

Independent School

LEADERSHIP. CONVERSATION. COMMUNITY.

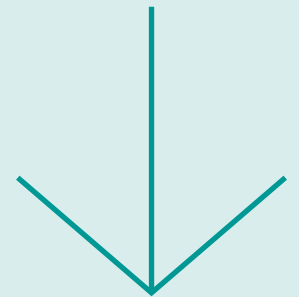
Media Kit | 2023–2024



Published by the
National Association of
Independent Schools

Sue Partyke | advertise@nais.org | 540.374.9100

A Trusted Brand



What is *Independent School* magazine?

It's the premier, must-read thought leadership publication for and about independent school education, published by the National Association of Independent Schools.



Independent School is an award-winning, premium print publication. But it's more than a magazine.

In an always-on world, it's a way for readers to disconnect from information overload, a place to tune out the urgent needs of the everyday, and an opportunity to think and reflect.

Readers say:

“I already have so many sites I have to visit each day. A print magazine is a relief, frankly. And I like having it in the office where faculty see it.”

“I spend so much time on the computer that I am loathe to spend time reading on websites. When I read my print copy of *Independent School*, it is a deliberate decision to focus on the content in the magazine.”

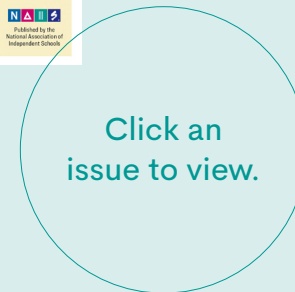
“I simply don't read research or other things online for [more than] 30 minutes. In print, it's a deliberate decision to find time and apply myself to that task.”



Spring 2023



Summer 2023



Independent School is the place school leaders turn for thoughtful coverage of critical education and management trends. From governance and leadership to advancement and finance to equity and well-being, the magazine keeps readers grounded in the now and looking ahead to the future of independent schools.

Readers say:

“Independent School magazine is thick with great, relevant information and pokes the sacred cows that need to be poked now and then.”

“Independent School magazine helps me learn specific information about and from other independent school practitioners.”

“Independent School magazine is the best professional journal I read.”



Fall 2023



Winter 2023

Click an issue to view.

Independent School readers are highly engaged with the magazine—they read more than half or all within a 30- to 60-minute sitting.

Readers are highly satisfied with the content and design of *Independent School* and find what they're looking for in every issue—the strategic insight they need to understand an ever-evolving landscape and access to thought leaders, industry experts, and peers.

78%

read half or more of each issue

89%

read at least half of the magazine

72%

spend a half an hour or more with each issue

90%

read on a quarterly basis

70%

engage monthly

By the Numbers

Print run:

9,000

Circulation:

7,250

Pass-along:

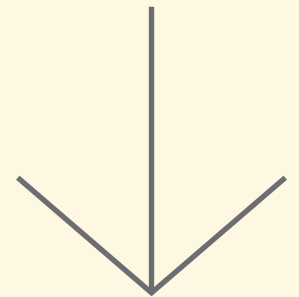
21,207

(AVERAGE 4.1 PER COPY)

Total readership:

28,457

Audience Snapshot



Readers

Who They Are

Top Roles

Among Readership

Heads of School

Admission Directors

Enrollment Directors

Marketing &
Communication Directors

DEI Directors

Most readers are
between 40 and
59 years old.

16% 25% 20%

ages 45-49

ages 50-54

ages 55-59

Average
tenure

6

or more years

Readers

What They're Buying

Independent School magazine readers are highly involved in purchasing decisions:

76%

have purchasing power—
and have a wide range of budget.

Top 10 Product Categories

Professional development

Furniture

Consulting services

Curriculum development

DEI services

Legal services

Marketing services

Administrative services and software

Board planning and evaluation

Student health and safety systems

Other top categories include:

Edtech and software

Fundraising services and software

Food services

Educational travel and admission services and software

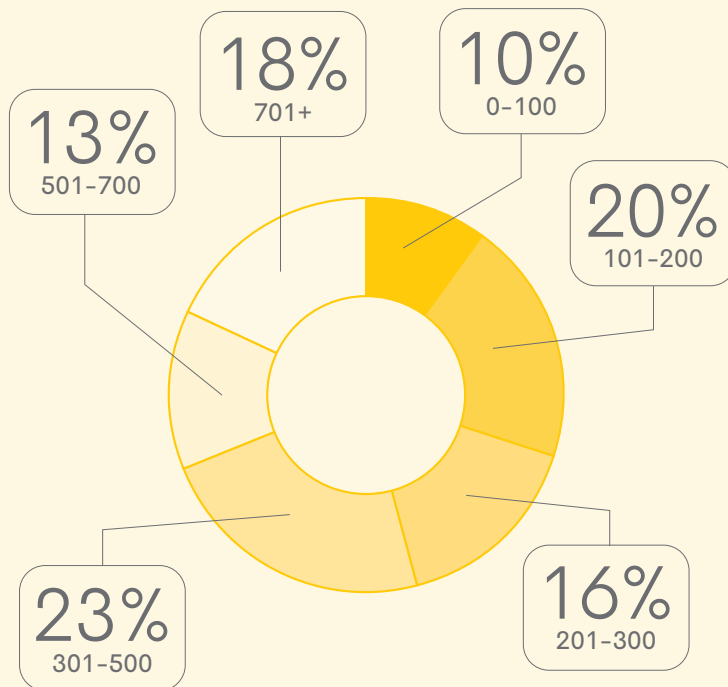
Readers

The Schools They Lead

NAIS serves more than 2,000 schools and associations of schools in the United States and abroad.

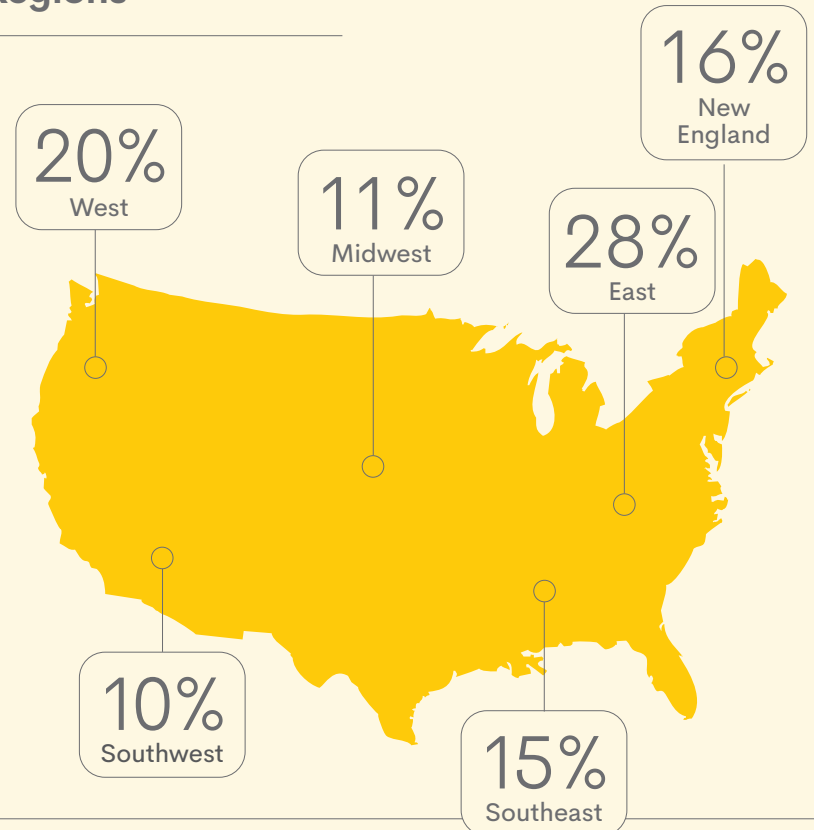
NAIS MEMBER DEMOGRAPHICS:

Enrollment



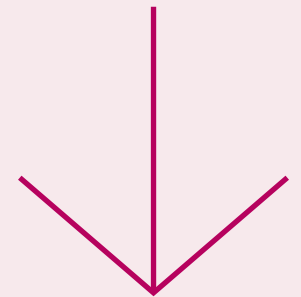
NAIS MEMBER DEMOGRAPHICS:

Regions



Go to nais.org/about/about-nais for more information about the makeup of the independent school community.

The Value of an Ad



Independent School offers great value to readers—and advertisers.



Why buy?

Independent School readers are highly engaged and satisfied decision-makers who trust the magazine to keep them in the know and part of the conversation.

And advertisers and sponsors feel the same.

Advertising with *Independent School* provides long-lasting exposure that other industry sponsorships do not. And it elevates a brand. There is a sense that *Independent School* magazine is a holy grail marketing opportunity.

Advertisers say:

“Your company name and logo can appear in a conference directory, but that stuff never makes it on the return flight home. Why do I want to pay to be in that when I could be in a magazine that will sit on the coffee table in the head’s office and be passed around to board members? And I can’t say enough about the quality of the piece—it has shelf life and it’s well-done. It’s the best way to get in front of people with some frequency. And that’s why I invested, that’s why I’m willing to pay.”

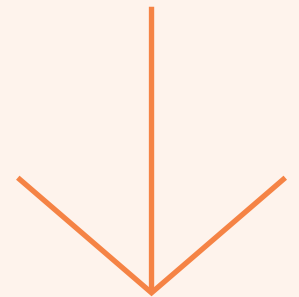
“I know a lot of heads—I was a head. I know lots of board members. And I know people cherish getting this magazine. It’s one of the best things that our industry puts out. The articles are well-written. The

profiles of the schools are refreshing. The themes are good. It’s a well-produced piece in an era when a lot of organizations are trying to steer away from print. I don’t know any NAIS school head who doesn’t say, ‘I just read the last issue.’ The magazine is the one thing that I can’t afford *not* to advertise in.”

“*Independent School* magazine is a bit of a vanity buy. It tells me that I’ve arrived and motivates me to keep at it.”

“The magazine is the largest single investment we’ve made in any sponsorship or marketing decision. We’re a small shop, and it was a big deal for us. We’re former heads, and we know the value of the magazine.”

Key Information for Advertisers



Reach your target audience in every issue—with targeted placement near relevant content.

Spring 2024

Editorial Focus:
Workforce

SPACE CLOSING: 11/10/23
MATERIALS DUE: 11/24/23
MAIL DATE: 02/13/24

BONUS DISTRIBUTION: 2024 NAIS ANNUAL CONFERENCE

Summer 2024

Editorial Focus:
Higher Ed

SPACE CLOSING: 02/09/24
MATERIALS DUE: 02/23/24
MAIL DATE: 05/14/24

Fall 2024

Editorial Focus:
Parents

SPACE CLOSING: 05/31/24
MATERIALS DUE: 06/14/24
MAIL DATE: 09/03/24

BONUS DISTRIBUTION: 2024 NAIS PEOPLE OF COLOR CONFERENCE

Winter 2025

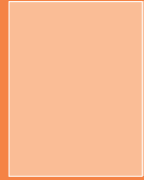
Editorial Focus:
Sustainability

SPACE CLOSING: 09/13/24
MATERIALS DUE: 09/27/24
MAIL DATE: 12/06/24

Issues, Editorial Themes & Important Dates

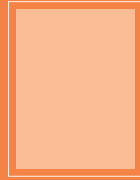
Independent School is published quarterly. Each issue focuses on and explores multiple dimensions of a key theme.

Ad Sizes, and Dimensions



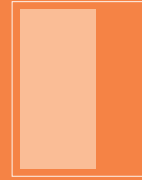
FULL PAGE
W/ BLEED

W/ BLEED: 8.75" X 11.125"
TRIM SIZE: 8.5" X 10.875"



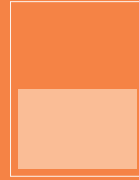
FULL PAGE

7.125" X 9.25"



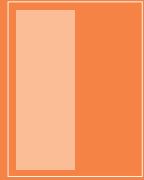
2/3 PAGE

4.625" X 9.25"



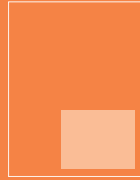
1/2 PAGE
HORIZONTAL

7.125" X 4.5"



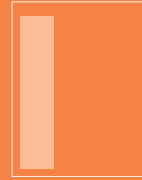
1/2 PAGE
VERTICAL

3.5" X 9.25"



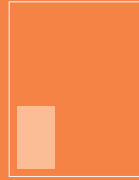
1/3 PAGE
HORIZONTAL

5.5" X 4"



1/3 PAGE
VERTICAL

2.25" X 9.25"



1/6 PAGE
VERTICAL

2.75" X 4"

Artwork Requirements For All Ads

- This publication is printed full color throughout on a web press to SWOP coated standards
- PDF is the only file format accepted. Please export high resolution PDFs with PDF/X-1a standard.
- All fonts must be embedded or outlined.
- Ads can be full color or B&W. Artwork file colors and all embedded imagery should be in CMYK or grayscale setting. Avoid use of RGB or Pantone colors, as these

will be automatically converted to CMYK and unwanted color shifting may occur.

- Photos and bitmapped graphics (i.e. placed JPG, TIF, or PSD images) should be 300 DPI at their final size.
- The artwork size should be exactly the size required. Do not leave extraneous space surrounding the artwork.
- Do not save artwork with crop marks or extraneous content. This includes full bleed ads.

Rates

4 Color	Supporter/Nonprofit		Standard	
	1x	4x	1x	4x
Cover 2	\$4,671	\$4,120	\$5,136	\$4,531
Cover 3	\$4,387	\$3,847	\$4,831	\$4,232
Cover 4	\$5,029	\$4,494	\$5,532	\$4,943
Full page	\$3,157	\$2,916	\$3,478	\$3,210
2/3 page	\$2,948	\$2,809	\$3,237	\$3,087
1/2 page	\$2,755	\$2,541	\$3,033	\$2,793
1/3 page	\$2,632	\$2,440	\$2,894	\$2,686
1/6 page	\$2,333	\$2,215	\$2,568	\$2,434

B&W	Supporter/Nonprofit		Standard	
	1x	4x	1x	4x
Full page	\$1,926	\$1,664	\$2,119	\$1,830
2/3 page	\$1,707	\$1,552	\$1,873	\$1,707
1/2 page	\$1,503	\$1,263	\$1,648	\$1,386
1/3 page	\$1,364	\$1,166	\$1,498	\$1,284
1/6 page	\$1,049	\$915	\$1,156	\$1,006

*For two-color or special ink (such as neon or metallic) rates, contact the advertising director at advertise@nais.org.

Save on advertising—become an NAIS Supporter today!

To learn more about the NAIS Supporter Program and the full range of sponsorship opportunities, contact Jessica Holt: email sponsorship@nais.org or go to nais.org/participate/sponsor-exhibit.

Special Ad Positions

Orders specifying positions other than covers are guaranteed at a 15% premium on space and color, subject to the terms and agreements listed below. Consult our advertising sales office regarding availability. Advertisements without a reserved special position are assigned a position at the publisher's discretion.

Inserts

Rates

Two-sided, preprinted inserts are charged at the B&W rate for the page unit nearest in size (e.g., a full-page insert costs the same as a full-page B&W ad; a 5" x 7" card costs the same as a 2/3-page ad). All inserts are charged a non-commissionable bind-in fee of \$400. Odd-sized, multiple-page, or hand-inserted pieces will be individually priced. Please call the advertising sales office at 540.374.9100.

Specs

Consult our advertising sales office about positions, production specifications, and quantity, as these may change. Samples of

all inserts must be received and approved by the advertising sales office prior to the space closing date. All sizes must be bound in, tipped (glued) in, or hand-inserted. If hand-inserted, additional bind-in fees may apply. The minimum size to tip in is 3.625" x 3.625" and the maximum size is 8" x 10.875".

If an insert is a business-reply piece (the reader will be mailing all or part of it back to you), it must be printed on 7-point reply stock minimum, 9-point maximum. Minimum card size 5" x 3.5" and max size is 6" x 4.25" (7pt stock); anything larger will have to print on 9pt.

Green Certification

Inserts must be printed on FSC-certified stock. For more information, go to www.fscus.org. For a list of FSC-certified printers, call the advertising sales office at 540.374.9100 or email advertise@nais.org.

Shipping

Inserts must be at the printer no later than 20 business days after space closing. Each box

must be labeled with the magazine name and issue (e.g., "Independent School/Summer/Year"), and must include a packing slip.

Ship to:

LSC Communications
Attn: Angela Branham
13487 S. Preston Highway
Lebanon Junction, KY 40150
502.488.4291

Consult our advertising sales office about availability, production specifications, and quantity.

Terms and Agreements

The publisher reserves the right to refuse any advertising for any reason, at its sole discretion, including but not limited to the potential competition of products or services being advertised with those offered by the association. Advertiser and agency assume liability for all content, including text, representation, and illustrations in advertising published and also assume responsibility for any claims arising therefrom against the publisher, including costs associated with defending claims. The publisher does not guarantee any given level of circulation or readership for any advertisement. The publisher assumes no liability for failure, for any cause, to insert an advertisement.

Agency Accounting and Discounts

Recognized advertising agencies are entitled to a 15% commission on charges for space, color, and position.

Commissions are given only if the invoice is paid within 30 days. In the event of nonpayment, the publisher reserves the right to hold the advertiser and the advertiser's agency jointly and severally liable for such monies as are due and payable. No cash discounts.

Payment Terms

Payment is due 30 days from date of invoice. Frequency discounts are based on the number of insertions within a 12-month period.

Short Rates and Rebates

An advertiser that does not complete a contracted schedule within 12 months of the first insertion will be billed for discounts taken but not earned. Advertisers that use enough space within 12 months of their first insertion to qualify for lower rates will be rebated on their final invoice for that period.

Cancellations

A contract (except for covers and guaranteed positions) may be suspended or canceled on 30 days written notice, with rates adjusted to reflect the actual number of insertions completed.

Cancellations must be received prior to the issue's space-closing deadline. Cancellations received after the space deadline will be charged 100% of the contracted amount.

Magazine Production Information

Printing: Web offset

Binding: Perfect bound

Trim Size: 8.5" x 10.875" Keep live matter at least .5" from trim. Allow .125" for gutter trim and bleeds.

Proofs: For all ads containing color, advertiser must provide a SWOP-certified, digital color proof (Epson, Fuji, etc.). If no proof is provided, publisher will not be responsible for incorrect color or color variations.

Storage of Materials

The publisher will store all materials for 12 months after most recent use, then destroy them, unless otherwise advised in writing by the advertiser or agency.

Ad Contact

Send insertion orders, all inquiries, contracts, and cancellations, as well as advertising printing materials and production queries, to our advertising sales office:

Sue Partyke
145 Harrell Road, Suite 119
Fredericksburg, VA 22405
540.374.9100
advertise@nais.org

All color ads must include two proofs.