

For over 45 years, EL Gazette has been a trusted source for English language specialists. Our multi-channel platform ensures deep and continuous engagement with our audience of over 12,000 professional subscribers worldwide.

elgazette.com

el·gazette

About Us



Founded in 1978, EL Gazette is the authoritative voice of the English Language Teaching (ELT) industry and international English-medium education. We provide a critical perspective on the intersection between the business and practice of language teaching.

Today, EL Gazette is a multi-channel digital platform, offering a year-round presence and daily engagement with the global ELT community. Our high-value content is delivered across our website, popular weekly e-newsletter, social media channels, and our premium bi-monthly digital magazine.

Our website attracts over **10,000** unique monthly visitors and achieves **34,000** page views, while our e-newsletter is sent to over **12,000** subscribers with an average open rate exceeding 40%.

The digital magazine, eagerly received by over **12,000** professionals, is our flagship content channel. Its cleverly designed and interactive format ensures high levels of engagement for our commercial partners and advertisers.

We are consistently the go-to source for news, research, business updates, and in-depth analysis across the industry. Our content includes:

- **News:** Noteworthy developments in the ELT industry, including political impacts, legislative changes, and major global news affecting the sector.
- **Research News:** Highlights and analysis of current research in areas such as language acquisition, teaching methodologies, and professional development.
- **Training & Events:** The latest on ELT courses, testing and assessment, conferences, professional initiatives, and key events shaping the industry.
- **Business Updates:** Reports on language school rankings, mergers and acquisitions, and other significant business happenings within the ELT sector.
- **Interviews:** Exclusive conversations with thought leaders, innovators, and key influencers, providing unique insights into the future of ELT.
- **Reviews:** In-depth reviews of ELT textbooks, course books and other resources, selected and evaluated by our expert reviewers.
- **EdTech:** A dedicated focus on tech tools for teaching and learning, featuring news, expert views, and product information.
- **Case Studies:** Taking the traditional problem-solution format, we detail how schools, teachers, or organisations have overcome challenges such as student engagement, curriculum implementation, or adapting to technological change.
- **Thought Leadership:** Premium articles that present deep expertise, innovative insights, and unique viewpoints on the key issues at the intersection of the business and practice of English language teaching.

Editorial content is selected based on merit, topicality, and timing. Our contributions are always oversubscribed, so for guaranteed inclusion, we recommend exploring our sponsored content options. You can partner with us to get your content in front of our global audience or to target a specific region.

Our readers are a highly influential group of ELT professionals, including heads of schools, directors of studies, teachers, proprietors, agents, school bursars, academics, and other key buyers and specifiers.

Advertising and Sponsorship Opportunities

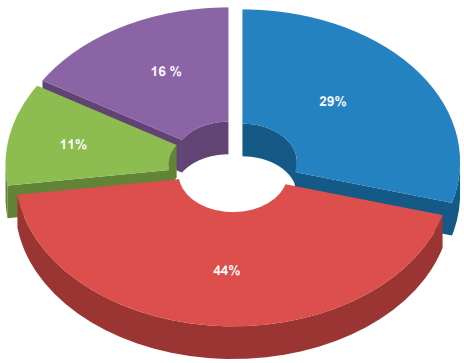
EL Gazette offers a range of advertising and sponsorship opportunities designed to help you connect with our highly engaged audience of over **12,000** ELT professionals. Our multi-channel approach ensures your message is relevant.

E-newsletter & Website Advertising

Our website and e-newsletter provide a continuous, year-round platform for your message, reaching our global community with frequent and engaging content. These channels are ideal for businesses seeking consistent visibility and direct engagement with our professional ELT audience.

- **Solus Newsletter: £1,350.00 + VAT**
  Up to 600 words, one image, contact details, and URLs for click-through.
- **Website/E-newsletter MPU: £375.00 + VAT (Month)**
  300 x 250 pixels (Jpeg to 100kb + link address).
- **Website/E-newsletter Leaderboard: £425.00 + VAT (Month)**
  728 x 90 pixels (Jpeg to 100kb + link address).
- **News or Product Update: £750.00 + VAT (Month)**
  A form of sponsored content published on the website and across our social media platforms. 600 words max.

Readership by Role (2025/26)



- Teachers
- Decision Makers (Heads of Schools, Directors of Studies, School Owners, School Bursars)
- Agents
- Other (Academics, Consultants, etc)

Digital Magazine Opportunities

Our bi-monthly digital magazine is our premium content channel, featuring more in-depth thought leadership articles and high-impact advertising placements.

- **Advertorial Page: £1,500.00 + VAT**
  (700 words, two images)
- **Full Page Advert: £1,300.00 + VAT**
  (2480px wide x 3508px high)
- **Full Page Advert - Inside Front or Back Cover: £1,750.00 + VAT** (2480px wide x 3508px high)
- **Half Page Advert: £950.00 + VAT**
  (2232px wide x 1594px high)
- **Quarter Page Advert: £550.00 + VAT**
  (1098px wide x 1594px high)
- **Strip Advert: £495.00 + VAT**
  (2232px wide x 638px high)

Packages & Sponsorships

These packages combine the power of our multiple channels for maximum impact.

- **EL Gazette Sponsorship: £3,775.00**
  A special print-and-digital bundle. Includes 500 printed copies of the publication, a social media post, a top banner advert in the e-newsletter, and inside front cover and second full-page advertisements in the bi-monthly digital publication.
- **Recruitment Package: £375.00 + VAT**
  Includes an e-shot, website advertising, and social media promotion.
- **Webinar Promotional Package: £1,225.00 + VAT**
  Includes two e-newsletter articles, a solus email, and a website MPU.
- **News or Product Package: £750.00 + VAT**
  Published on our website and social media channels.
- **Thought Leadership Package: £1,750.00 + VAT**
  Extended sponsored content (1400 words) published in the digital magazine, on the website, in the e-newsletter and across our social media platforms.
- **NEW! Podcast Package: £POA**
  Published on our website and social media channels.

2025/26 Features List

By dedicating each issue to a specific theme or region, **EL Gazette** ensures deep, relevant, and popular content for our audience. This approach allows us to deliver the critical perspectives, detailed insights, and specialised content that our readers rely on, while providing a valuable platform for our commercial partners to connect with a highly targeted and engaged community of global ELT professionals.

SEPTEMBER 2025

SPECIAL FOCUS: SCHOOL RANKINGS*

- **Contributor deadline:** 8 September
- **Ad copy deadline:** 12 September
- **Published:** 26 September

NOVEMBER 2025

SPECIAL FOCUS: MASTERS

- **Contributor deadline: 3 November**
- **Ad copy deadline: 7 November**
- **Published: 28 November**

JANUARY 2026

SPECIAL FOCUS: THE AMERICAS & ASIA-PACIFIC

- **Contributor deadline: 7 January**
- **Ad copy deadline: 12 January**
- **Published: 22 January**

MARCH 2026

SPECIAL FOCUS: SUMMER SCHOOLS

- **Contributor deadline: 23 February**
- **Ad copy deadline: 10 March**
- **Published: 17 March**

MAY 2026

SPECIAL FOCUS: EMEA (EUROPE, MIDDLE EAST & AFRICA)

- **Contributor deadline: 28 April**
- **Ad copy deadline: 11 May**
- **Published: 19 May**

JULY

SPECIAL FOCUS: ARTIFICIAL INTELLIGENCE

- **Contributor deadline: 20 June**
- **Ad copy deadline: 3 July**
- **Published - 14 July**

**This special focus includes language schools that have been awarded EL Gazette Centre of Excellence status. These awards are based on the information found in the British Council Inspection reports on the language centres which the British Council accredits under the Accreditation UK scheme. The rankings are compiled by EL Gazette and are not produced by the British Council, English UK or Accreditation UK.*

Contact Us

MEDIA SHED

For more information, place an order or to discuss your advertising options, please contact:

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