a new project funded and aligned with the Queen's Platinum Jubilee Pageant and we hope that NATE members will be the first to get involved.



**Live the Story**  
Creativity, Criticality and Active Learning in the English and Media Classroom: A Model.

NATE Chair **Peter Thomas** reports on a project in which NATE, in partnership with the Ideas Foundation, has collaborated with creative media professionals to model English teaching strategies which put creativity, critical thinking and active learning before exam preparation.

## Our 2500 members include:

- English teachers at all key stages and level of experience, including trainees
- English departments in schools, colleges and universities in the UK & across the world
- local authority advisers, PGCE leaders & lead practitioners
- authors, academics, and publishers



Over 15,000 Twitter followers



1000 Facebook followers



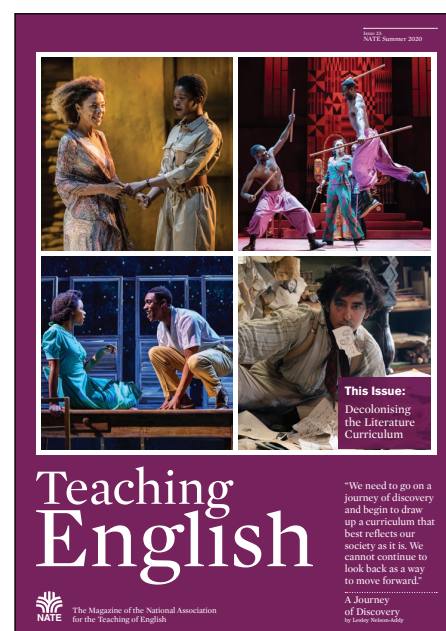
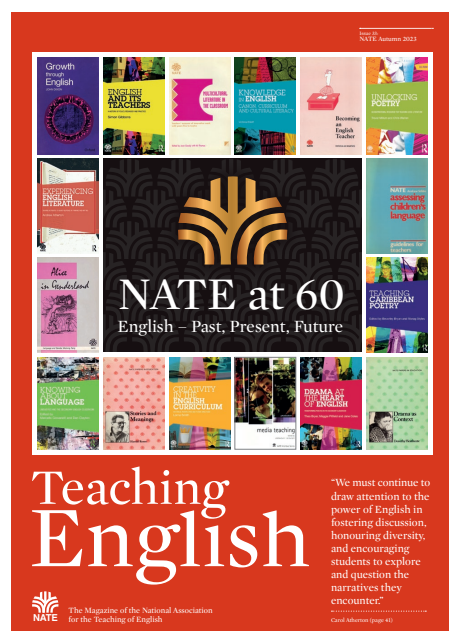
6000 subscribers

# Teaching English magazine (Print & Digital)

*Teaching English* is now established as essential reading for all teachers of English. NATE's magazine covers all significant subject developments, events and publications throughout the year: it is the go-to journal for the profession. Fresh, lively and well-illustrated, *Teaching English* delivers a rich mix of the thought-provoking and the inspirational, reflecting all that's happening in outstanding classrooms. The magazine appeals not only to classroom teachers of English from KS1 to KS5, but also to lecturers, advisers, researchers and teacher trainers within English Language, English Literature, Media and Drama.

## Audience

- Posted directly to the addresses of over 1100 NATE members, including individuals, schools, colleges and universities.
- Available in digital format to all 2500 NATE members.



Schools, colleges and universities which are institutional members represent multiple readers, so the readership of the magazine is considerably higher than this number. The magazine therefore represents a very cost-effective method of reaching teachers of English, and anyone connected with the teaching of English, at all levels and in all contexts.



# Advertise your English teaching roles with NATE - free for NATE members

[www.nate.org.uk/english-teaching-vacancies](http://www.nate.org.uk/english-teaching-vacancies)

We are pleased to announce that NATE members can now advertise English teaching roles **for free** on our website as a membership benefit. We are in a unique position to communicate directly to English teachers within schools, colleges and universities.

NATE members can advertise an English teaching position for one month on our [job recruitment page](#). Cost for non-members is £250 per advert. Please provide text (up to 250 words) and an image (if required) to NATE's director, Jonathan Morgan @ [director@nate.org.uk](mailto:director@nate.org.uk) at least one week before you wish your advert to go live.



Photo by Dylan Gillis (Unsplash)



Photo by Eric Prouzet (Unsplash)



# NATE Advertising Price List 2024

Product	Type	Cost	Item no	Dimensions / Length
<b><i>Teaching English</i> Copy deadlines</b>  March 2024 edition <i>Post 16 English</i> Copy deadline: February 1st 2024  June 2024 edition <i>Drama and English</i> Copy deadline: May 1st 2024  November 2024 edition <i>Media and English</i> Copy deadline: October 1st 2024  <b>Space is limited. Early booking is advisable.</b> Contact Gary Snapper, editor of <i>Teaching English</i> , @ <a href="mailto:secondary@nate.org.uk">secondary@nate.org.uk</a>	Back/inside front cover (full page A4)	£500	1a	With bleed H:303mm W:216mm
	Inside back cover (full page A4)	£450	1b	Trim H:297mm W:210mm Type area H:272mm W:185mm
	Inside (full page A4)	£400	1c	W:185mm
	Half page (vertical)	£250	1d	H:257mm W:90.5mm
	Half page (horizontal)	£250	1e	H:126.5mm W:185mm
	Single sheet inserts in the <i>Teaching English</i> mailing envelopes. Inserts should be sent direct to the distributors: details and deadlines will be confirmed on booking.	£600	1f	A3 (folded)
		£300	1g	A4
		£200	1h	A5
<b>Advertising for teaching roles</b>  Job adverts can be requested and posted throughout the year though please allow 7 days between requesting an advert and publication. Contact Jonathan Morgan, Director of NATE @ <a href="mailto:director@nate.org.uk">director@nate.org.uk</a>	A job advert on our job recruitment page for one month.  <a href="https://www.nate.org.uk/english-teaching-vacancies/">https://www.nate.org.uk/english-teaching-vacancies/</a>	Free for NATE members  £250 non-members	2	Up to 250 words, plus one image.

For any advertising enquiries, please email NATE's Director, Jonathan Morgan @ [director@nate.org.uk](mailto:director@nate.org.uk).