

# teachit

Media pack 2019

“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

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# 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 respectively. Our primary site provides resources across the primary curriculum.

All the resources on Teachit are contributed by teachers. The resources are then reviewed, edited and checked by our editorial team – all experienced teachers. Our published contributors all share in royalties and enjoy free access to their chosen Teachit site.

## Resources you can trust

**2,389,452** total page views across all Teachit sites in March 2019

**398,105** Teachit resources downloaded in March 2019

**1,648,873** unique users visited the sites in March 2019



# 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

**Schools** Inspiring you to share stories

**BRITISH SCIENCE WEEK 2017**

**HAVE A MARVELLOUS BRITISH SCIENCE WEEK!**

Road Dahl's *George's Marvellous Medicine* is essential reading for British Science Week next month, which runs from 10 – 19th March! This year the theme is **CLANGCS**, which fits rather well with the story of a boy who transforms his granny and a couple of chickens with his magical, marvellous medicine.

This laugh-out-loud story is just as anarchic today as when it was first published and free inside every edition published in 2017 is a wonderful doorhanger! It's the perfect Road Dahl story to inspire wider class projects, displays and easy science lessons for key stage 2.

**START READING**

**PLUS...**

Share your library know with a bag of *George's Marvellous Experiments* is filled with super (and science) you can do with everyday objects and step by step instructions all inspired by George!

**ORDER NOW!**

**FREE LESSON PLANS**

Check out the FREE *George's Marvellous Medicine* lesson plans which include PSHE and Literacy Objective and make it your classreader - and look out for explosive videos on the Road Dahl YouTube channel!

**DOWNLOAD**

**BRITISH SCIENCE WEEK 2017**

10 – 19th MARCH 2017

British Science Week (BSW) is a ten-day celebration of science, technology, engineering and maths - featuring fascinating, entertaining and engaging events and activities across the UK for people of all ages. Anyone can organise an event and join in Demo Day on Thursday 17th March! Find out more at [www.britishschoolscienceweek.org](http://www.britishschoolscienceweek.org)

**P.S.**

**ROALD DAHL DAY**

Save the date – Wednesday 13th September 2017

**EDUCATION** 01737 214 214

Discover the World Education e-newsletter

**Receive a free classroom poster from us**

Request your free **Iceland Hot Spring Ecology** poster from us today to brighten your classroom wall with the lush greens of Iceland.

**Get my free poster**

**From students to Science Explorers**

Ideal for those studying Biology, Chemistry and Physics – as well as those Geology and Environmental Science students – the Iceland Science Explorer itinerary provides plenty of opportunity to study a range of exciting subjects in incredibly diverse settings. The main areas of study can include, but are not means exclusive to:

- Energy for biological processes
- Water resources
- Climate change
- Atmospheric science
- Biotechnology

Our trips have enough academic content to impress the student's parents and your headteacher, but enough beauty and adventure to excite even the hardest to impress students!

Our friendly team are true experts on arranging amazing school trips - get their advice today.

**Discover more**

**Did you know we do Field Studies Council courses in Iceland?**

We are working in conjunction with the Field Studies Council (FSC) to introduce a range of fieldwork activities in Iceland exclusive to Discover the World Education.

Developed, produced and delivered by experienced FSC tutors, these half-day courses give students a chance to hone their practical expertise. This gives UK science students the chance to practice fieldwork in completely new and awe-inspiring environments.

**Find out more**

**Speak to an expert 01737 214 214** **Make an enquiry**

**Travel with the Experts**

If the above has inspired you to start arranging a study trip abroad, or if you're already talking to us about plans and have any queries, then please get in touch with our experienced Education team by calling 01737 214 214 or email us at [travel@discover-education.co.uk](mailto:travel@discover-education.co.uk).

Our **Unique Pledge** means that you can be certain that you will be taken care of both before and whilst you are on your trip.

**EDUCATION**

**FREE Poetry By Heart resources**  
Join the FREE competition for schools and colleges in England

"As an academic who has been deeply engaged with research into poetry education for a long time now, I would say that the Poetry By Heart project has been one of the most important - and successful - initiatives developing literature teaching in English schools for many years."

David Whitley, University of Cambridge

**CLICK HERE TO SIGN UP In 2 MINUTES**

**SIGN UP** for your FREE Poetry By Heart resource pack and bring poetry to life by participating in our national schools poetry recitation competition. All you need is 3 students, 2 poems and 1 Spring term!

- **Resource pack** includes free copy of *Forward Arts 100 Priced Poems*, gorgeous classroom poem posters to help promote your competition, and our competition handbook to help you get students learning poems by heart
- FREE entry to **Poetry by Heart 2017** - the fantastic national poetry recitation competition for Years 10-13
- FREE entry to the new standalone **Shakespeare 400 sonnets recitation competition** - open to students and teachers!
- FREE bespoke telephone, skype and email support from our expert team to help you to **help your students to learn poems by heart**
- PLUS 40% discount on the new **Poetry By Heart** timeline anthology in Penguin paperback - under £8 a copy for over 200 fantastic poems!
- PLUS 30% discount on Glyn Maxwell's **On Poetry and Drinks with Dead Poets** - the two best books about poetry that we have read in a long time - by one of our judges!
- AND the **first 1000 schools** to register will also receive a free copy of the **Forward Book of Poetry 2017**

This resource pack is FREE to secondary schools and 16-19 colleges in England. If you're anywhere else, talk to us to see how we can help you [info@poetrybyheart.org.uk](mailto:info@poetrybyheart.org.uk) or telephone +44 117 905 5338.

**VISIT OUR SITE** to learn more about how it works, and explore a world of poems, sonnets and more!

- **Timeline anthology** of over 200 fantastic poems for learning by heart, spanning 1000 years
- **First World War poetry showcase** with the best First World War poems you don't usually see
- **Children's poetry showcase** for younger students to explore and enjoy - with free pdf guide
- **LIVE TODAY Shakespeare sonnets showcase** - all 154 poems in a vibrant light-touch treatment
- **COMING SOON** our new Learning Zone packed with free poetry education resources

These web resources are free to use for anyone, anywhere in the world - fill your boots!

Our team is here to help - **CONTACT US** if you have questions about the competition and how to enter.

**What teachers say about Poetry By Heart:**

"a catalyst for new approaches to poetry teaching, learning and enjoyment"

"helped to raise the profile of poetry in school/college"

"gave students a valued opportunity for local and national recognition"

**JOIN THE 2017 POETRY BY HEART RECITATION COMPETITION**

**GET FREE PACK**

**Learn More**

# Bespoke emails

Teachit's Bespoke email databases are made up of teachers who ticked 'yes' to receiving third party communication. Therefore our audience are receptive and easily engaged with third- party marketing.


Teachit's emails are sent to teacher's personal inboxes, therefore your marketing campaigns will reach a relevant audience.

"The email itself was sent out when expected, and gained a great response – our competition gained a lot of entries and I was very happy with the click through rate overall.

As explained to us by the Teachit team, the data is cleansed regularly, to make sure that the subscriber base is up-to-date and relevant – I would say that my personal experience with Teachit reflected this quality of their list, and I would use them again."

- Harper Collins

### Take KS3 Cover



**A KS3 English cover lessons pack**



No teacher can be there all the time. Courses, trips and off-timetable events are part and parcel of school life – and anyone can fall ill.

Ever dreamed of cover work which (almost) takes care of itself? Take KS3 Cover is the answer.

From £37.50 for Teachit subscribers.

[Order Take KS3 Cover](#)

### From BookTrust: Bookbuzz

**Bookbuzz**



The Bookbuzz reading programme from BookTrust has been designed to help schools inspire a love of reading in year 7 and 8 students and encourage independent choice when it comes to books. For just £3 per student, each pupil gets to choose their own book to take home and keep from a list of 17 carefully-selected titles, and each school receives two sets of the Bookbuzz books for their library. In 2016, over 1,200 secondary schools and 215,000 students were part of Bookbuzz – join us in 2017!

**Early bird offer**

register by 26 May and get an extra FREE book pack. Find out more and register your school at [www.booktrust.org.uk/bookbuzz/](http://www.booktrust.org.uk/bookbuzz/)

Any questions? Email our friendly team at [bookbuzz@booktrust.org.uk](mailto:bookbuzz@booktrust.org.uk)

### From WJEC Eduqas: Switch to us for English

We understand that teachers and students need our full support, that's why we have dedicated subject officers – all experts in their field and all former teachers themselves. Our team is on hand to provide support and advice by email and telephone, at a time that is convenient for you.

At Eduqas, we are proud of our Ofqual accredited English qualifications. We know that learning English should be, integrated and enjoyable and that the assessment should reflect this: our teachers value the clarity of our exams and our non-prescriptive approach.

Want to find out more about Eduqas? Visit our website today:

[www.educas.co.uk/English](http://www.educas.co.uk/English)

You are receiving this email because you signed up to Teachit English with

If you no longer wish to receive our emails, please unsubscribe.


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Registered office – AQA, Devas Street, Manchester, M15 6EX | VAT no. 709227045

[f](#) [t](#)

### From Pearson Recruitment



**Enhance your teaching with Pearson**

Pearson have exciting opportunities for qualified **Science Teachers** to become **Examiners** for our **GCE A Level** qualifications. If you are keen to explore new approaches to teaching your subject, then join our **Associate** team, and become an **Edexcel** Examiner for Pearson.


Being an Examiner is an excellent opportunity to earn some **extra money** in a part-time role alongside any full-time commitments you may have. Most papers will be marked onscreen using ePEN, which can be done from the comfort of your own **home**.

If you are interested in applying, please click on the links below:

[Examiner – GCE – Biology \(2016 Specification\)](#)

[Examiner – GCE – Chemistry \(2016 Specification\)](#)


### Free geography wildlife resources from IFAW



The International Fund for Animal Welfare's new FREE Keep Wild Animals Wild resource focuses on wild animals and the threats they face, especially from wildlife trade.

The resource pack includes a teaching guide with cross-curricula lesson plans to teach students how trade impacts on wildlife, how it is relevant to them and what they can do to help.


Through films and colourful magazine articles, lessons linked to Key Stage 3 geography curricula encourage students to use maps and charts to track the wildlife trade chain across the globe, as well as to explore our roles as source, transit and consumer countries in wildlife trade.



Download your free resources at [www.ifaw.org/keep-wild-animals-wild-uk](http://www.ifaw.org/keep-wild-animals-wild-uk)

[Download your free resources](#)


### From Andersen Press: Celebrate ELMER DAY in May!



Join in the annual celebration of everything Elmer in May 2017. Just visit the **Elmer Day website** to sign-up for a FREE resource pack.

This year there are brand new Elmer Day resources for schools, containing colourful activity ideas and educational resources developed by the Centre for Literacy in Primary Education.

The pack contains lots of ideas for involving the whole school in a week-long celebration in the run up to the official Elmer Day events being held across the country on Saturday 27th May.



These resources include:

- Whole school focus ideas for assembly and displays
- Teaching notes for Early Years on Elmer and the Rainbow
- Teaching notes for KS1 on Elmer and the Hippos
- Teaching notes for KS2 on Elmer and the Hippos
- Elmer craft activities

Sign-up online now to receive an Elmer Day Schools Pack at: [www.elmerday.co.uk](http://www.elmerday.co.uk)

And remember to share photos of your #ElmerDay on social media.

[Find out more](#)

# E-newsletters

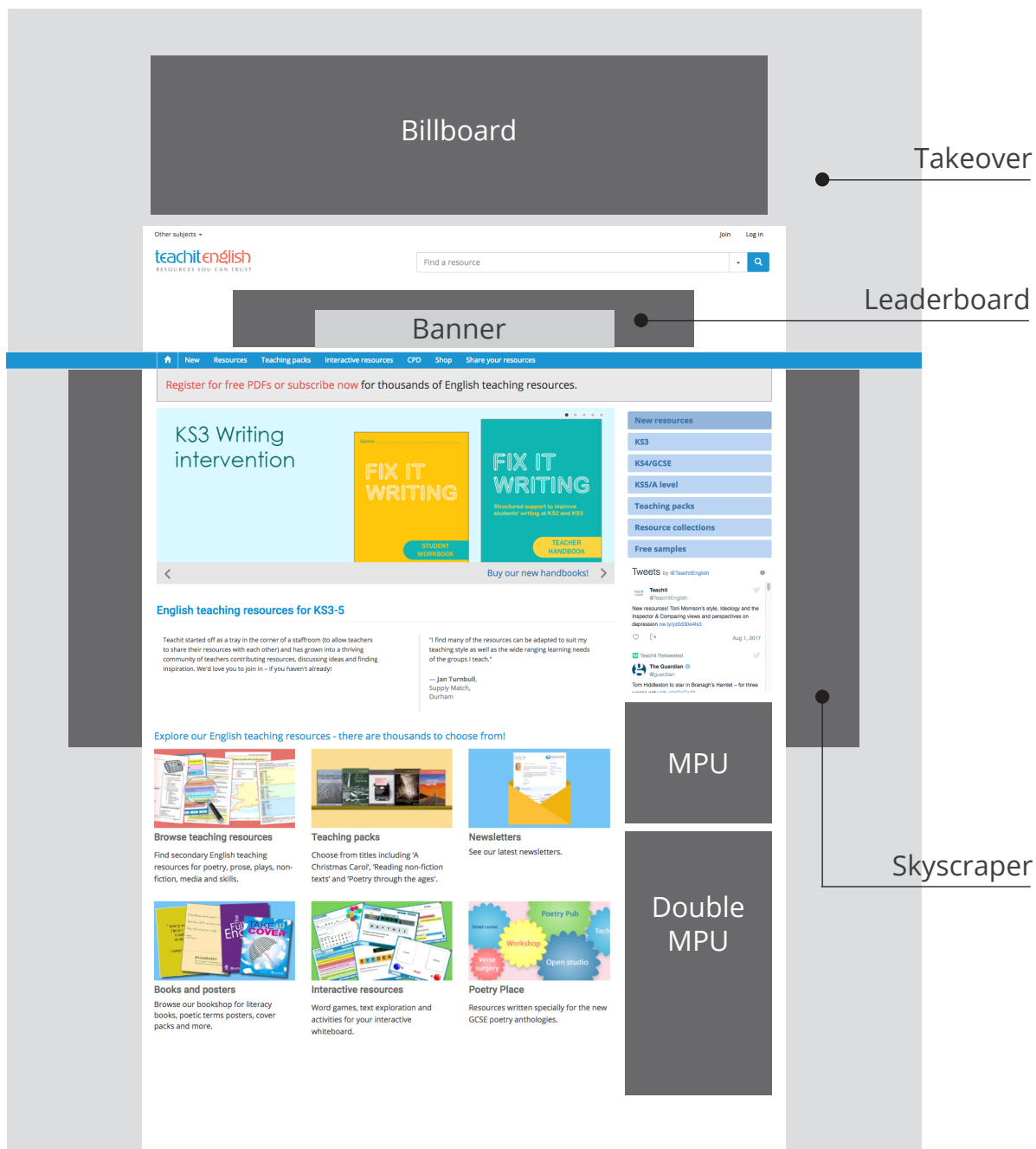
Teachit E-newsletters are sent once a month and are written by our in-house editors (all of whom are qualified teachers). The E-newsletters signpost our members to topical resources.

E-newsletter adverts are another great way to reach the inbox of teachers to suit a smaller budget, or as part of a larger campaign to reach those teachers reading our in-house E-newsletters.

# 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



# Homepage

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

- Billboards
- Home page takeovers
- Skyscrapers
- Double MPUs

Standard homepage MPUs are also still available.

**Billboard**

Other subjects - join Log in

teachitenglish  
RESOURCES YOU CAN TRUST

Find a resource

**Banner**

**Leaderboard**

Refine your search...

Keyword(s)  
verb

File name or number

File type  
Any

Publication date: from

Publication date: to

Author

Text

☐ Key Stage 3  
☐ Key Stage 4  
☐ Key Stage 5

Subject  
Any

Search again

Please log in or join us to access our resources.

**Your search for 'verb' has returned 30 resources.**

Other results available (17)

Order by: Best match

**Subject-verb agreement**  
A series of 'challenges' in which students select verbs and insert  
... read more  
♥ (14) 🗨 (3) 🔍  
KS3 KS4 | Grammar and vocabulary | Published: 21/10/2013 | Sentence construction

**-ING words - the present participle, verb or adjective?**  
Say whether the present participle is working as a verb or adjective ... read more  
♥ (1) 🔍  
KS3 | Grammar and vocabulary | Published: 23/08/2002 | Word classes

**To be - a most irregular verb**  
Quick starter to focus on the tense changes of the verb 'to be'.  
... read more  
♥ (1) 🔍  
KS3 KS4 | Grammar and vocabulary | Published: 19/05/2006 | Starters | Word classes

**Subject-verb agreement practice**  
A handy worksheet to help students practise this grammar rule. ... read more  
♥ (3) 🔍  
KS3 | Grammar and vocabulary | Published: 07/04/2015 | Sentence construction

**Change that verb!**  
A resource to promote use of more adventurous verbs. Great as ... read more  
♥ (4) 🔍  
KS3 | Grammar and vocabulary | Published: 07/09/2012 | Developing vocabulary | Word classes

**Grammar: verbs, subject and object practice**  
Three exercises to help students identify the subject, object ... read more  
♥ (1) 🗨 (1) 🔍  
KS3 | Grammar and vocabulary | Published: 01/10/2000 | Sentence construction

**Make me agree!**  
This is a self explanatory resource designed to teach this v ... read more  
♥ (2) 🗨 (1) 🔍  
KS3 KS4 | Grammar and vocabulary | Published: 23/01/2009 | Sentence

**Twin sentences**  
Students or pairs of students look through the sentences and ... read more  
♥ (7) 🗨 (1) 🔍  
KS3 KS4 | Grammar and vocabulary | Published: 21/10/2013 | Sentence

**Modal verbs fortune tellers**  
Help students practise accurate use of modal verbs in sentences ... read more  
♥ (1) 🔍  
KS3 | Grammar and vocabulary | Published: 19/09/2016 | Word classes

**Skyscraper**

## Search pages

Teachit can offer clients the opportunity to have a skyscraper on all search pages on a relevant Teachit site.

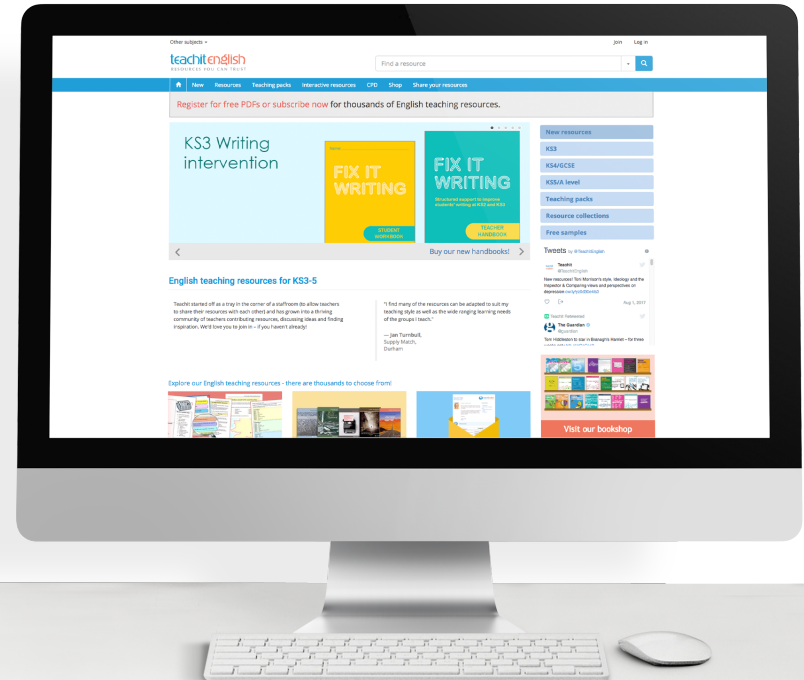
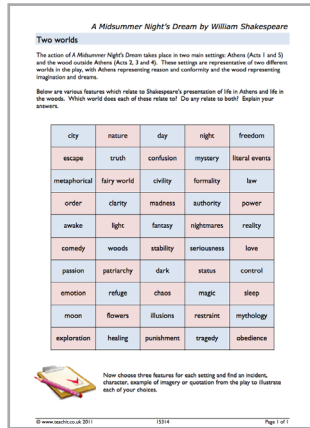
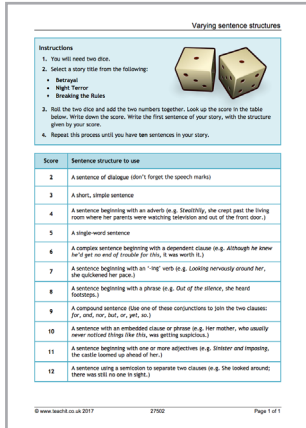
To support a more targeted campaign, skyscraper adverts can be positioned on specific key word search pages.

# Teachit websites

“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

Bespoke email

E-newsletter

# 818,341

monthly views

# 88k

teachers have signed up to Teachit English third party marketing comms

# 99k

teachers have signed up to our Teachit English monthly mailing list

558,042  
unique  
users

43k  
homepage  
views

121k  
search page  
views

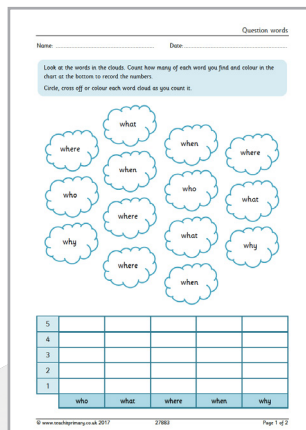
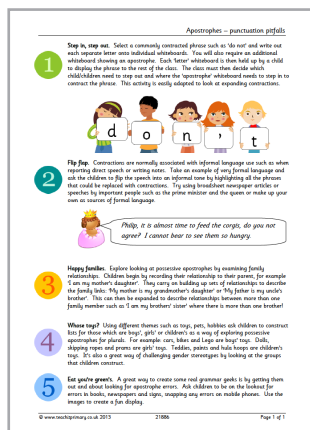
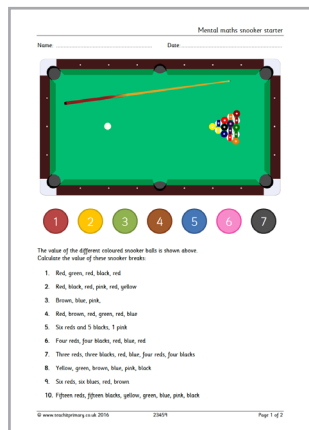
17.1%  
open  
rate

6.2%  
click through  
rate

17.0%  
open  
rate

8.1%  
click through  
rate

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



Online

Bespoke email

E-newsletter

459,958

64k

79k

monthly views

teachers have signed up to Teachit Primary third party marketing comms

teachers have signed up to our Teachit Primary monthly mailing list

319,853  
unique  
users

14k  
homepage  
views

35k  
search page  
views

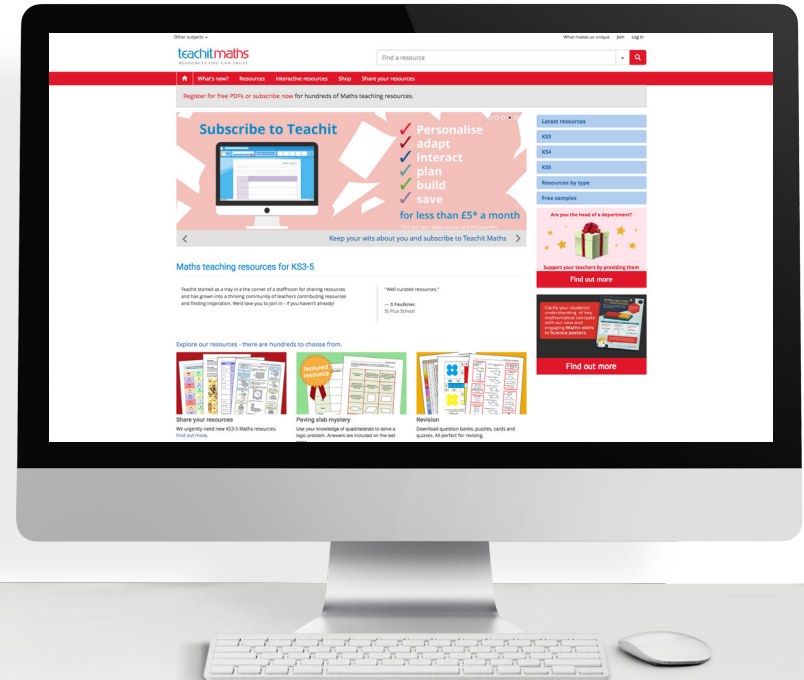
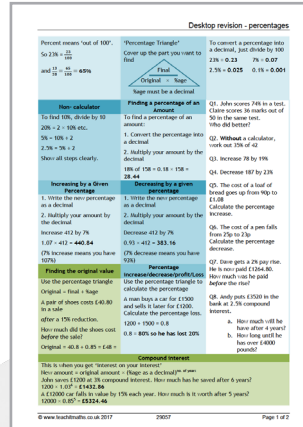
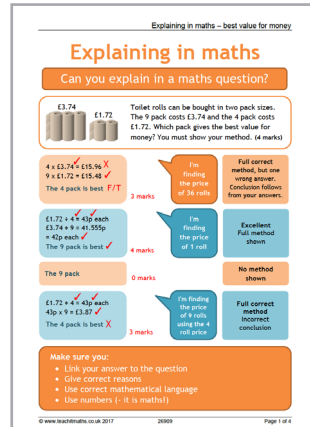
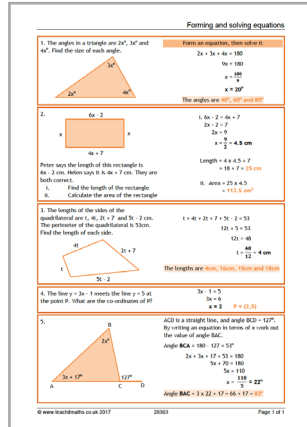
14.0%  
open  
rate

3.7%  
click through  
rate

15.4%  
open  
rate

3.6%  
click through  
rate

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

Bespoke email

E-newsletter

220,174  
monthly views

18k

22k

teachers have signed up to Teachit Maths  
third party marketing comms

teachers have signed up to our Teachit Maths  
monthly mailing list

160,508  
unique  
users

12k  
homepage  
views

22k  
search page  
views

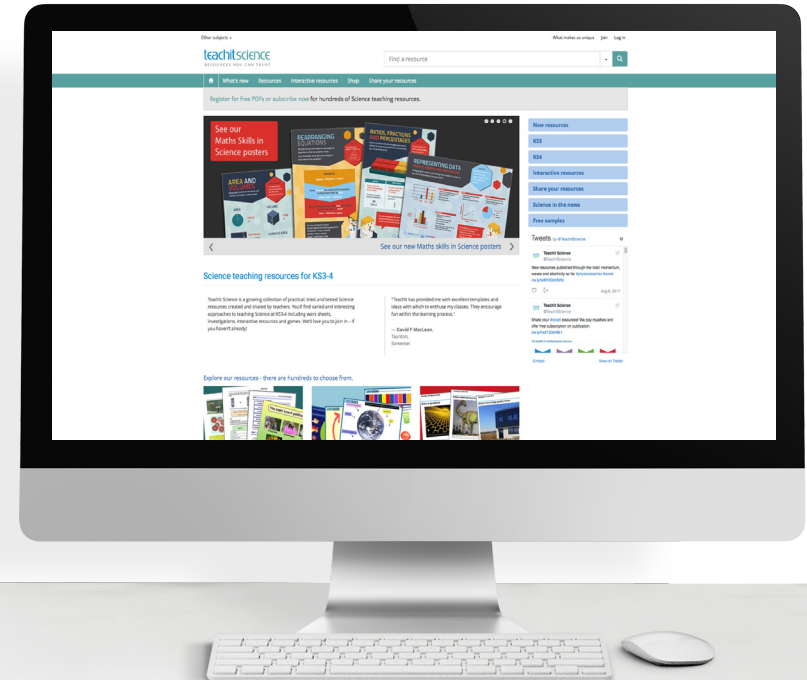
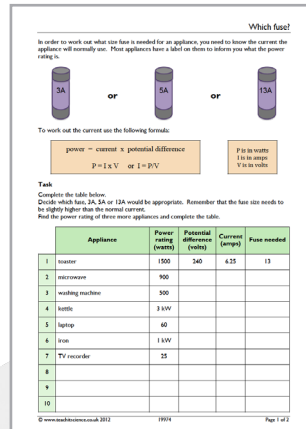
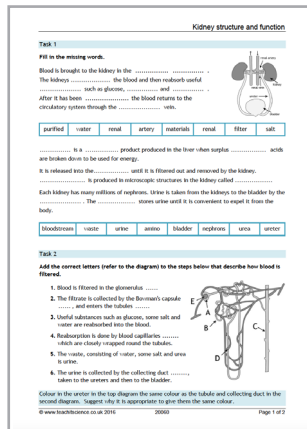
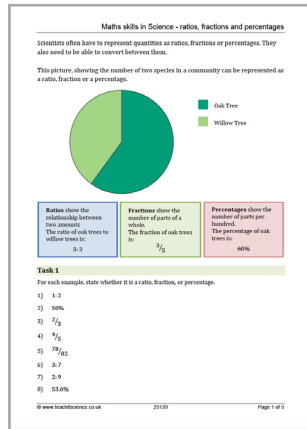
19.8%  
open  
rate

8.3%  
click through  
rate

20.9%  
open  
rate

14.1%  
click through  
rate

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.



Online

197,406  
monthly views

Bespoke email

16k

teachers have signed up to Teachit Science third party marketing comms

E-newsletter

19k

teachers have signed up to our Teachit Science monthly mailing list

133,338  
unique users

11k  
homepage views

29k  
search page views

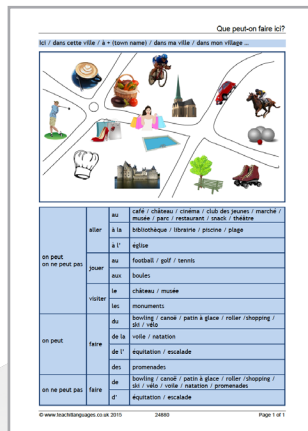
20.2%  
open rate

11.0%  
click through rate

19.4%  
open rate

12.1%  
click through rate

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.




# teachitgeography

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.

**Industrial change**

**Student task 1**

- You will need to work in a pair for this activity.
- Spend a few minutes looking very carefully at the photograph below.
- Discuss the photograph with your partner.



**Consider the following:**

- when the photograph might have been taken
- where the photograph might have been taken
- what might have been made at the factory
- who might have worked there
- why the factory was sited where it was
- how the buildings might have changed since the photograph was taken

**Record your thoughts.**  
Be prepared to share your ideas with the rest of the group/class.

© www.teachitgeography.co.uk 2017 2286 Page 1 of 1

**Water transportation processes**


Waves and tidal currents transport material in four ways. The dissolved and suspended load moves with the natural stream flow, while the heavier bed load bounces or rolls along the floor of the stream.

**Student tasks**

- Unscramble the words to identify the ways that water can transport or move material along.

HTSDOOL	ITTOACIN
TAKSTOAL	UDKOWFES

- Write a sentence to explain each of the four processes.
- Draw a labelled diagram to illustrate each of the four processes.
- Look at the image below. Name and explain the transport processes that you think are present in this coastal environment.



**Record your thoughts.**  
Be prepared to share your ideas with the rest of the group/class.

© www.teachitgeography.co.uk 2017 10702 Page 1 of 1

**Managing drought**

**Decision making activity:**

You are a UK drought mitigation expert working in the arid region of Africa. How would you spend a year's money to combat the extreme drought?

You have £5 million a year to spend. Make sure you give justifications as to how you could spend the money.

**Landscape contouring (terracing)**

Steep land is levelled off to ensure that surface runoff is kept to a minimum and to encourage infiltration of the water into the soil.

**£3.5million per year for 6 years.**

**Bunds**

Reduce surface runoff so that ground can keep and retain moisture.

**PEEC: although local residents need the education to be able to do this.**

**Environmental education - £3.5million per year across the Sahel.**

**Stone lines**

Collects water by allowing it to condense onto leaves as they cool during the night. They also help increase surface runoff.


**£500 per 100 people.**

**Dams**

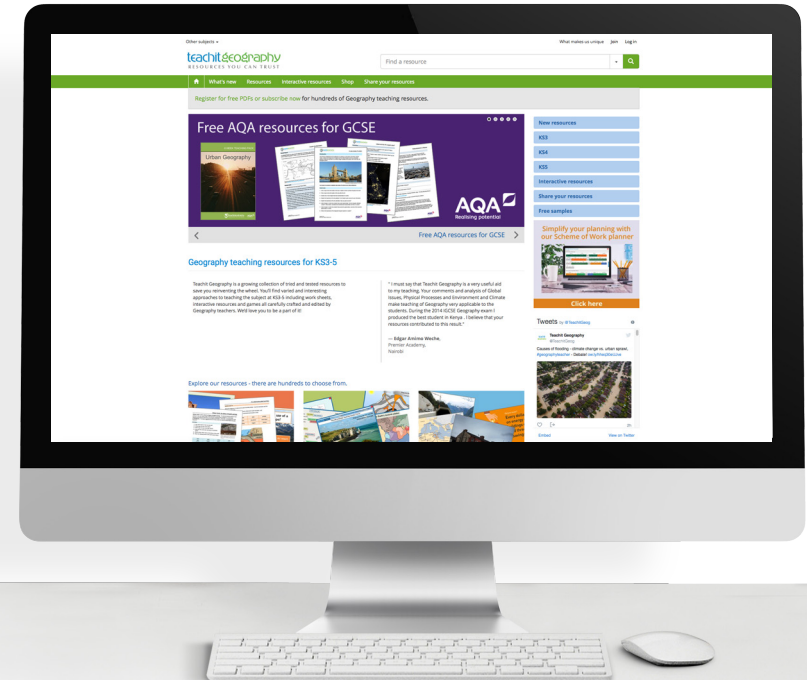
Stores water that can then be used for irrigation or other human use in times of low rainfall.

**£4million per year.**

**Will take 10 years to complete.**



© www.teachitgeography.co.uk 2017 22867 Page 1 of 2



Online

159,963

monthly views

Bespoke email

8k

teachers have signed up to Teachit Geography third party marketing comms

E-newsletter

10k

teachers have signed up to our Teachit Geography monthly mailing list

116,105  
unique  
users

9k  
homepage  
views

23k  
search page  
views

19.6%  
open  
rate

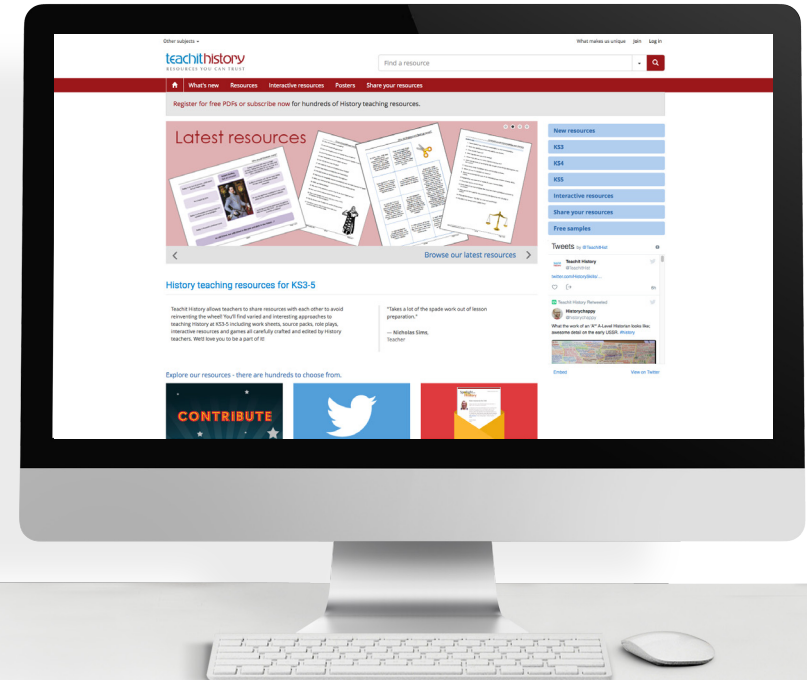
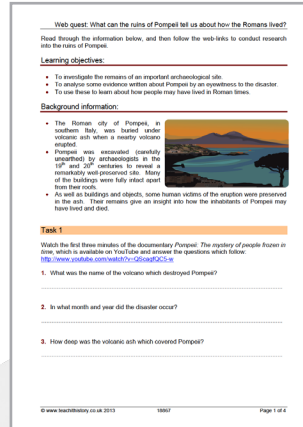
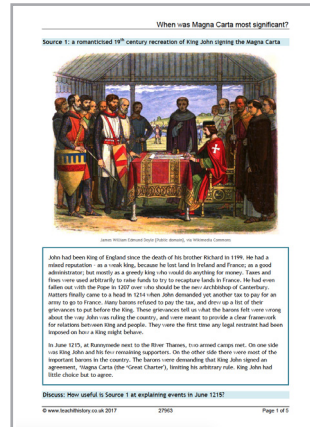
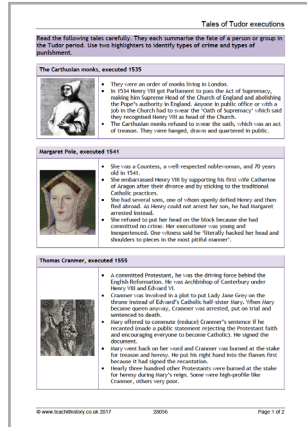
5.9%  
click through  
rate

21.1%  
open  
rate

15.1%  
click through  
rate

# teachithistory

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

Bespoke email

E-newsletter

110,237

7k

9k

monthly views

teachers have signed up to Teachit History  
third party marketing comms

teachers have signed up to our Teachit History  
monthly mailing list

79,399  
unique  
users

7k  
homepage  
views

13k  
search page  
views

19.0%  
open  
rate

5.3%  
click through  
rate

19.7%  
open  
rate

11.3%  
click through  
rate

# Clients who have advertised on Teachit



Maddie Butt

Advertising Account Manager  
maddie@teachit.co.uk

Kelly Frost

Advertising Account Manager  
kelly@teachit.co.uk

01225 788850