



Green Teacher

2023 Advertising Rates & Media Kit



Green Teacher

2023 Advertising Package

Reaching over 15,000 readers in North America and Internationally



Green Teacher magazine is the only publication in North America devoted to helping educators promote environmental and global awareness among young people from elementary through high school years

Circulation

- Paid subscribers: 3,900
- Direct request: 1,200
- Readership: 15,000

Reader Profile

- 72% classroom teachers, school librarians, outdoor educators
- 10% education consultants, administrators, teacher educators
- 9% community educators, non-governmental organizations
- 9% educators at conservation districts, state/provincial/national parks, and government agencies

Distribution

57% USA, 35% Canada, 8% others

Subscriber distribution:
Canada

- 20% Pacific & Territories
- 14% Central
- 8% Prairies
- 3% Atlantic

United States

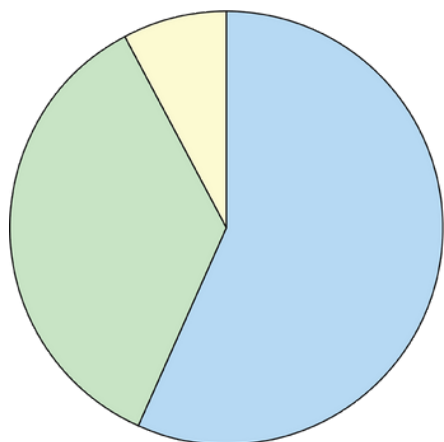
- 22% Atlantic
- 11% Mountain/Pacific
- 10% North Central
- 8% South Central

Other Countries

- 8%

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Where does Green Teacher Go?



- United States (57%)
- Canada (35%)
- International (8%)



Social Media Audience

Facebook: 3,044 **+Growth**

Twitter: 3,829 **+Growth**

Instagram: 930 **+ Growth**

YouTube: 3,263 **+ Growth**

What people say about Green Teacher?

"Green Teacher offers educators of all types and comfort levels with relevant resources that they can directly apply to their lessons and programs to help enhance and deepen their learners experience".

–Duncan Whittick,

Executive Director, Columbia Basin Environmental Education Network (CBEEN)



Web Page Readership

Subscribers: 3,900 **+ Growth**

User: 21,256 **+ Growth**

2020 Webinar Attendees: 1,336 **+ Growth**

Digital Magazine Advertising Rates

Full-color ads

(Inside/Outside Covers Only)

Outside Back Cover:		Inside Front & Back Cover:	
Full page	\$900	Full page	\$840
		1/2 Page*	\$550

*Horizontal format only

Full-color ads

(Inside only: Price per issue)

	Ad in 1 issue	Ads in 2 issues	Ads in 3 issues
Full page	\$750	\$700	\$650
2/3 page	\$600	\$560	\$520
1/2 page	\$450	\$420	\$390
1/3 page	\$310	\$290	\$270
1/4 page	\$240	\$225	\$210
1/8 page	\$120	\$110	\$100



-rates are for advertisements supplied to us (please read the Dimensions section for details). Green Teacher can design ads if time permits and at an additional cost.
-Canadian ads are subject to applicable GST/HST.

E-newsletter & Website Advertising Rates

E-newsletter ads

(1 monthly ad for 4 months)

Options	Price
Banner ad (at top below greeting)	\$550
Banner ad (at bottom below text)	\$275
Box ad (left or right side)	\$400

Website ads

(Slide & box ads)

Options	Price
Homepage slide (4 month period)	\$600
Box ad (on the sidebar)	\$500

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Ad Dimensions

	Inches		Centimeters	
	Width	Height	Width	Height
Full Page	7 "	9 - 11 / 16 "	17 . 8 cm	24 . 6 cm
1 / 2 Page	7 "	4 - 13 / 16 "	17 . 8 cm	12 . 2 cm
2 / 3 Page	4 - 5 / 8 "	9 - 11 / 16 "	11 . 8 cm	24 . 6 cm
1 / 3 Page	3 - 3 / 8 "	6 - 1 / 2 "	8 . 6 cm	16 . 5 cm
1 / 4 Page	3 - 3 / 8 "	4 - 13 / 16 "	8 . 6 cm	12 . 2 cm
1 / 8 Page	3 - 3 / 8 "	2 - 7 / 16 "	8 . 6 cm	6 . 2 cm

1/2

1/4

2/3

1/3

1/4

1/8

ADVERTISING POLICY

Green Teacher accepts advertisements for products, services and events related to outdoor education, activities, and global issues. We will position ads in every section of Green Teacher except sections reserved for the teaching resources reviews. Positioning of advertisements is at the discretion of the publisher unless arranged.

PUBLISHING DATES

Green Teacher is published four times per year. Contact us for the ad reservation and deadlines. The deadlines for reserving ad space are typically:

- December 15 (Winter issue)
- March 15 (Spring issue)
- May 15 (Summer issue)
- August 15 (Fall issue)

MECHANICAL REQUIREMENTS:

- Halftones/photos: minimum scan resolution is 300 (dpi)
- Send your ad as a high-resolution PDF file (set to 600 dpi, fonts embedded. no downsampling of images); as an encapsulated postscript (EPS) file; or as a TIF file. Contact us if you are uncertain how to create these files. Email the file to info@greenteacher.com.
- To ensure that your ad will appear as originally designed, send an advance copy for review and comparison to what we are seeing on our screen.
- All advertisers are responsible for ensuring ads are properly formatted for our specifications.