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.”
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.”
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.

By the Numbers

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

Print run: 9,000
Circulation: 7,250
Pass-along: 21,207
(AVERAGE 4.1 PER COPY)
Total readership: 28,457
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

Audience Snapshot
Audience Snapshot

**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.

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**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
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**

- 18% 701+
- 10% 0-100
- 20% 101-200
- 23% 301-500
- 16% 201-300
- 13% 501-700

NAIS MEMBER DEMOGRAPHICS:

**Regions**

- 20% West
- 11% Midwest
- 10% Southwest
- 28% East
- 16% New England
- 15% Southeast

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.

**Issues, Editorial Themes & Important Dates**

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial Focus</th>
<th>Space Closing</th>
<th>Materials Due</th>
<th>Mail Date</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2023</td>
<td>Community</td>
<td>11/29/22</td>
<td>12/27/22</td>
<td>02/14/23</td>
<td>2023 NAIS ANNUAL CONFERENCE</td>
</tr>
<tr>
<td>Summer 2023</td>
<td>Governance</td>
<td>02/15/23</td>
<td>03/28/23</td>
<td>05/16/23</td>
<td></td>
</tr>
<tr>
<td>Fall 2023</td>
<td>Purpose</td>
<td>06/14/23</td>
<td>06/28/23</td>
<td>09/06/23</td>
<td>2023 NAIS PEOPLE OF COLOR CONFERENCE</td>
</tr>
<tr>
<td>Winter 2024</td>
<td>Money</td>
<td>09/15/23</td>
<td>09/29/23</td>
<td>12/06/23</td>
<td></td>
</tr>
</tbody>
</table>

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Key Information for Advertisers

Sue Partyke | advertise@nais.org | 540.374.9100
### Ad Sizes, and Dimensions

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page W/ Bleed</td>
<td>8.75&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.125&quot; x 9.25&quot;</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.625&quot; x 9.25&quot;</td>
</tr>
<tr>
<td>1/2 Page HORIZONTAL</td>
<td>7.125&quot; x 4.5&quot;</td>
</tr>
<tr>
<td>1/3 Page VERTICAL</td>
<td>3.5&quot; x 9.25&quot;</td>
</tr>
<tr>
<td>1/3 Page HORIZONTAL</td>
<td>5.5&quot; x 4&quot;</td>
</tr>
<tr>
<td>1/6 Page VERTICAL</td>
<td>2.25&quot; x 9.25&quot;</td>
</tr>
<tr>
<td>1/6 Page VERTICAL</td>
<td>2.75&quot; x 4&quot;</td>
</tr>
</tbody>
</table>

### 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

<table>
<thead>
<tr>
<th></th>
<th>Supporter/Nonprofit</th>
<th>Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1x</td>
<td>4x</td>
</tr>
<tr>
<td>Cover 2</td>
<td>$4,365</td>
<td>$3,850</td>
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<tr>
<td>Cover 3</td>
<td>$4,100</td>
<td>$3,595</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$4,700</td>
<td>$4,200</td>
</tr>
<tr>
<td>Full page</td>
<td>$2,950</td>
<td>$2,725</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$2,755</td>
<td>$2,625</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$2,575</td>
<td>$2,375</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$2,460</td>
<td>$2,280</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$2,180</td>
<td>$2,070</td>
</tr>
</tbody>
</table>

#### B&W

<table>
<thead>
<tr>
<th></th>
<th>Supporter/Nonprofit</th>
<th>Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1x</td>
<td>4x</td>
</tr>
<tr>
<td>Full page</td>
<td>$1,800</td>
<td>$1,555</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$1,595</td>
<td>$1,450</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,405</td>
<td>$1,180</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,275</td>
<td>$1,090</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$980</td>
<td>$855</td>
</tr>
</tbody>
</table>

*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 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.

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 incorrect color or color variations. Material not needed for future insertions must be labeled with the magazine name and issue’s space-closing deadline. All sizes 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”.

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