

teachit

Media Pack 2021

Contents

“Teachit is like having an ever-present, experienced, and amazing colleague on hand at all times. You can turn to it for inspiration, to save time, and in times of sheer panic- and it always delivers.”

S Ashton,
English teacher

“A colleague and I access your site on a daily basis. The worksheets are pitched at just the right level for the pupils, in addition to being very 'user friendly'.”

L Froud,
Primary teacher

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About Teachit

Teachit is a tried and trusted education resource used by thousands of teachers across the UK and the world. We have six secondary sites and a primary site. Our six secondary sites provide resources for English, maths, science, geography, history and MFL. Our primary site provides resources across the primary curriculum.



20m+
resource downloads



480,000
teachers signed up



30,000+
resources available

All Teachit resources are created, edited and checked by teachers – so you know you can trust them. Our commitment to quality is what makes us unique. In order to be published, each resource goes through the Teachit process ...



You **upload** your
resources



We **check and format**
them, adding images
where necessary



They are **published**
for all to share

Email Advertising



“ We find that communicating about free content through Teachit is a great way to engage teachers and has a noticeable impact on our campaigns. ”

Oxford University Press

Bespoke Emails

Send an email which is entirely yours to promote your brand and campaign directly to thousands of teachers personal inboxes. This opportunity ensures you have the undivided attention of your target audience.



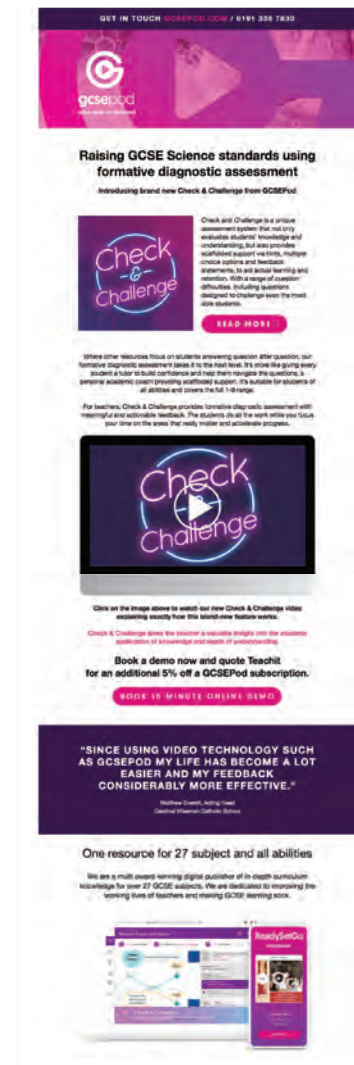
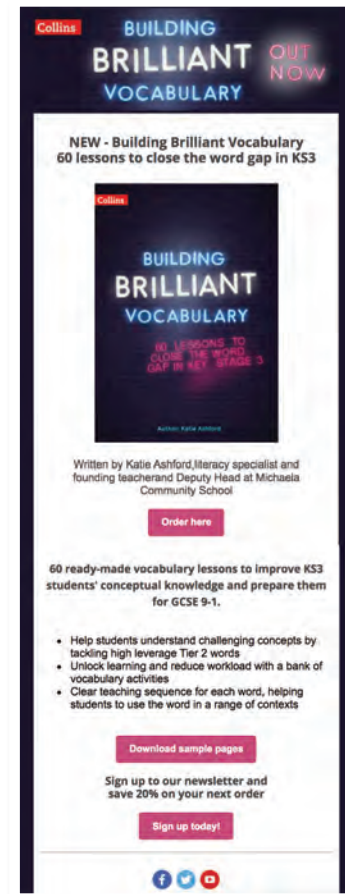
Up to **81,723**
teachers subscribed to
emails from third parties



Up to **25.5%**
open rate



Up to **20%** click
through rate



Examples of our bespoke emails

Data source: Teachit email mailer

e-Newsletters

This advert gives you the opportunity to be included within Teachit's monthly e-newsletter. These adverts suit a smaller budget, or as part of a larger campaign. They are written by our site editors and on average are opened by 25.6% of the database and are effective in raising brand awareness.



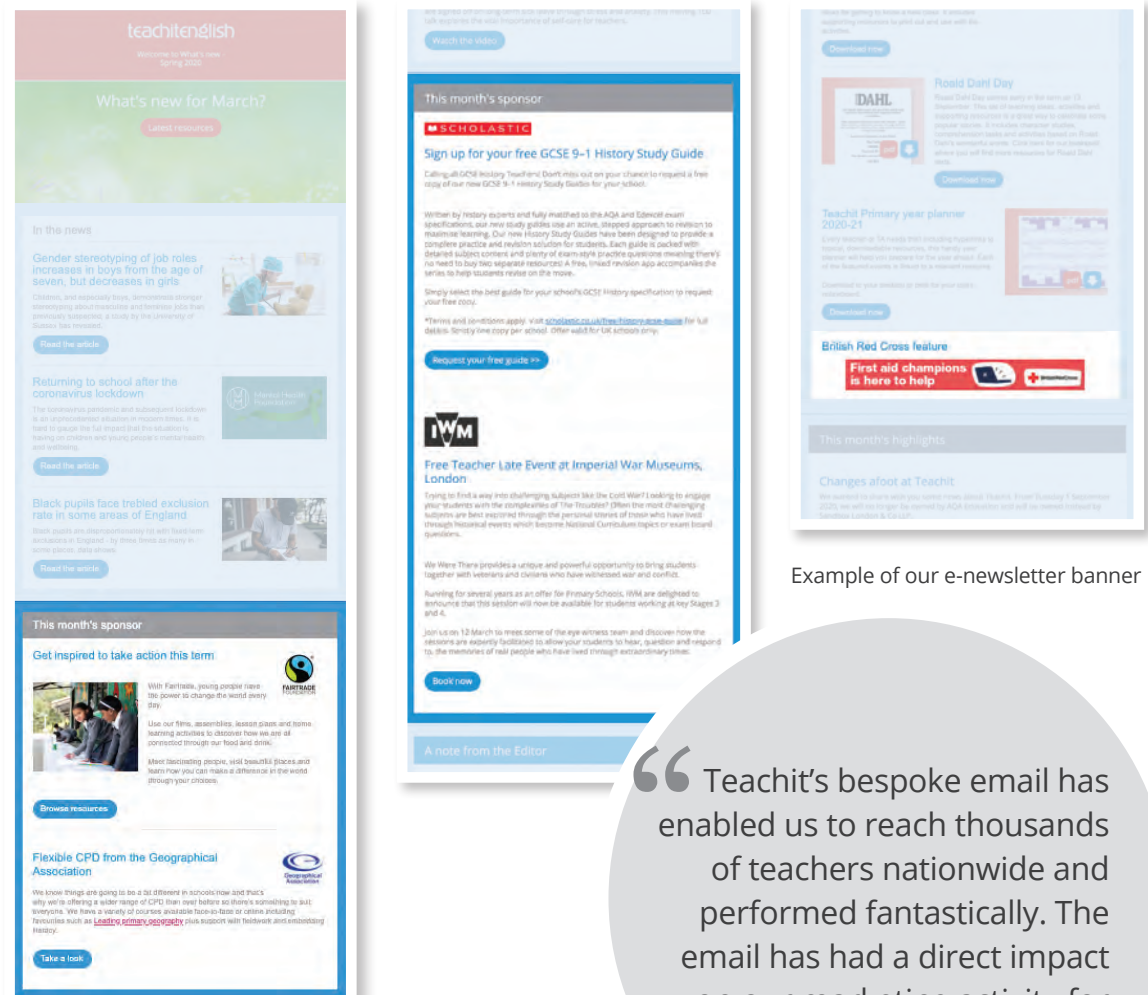
Up to **95,339**
teachers subscribed to
Teachit's e-newsletters



Up to **26.6%**
open rate



Up to **21.9%**
click through rate



Examples of our e-newsletters

Example of our e-newsletter banner

“ Teachit's bespoke email has enabled us to reach thousands of teachers nationwide and performed fantastically. The email has had a direct impact on our marketing activity for our new publishing. ”

Harper Collins

Digital Advertising



“ We saw a healthy increase week on week for registrations following the primary newsletter send and the display activity. ”

Stand up to Cancer

Digital Advertising

Teachit's digital solutions place your brand on your chosen Teachit homepage for two weeks. This space will feature your brand only throughout the duration, attracting the attention of our site users.

Teachit has a suite of digital solutions, these are in the form of:

- Billboards
- Home page takeovers
- Skyscrapers
- Double MPUs
- MPUs



Up to **39,000**
monthly homepage
views



Up to **761,000**
monthly unique
homepage users

Data source: Google Analytics



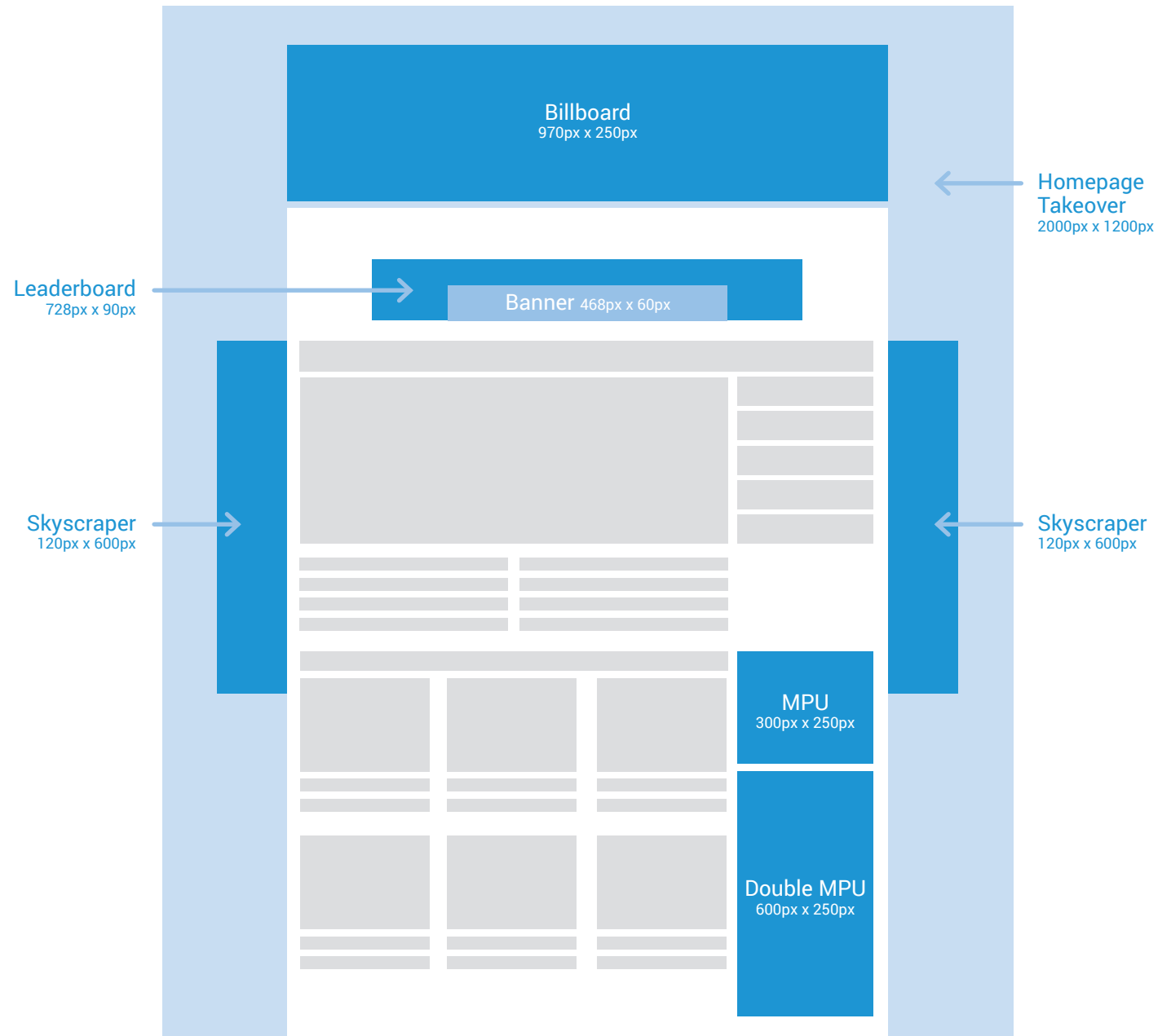
Example of our higher impact digital solution Homepage Takeover

To discuss more about all our digital solutions and how we can create a tailored package for your brand, please get in touch with us.

Homepage

Teachit has a suite of digital solutions, these are in the form of:

- Billboards
- Homepage takeovers
- Leaderboards
- Banners
- Skyscrapers
- Double MPUs
- MPUs



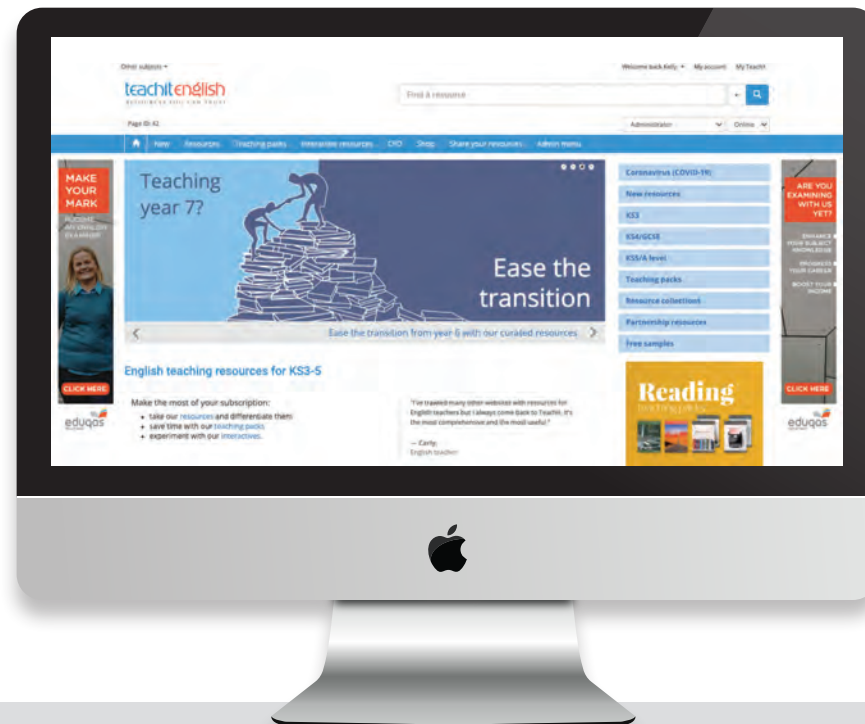
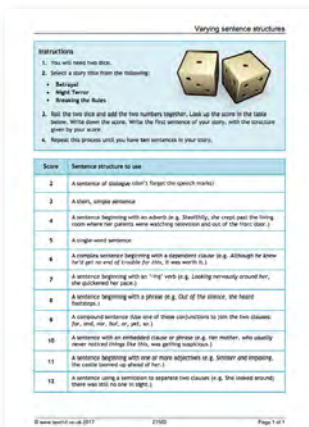
Teachit Subjects



“Teachit has saved my life time and time again with extra resources and ideas, plus the selfless sharing of ideas and resources is invaluable.”

Sarah, English teacher

Teachit English specialises in English, Drama and Media Studies from 11-18. Teachit English libraries offer thousands of pages of materials, all created by classroom teachers.



Online monthly views

761,323

528,333 Unique Users
39,319 Homepage Views
106,277 Search Page Views



Bespoke Email

81,723

20.6% Open Rate
8.8% Click Through



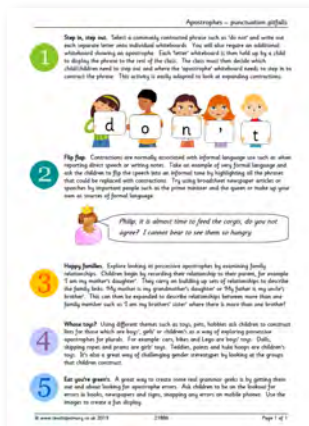
e-Newsletter

95,339

21.2% Open Rate
14% Click Through

*SOURCES: Google analytics **Nov 2020** | OR – open rate. CTR – click-through rate **Oct - Dec 2020**. Database size – **Feb 2021**

Teachit Primary covers the whole primary curriculum. The resource libraries offer thousands of pages of materials, all created by classroom teachers and is constantly growing.



Online monthly views
451,188

305,889 Unique Users
9,894 Homepage Views
39,066 Search Page Views



Bespoke Email
66,828

18% Open Rate
8.1% Click Through

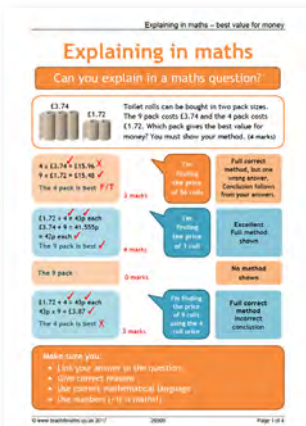
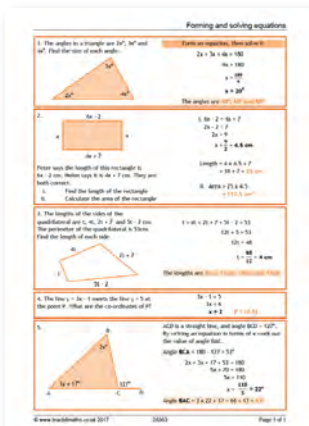


e-Newsletter
81,521

19.8% Open Rate
8.4% Click Through

*SOURCES: Google analytics Nov 2020 | OR – open rate. CTR – click-through rate Oct - Dec 2020. Database size – Feb 2021

With over 3,000 high-quality resources in the Teachit Maths libraries, Teachit Maths provides support for those teaching KS3-KS5 maths. All resources are created and trusted by teachers.



Online monthly views
215,722

153,357 Unique Users
9,072 Homepage Views
21,830 Search Page Views



Bespoke Email
19,626

23.7% Open Rate
12.6% Click Through



e-Newsletter
24,321

23.6% Open Rate
15.2% Click Through

*SOURCES: Google analytics Nov 2020 | OR – open rate. CTR – click-through rate Oct - Dec 2020. Database size – Feb 2021

Teachit Science specialises in Biology, Chemistry and Physics for key stages 3 and 4. The libraries offer over 2000 pages of materials, all created by classroom teachers and constantly growing.

Maths skills in Science - ratios, fractions and percentages

Students often have to represent quantities as ratios, fractions or percentages. They also need to be able to convert between them.

The picture showing the number of two species in a community can be represented as a ratio, fraction or a percentage.

3 parts of 10 = $\frac{3}{10}$ = 30%

Task 1

For each example, state whether it is a ratio, fraction, or percentage.

- 1:2
- 50%
- $\frac{2}{3}$
- $\frac{1}{100}$
- 10:1
- 2.5
- 33.3%

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Kidney structure and function

Task 1

Put in the missing word.

Blood is brought to the kidney by the renal artery. The kidney filters the blood and then reabsorbs useful substances such as glucose and amino acids. The blood returns to the circulatory system through the renal vein.

It is a product produced in the liver which is broken down to be used for energy. It is removed into the blood and is filtered out and removed by the kidney. It is produced as a waste product in the kidney cell.

Each kidney has many millions of nephrons. Nephrons take blood from the kidney to the urine where it is converted to equal to from the blood.

Task 2

Add the correct letters (refer to the diagram) to the shape below that describe how blood is filtered.

- Blood is filtered in the glomerulus.
- The filtrate is collected by the Bowman's capsule and enters the tubule.
- Useful substances such as glucose, amino acids and water are reabsorbed into the blood.
- Reabsorption is done by blood capillaries which are closely related to the tubule.
- The waste, consisting of water, some salt and urea, is excreted.
- The urine is collected by the collecting duct.

Colour in the picture to the top diagram the same colour as the tubule collecting duct in the second diagram. Suggest why it is appropriate to give them the same colour.

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Which lamp?

In order to work out what size lamp is needed for an appliance, you need to know the current the appliance will normally use. These appliances have a label on them to show you what the power rating is.

To work out the current use the following formula:

$$P = I \times V \quad \text{or} \quad I = \frac{P}{V}$$

Find the current for each of the following appliances. Remember that the fuse size needs to be slightly higher than the normal current.

Task

Complete the table below. Divide each lamp by 230V or 240V. Remember that the fuse size needs to be slightly higher than the normal current.

Appliance	Power rating (watts)	Potential difference (volts)	Current (amps)	Fuse needed
1. toaster	1000	240	4.17	5
2. microwave	900			
3. washing machine	500			
4. kettle	2400			
5. lamp	60			
6. iron	2400			
7. TV set	15			
8.				
9.				
10.				

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Online monthly views
228,908

156,622 Unique Users
12,866 Homepage Views
30,363 Search Page Views



Bespoke Email
18,967

22.9% Open Rate
17.4% Click Through



e-Newsletter
23,117

23.4% Open Rate
19.6% Click Through

*SOURCES: Google analytics Nov 2020 | OR – open rate. CTR – click-through rate Oct - Dec 2020. Database size – Feb 2021

Teachit Languages is Teachit's site for teachers of Modern Foreign Languages. Specialising in French, Spanish and German from 11-18, the libraries offer over 3000 pages of materials.



Online monthly views

407,238

276,960 Unique Users
20,001 Homepage Views
46,147 Search Page Views



Bespoke Email

19,742

25.5% Open Rate
20% Click Through



e-Newsletter

25,270

26.6% Open Rate
21.9% Click Through

*SOURCES: Google analytics Nov 2020 | OR – open rate. CTR – click-through rate Oct - Dec 2020. Database size – Feb 2021

With over 3,000 high-quality resources in the Teachit Geography libraries, Teachit Geography provides support for those teaching KS3-KS5 geography. All resources are created and trusted by teachers.



Online monthly views

167,832

115,912 Unique Users
9,325 Homepage Views
27,265 Search Page Views



Bespoke Email

11,768

24.3% Open Rate
19.3% Click Through



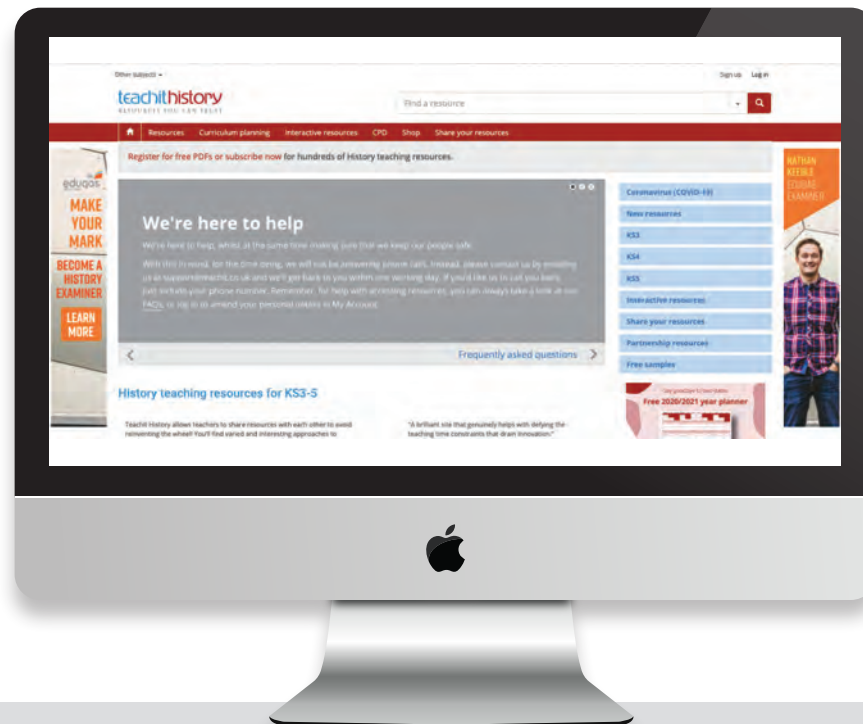
e-Newsletter

14,349

23.1% Open Rate
10.6% Click Through

*SOURCES: Google analytics Nov 2020 | OR – open rate. CTR – click-through rate Oct - Dec 2020. Database size – Feb 2021

Teachit History specialises in History from 11-18, the libraries offer nearly 2000 pages of materials, all created by classroom teachers and constantly growing.



Online monthly views

126,568

89,966 Unique Users
6,941 Homepage Views
15,438 Search Page Views



Bespoke Email

10,718

21.2% Open Rate
9.3% Click Through



e-Newsletter

12,998

22.8% Open Rate
13.1% Click Through

*SOURCES: Google analytics Nov 2020 | OR – open rate. CTR – click-through rate Oct - Dec 2020. Database size – Feb 2021

Clients who have advertised with us



Talk to us

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