



Linked with
the website
www.trips4schools.com

**The definitive resource
for teachers and those
organising school visits**

What is it? School Travel Organiser's Guide is packed full of curriculum-linked features and case studies plus a comprehensive school travel directory.

What's its frequency? Annual, publishing at the end of June/beginning of July, both in print and online. From 2013, exciting news as STOG will be published twice a year, in March and September.

What is the circulation? We send The STOG free to approximately 4,000 high spending schools in the UK, including around 900 independent schools, selected for group travel activity. We also email approximately 10,000 schools providing a link to the online digital version of STOG.

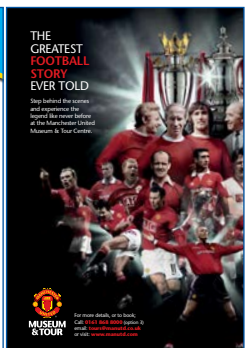
What is its targeted readership? Teachers and those responsible for organising trips for schools and colleges.

What is the impact from School Travel Organiser's Guide? Offering invaluable and easy-to-use information, the guide offers teachers something truly unique. Not only are the editorial features and case studies interesting and informative, the school travel directory lists approximately 2,000 venues – all with links to curriculum subjects making planning throughout the year easy. A reference tool constantly used ensures advertisers have their messages seen time and time again throughout the year as well as a readership far outweighing one person, per copy.



▲ An example of the **School Travel Organiser's Guide** front cover.

E-GUIDE EDITION:
**School Travel Organiser's Guide is also available online to
readers in digital format at schooltravelorganiser.com**
**Add a video to your advert in the digital edition
for £195.00 - phone us for details.**



▲ How your advert could look in **School Travel Organiser's Guide**.

Rates

	4 colour
Full page	£1,900.00
Half page	£995.00
Quarter page	£595.00
Cover positions	£2,200.00
Double page spread	£3,800.00
Logo with contact details - to include trips4schools.com	£200.00 £250.00

Inserts: please contact us for information. All rates subject to VAT at current rate.

Specifications

Full page (bleed)	297mm x 210mm + 3mm bleed all round
Full page (type area)	273mm x 170mm
Half page (horizontal)	130mm x 178
Half page (vertical)	273mm x 82mm
Quarter page (vertical)	130mm x 82mm
Double page spread	297mm x 420mm + 3mm bleed all round

A4 publication (depth first)

Disks must be Apple Mac compatible.