

WHO DO YOU
THINK YOU'RE
TALKING TO?

EDUCATION EXECUTIVE AND OUR READERS

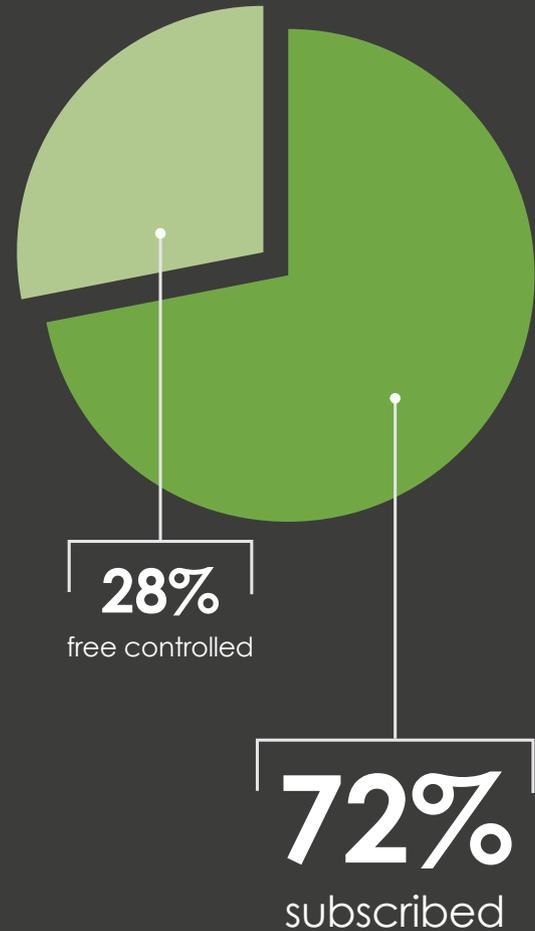
Since we launched Education Executive at the inception of the SBM's roles in schools, we've grown alongside them and nurtured them through their transition. Because we target SBMs or those in the business and financial management role exclusively, they use our magazine and associated digital platforms as their first point of reference for guidance - they trust the magazine to share and learn from other SBM's across the country, as well as receiving informative, insightful and aspirational information on a regular basis.



READERSHIP PROFILE

The school business manager role goes by a variety of names in maintained schools and academies. In more traditional schools, they are still referred to as the bursar, while in academies, the title 'finance director' or 'vice principal' is commonly used. Whatever the name, the person in this complex role is tasked with everything from finance management, to overseeing ICT provision, premises, human resources, health & safety, staff professional development and catering.

Allowing headteachers to focus their energies on teaching and learning, these SBM superstars devote their time to cutting costs where it matters, driving school improvement and ensuring each member of their team is performing to the best of their ability.



OUR CIRCULATION

We go out to
15,658
 school in the UK.

	Total in England	EE circulation as %	EE Circulation
Secondary: all	4,175	87%	3,632
Academies	2,070	96%	1981
Maintained schools	1,196	95%	1142
Free schools	135	91%	123
Rest of UK	774	50%	386
Primary: all	20,962	55%	11,477
Academies	2,891	95%	2749
Maintained schools	13,762	56%	7,720
Free schools	117	79%	93
Rest of UK	4,192	22%	915
Other: all	1,195	46%	549
Other/special	973	55%	531
Other/special rest of UK	222	8%	18
Total schools	26,332	59%	15,658

FREQUENCY

Monthly

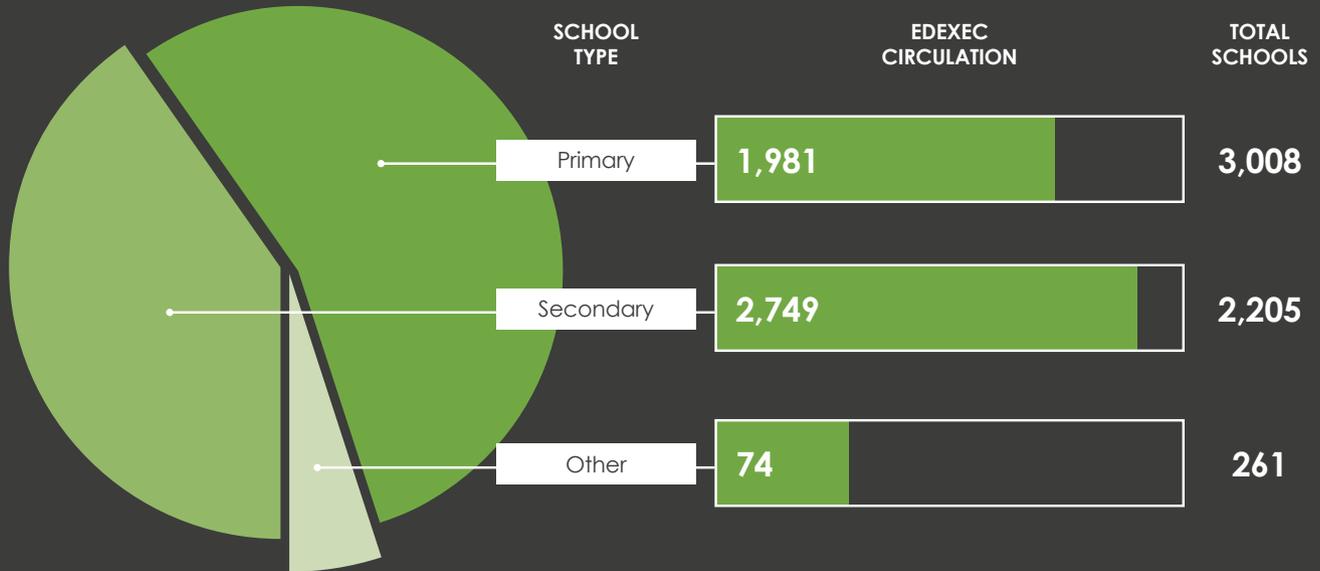
ESTABLISHED

2003

ACADEMIES

academies are a growing part of the education landscape, here's how it currently breaks down...

There are
5,474
academies in England.
Here's the
breakdown...



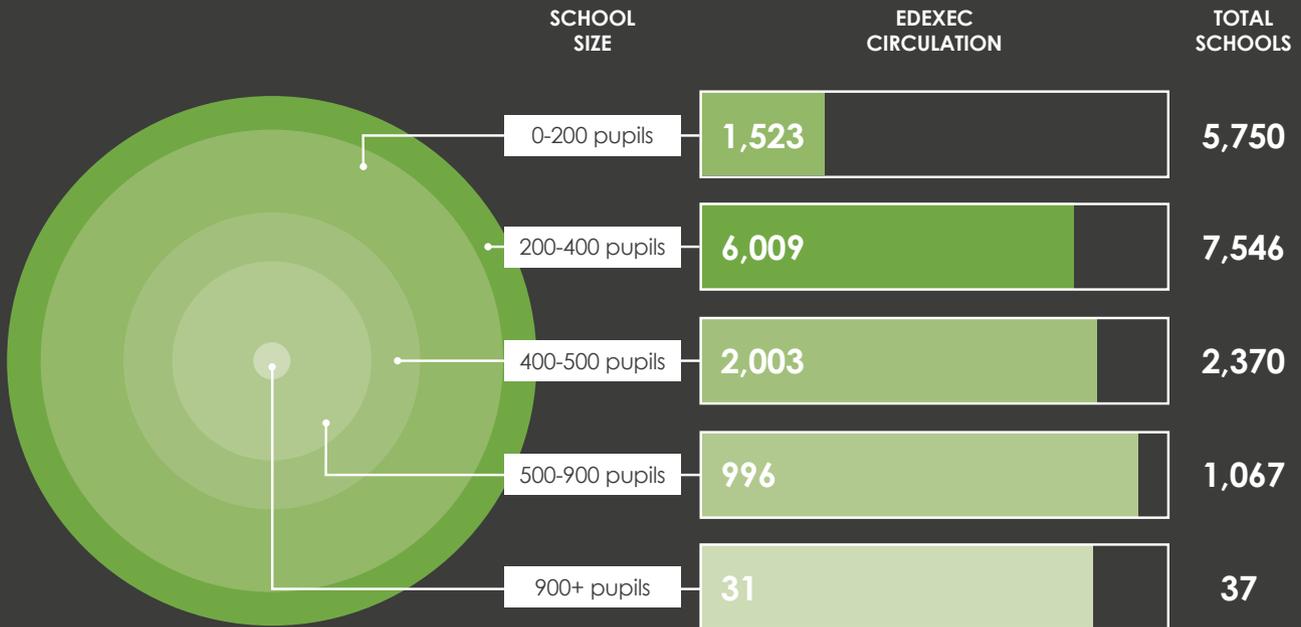
PRIMARY SCHOOLS

There are
16,770
primary schools
in England.
Here's the
breakdown...

When it comes to primary schools, the SBM role can often be less defined. This is because some schools share an SBM, others may have a part time SBM, others may have a member of the leadership team who takes responsibility for business management for the school.

We target the 10,000 largest primaries, and then any other schools that request a subscription of course.

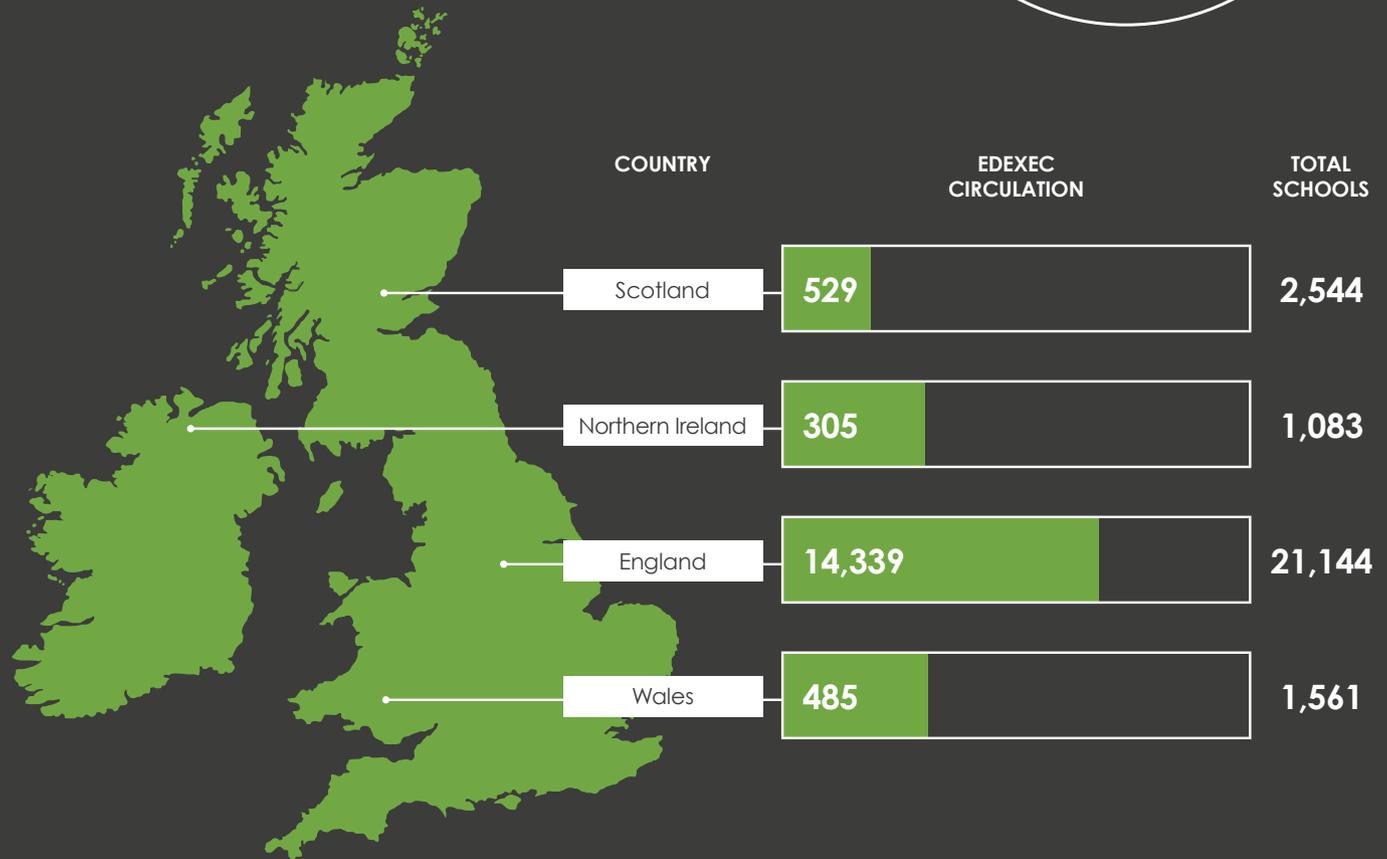
Here's how primary schools break down by size in England...



GEOGRAPHY

here's a snapshot of UK school stats and our circulation by country.

There are
28,076
schools in the UK.
Here's the
breakdown...



GET IN TOUCH TO FIND OUT MORE

We can talk about our magazines all day, if you need any more information, feel free to contact us any time at vicki.baloch@intelligentmedia.co.uk or call **020 3794 8555**

You can also check out our other media packs at intelligent-media.squarespace.com

