

school travel organiser

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for more

School group travel...
**are you getting your
slice of the business?**



Don't gamble with your budget - let us help
you improve your reach and results in school travel marketing

mediapack.schooltravelorganiser.com



school travel organiser

The No.1 magazine for teachers, EVCs and those organising school visits

School Travel Organiser is published in print and as an online digital e-magazine which offers a great experience across desktop, tablet and mobile. Advertisers can reach a targeted market that values the magazine for its expert columns, teacher experiences, news, ideas, case studies and interviews. Each issue is packed with a range of content to help and give inspiration, which is why so many teachers use and trust our brand... make sure you harness this opportunity to be seen by the right people.

schooltravelorganiser.com - your website contact 24/7

schooltravelorganiser.com - the leading website for people organising school trips and educational travel

Working alongside School Travel Organiser magazine, it offers ideas, expert insight, special offers, features and real-life case studies.

The STO website offers a low cost, targeted online space to sell to people who are actively looking for school trip ideas and help. Your message can be in front of people already engaged and ready to bring you new business. Whether it's high impact banner advertising or carefully curated sponsored content, we have a range of options and an experienced team to advise you.



The best of our website content is curated by the editor in our fortnightly 'School's Out' email newsletter. Your message can be included through banner options and as part of our sponsored content packages.

schooltravelorganiser.com

NEW



A **NEW** annual guide and an essential reference full of great ideas and expert advice for school trips

With the **Learning Outside the Classroom Yearbook** we wanted to dive a bit deeper and bring teachers and educational visits coordinators a publication that acts as an essential reference throughout the whole organising process. From coming up with that first school trip idea, all the way to running the visits, and then how you keep on reaping the benefits when back in school, the LOTC Yearbook offers real value to advertisers looking for a publication that will be kept and used again and again.

Teachers and EVCs rely on our trusted media to provide practical advice, thought-provoking content, inspiring ideas, and how to find the best help and support. Published every autumn in print and digital edition, make sure you use this powerful part of our portfolio.

www.schooltravelorganiser.com/lotcyearbook

A unique campaign that takes your branding to the next level

The annual **School Travel Awards** recognise inspiring people and the very best companies, venues and attractions providing school trips. If you are reading this you already know how important learning outside the classroom is. So join us, become an official Awards Partner and help support this special initiative. In return, you will receive extensive branding in print, online and through a powerful email marketing campaign.

It culminates with a five star Awards Lunch and Ceremony, where you will benefit from the high profile exposure that comes with being an Awards Partner including your own private table and the opportunity to present one of the award categories.

www.schooltravelorganiser.com/awards



Adding value to your advertising message in every way

We were the first to introduce compostable wrapping and School Travel Organiser continues to be delivered in a bio-degradable bag which can be thrown away with kitchen food or garden waste.

Delivering your magazine in a compostable wrap is just part of our ethos to do things the right way for readers and advertisers

mediapack.schooltravelorganiser.com

Portfolio

The dynamic **School Travel Organiser** magazine portfolio offers advertisers a reliable, cost effective way of reaching and influencing teachers and education professionals who arrange or administer school visits, trips, travel and all types of varied learning experiences outside the classroom, both in the UK and abroad.



Market leading
print



Market leading
awards



Market leading
website

Market leading
newsletter

See what our advertisers & partners think...



“Our relationship with School Travel Organiser is a great partnership. They are so flexible and helpful with all our advertising designs, the team are great to work with and we feel they know and understand our brands well. The School Travel Awards are always a great celebration that we love attending each year, always brilliantly organised.”

Nicky Martin,
Product & Marketing Manager,
NGT Travel



“Choosing the right school tour operator is vital for schools which is why we are excited to sponsor the Best School Tour Operator Award. The Awards are a fantastic initiative and the perfect way to recognise the best across the school travel industry.”

Tracy Bayliß,
Eurotunnel



Interested in advertising?

Connect with thousands of readers every month and see what we can do for you. Contact **Ivana Perkins** today on **01908 613323** or email **ivana.p@yandellmedia.com** to discuss advertising and marketing opportunities.