

Independent School

LEADERSHIP. CONVERSATION. COMMUNITY.

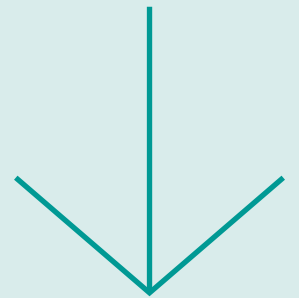
Media Kit | 2024–2025



Published by the
National Association of
Independent Schools

Jessica Holt | advertise@nais.org | 202.973.9740

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 keep every issue as a reference for later. I love my collection and use it as a resource when troubleshooting."

"I spend so much time on the computer that I 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."



Spring 2024



Winter 2024

Click an issue to view.

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 reminds me that my school’s challenges are not unique but part of a bigger picture.”



Fall 2024



Summer 2024

Click an issue to view.

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.

78%

read half or more of each issue

44%

read at least half of the magazine

67%

spend a half an hour or more with each issue

90%

read on a quarterly basis

70%

engage monthly

By the Numbers

Print run:

9,000

Circulation:

7,250

Pass-along:

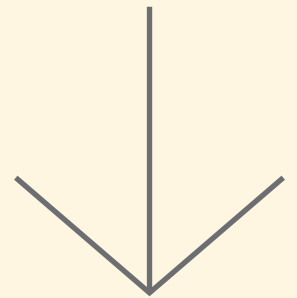
21,207

(AVERAGE 4.1 PER COPY)

Total readership:

28,457

Audience Snapshot



Readers

Who They Are

Top Roles

Among Readership

Heads of School

Admission Directors

Enrollment Directors

Marketing &
Communication Directors

DEI Directors

Most readers are between 55 and 59 years old.

15% 22% 24%

ages 45-49

ages 50-54

ages 55-59

Average
tenure

6

or more years

Readers

What They're Buying

Independent School magazine readers are highly involved in purchasing decisions:

69%

have purchasing power—
and have a wide range of budget.

Top 10 Product Categories

Professional development

Furniture

Consulting services

Curriculum projects and development

Fundraising

Marketing services

Edtech and software

Educational travel

Administrative services and software

Other top categories include:

Legal Services

Fundraising services and software

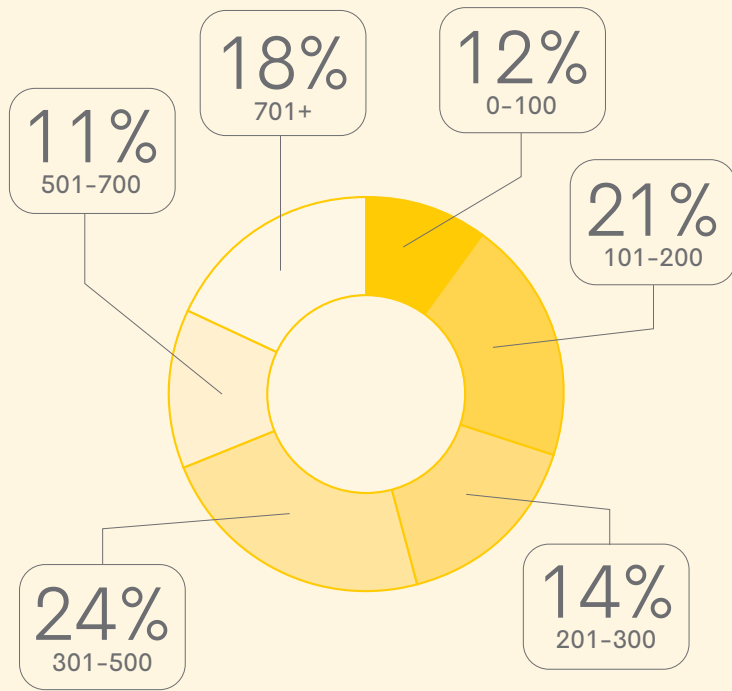
Strategic planning services

Diversity services

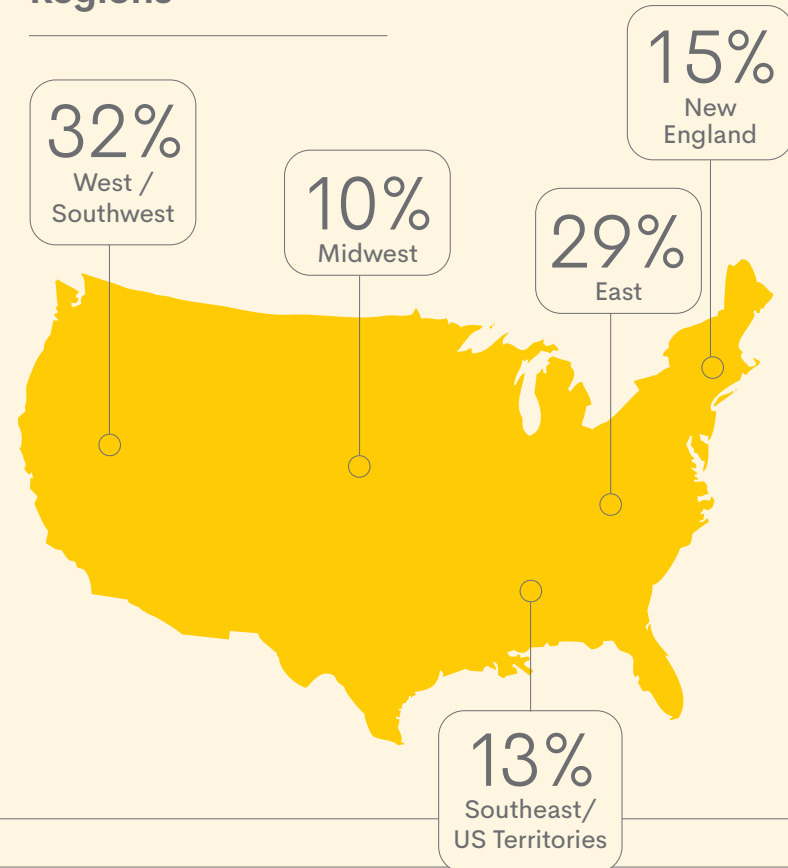
The Schools They Lead

NAIS serves more than 2,000 schools and associations of schools in the United States and abroad.

NAIS MEMBER DEMOGRAPHICS: Enrollment

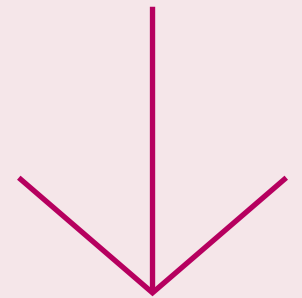


NAIS MEMBER DEMOGRAPHICS: Regions



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.”

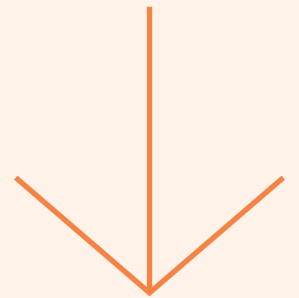
“I know a lot of heads—I was a head. I know lots of board members. And I know people cherish getting this magazine. It’s one of the best things that our industry puts out. The articles are well-written. The

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.

Spring 2025

Editorial Focus:
Technology

| | |
|----------------|---------|
| SPACE CLOSING: | 1/10/25 |
| MATERIALS DUE: | 1/24/25 |
| MAIL DATE: | 3/20/25 |

Summer 2025

Editorial Focus:
Teacher Experience

| | |
|----------------|---------|
| SPACE CLOSING: | 3/21/25 |
| MATERIALS DUE: | 4/4/25 |
| MAIL DATE: | 6/9/25 |

Fall 2025

Editorial Focus:
Value Proposition

| | |
|----------------|---------|
| SPACE CLOSING: | 6/6/25 |
| MATERIALS DUE: | 6/20/25 |
| MAIL DATE: | 9/9/25 |

BONUS DISTRIBUTION: 2025 NAIS PEOPLE OF COLOR CONFERENCE

Winter 2026

Editorial Focus:
Student Experience

| | |
|----------------|---------|
| SPACE CLOSING: | 9/13/25 |
| MATERIALS DUE: | 9/27/25 |
| MAIL DATE: | 1/7/26 |

BONUS DISTRIBUTION: 2026 NAIS ANNUAL CONFERENCE

Ad Sizes and Dimensions



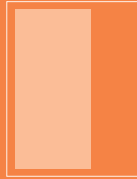
FULL PAGE
W/ BLEED

W/ BLEED: 8.75" X 11.125"
TRIM SIZE: 8.5" X 10.875"
SAFE AREA: 8" X 9.875"



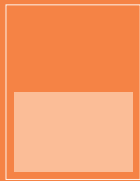
FULL PAGE

7.125" X 9.25"



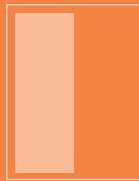
2/3 PAGE

4.625" X 9.25"



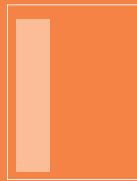
1/2 PAGE
HORIZONTAL

7.125" X 4.5"



1/2 PAGE
VERTICAL

3.5" X 9.25"



1/3 PAGE
VERTICAL

2.25" X 9.25"

Rates

| 4 Color | Supporter/Nonprofit | | Standard | |
|-----------|---------------------|---------|----------|---------|
| | 1x | 4x | 1x | 4x |
| Cover 2 | \$4,811 | \$4,244 | \$5,290 | \$4,667 |
| Cover 3 | \$4,519 | \$3,962 | \$4,976 | \$4,359 |
| Cover 4 | \$5,180 | \$4,629 | \$5,698 | \$5,091 |
| Full page | \$3,252 | \$3,003 | \$3,582 | \$3,306 |
| 2/3 page | \$3,036 | \$2,893 | \$3,334 | \$3,180 |
| 1/2 page | \$2,838 | \$2,617 | \$3,124 | \$2,877 |
| 1/3 page | \$2,711 | \$2,513 | \$2,981 | \$2,767 |

*For more information about ad rates, including two-color or special ink (such as neon or metallic) rates, contact Jessica Holt 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, go to nais.org/participate/sponsor-exhibit.

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 print 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.
- For full page ads, keep crucial text and content elements at least 0.5" away from page trim margins, adhering to the safe area of 8" x 9.875".

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 hand-inserted pieces will be individually priced. Please call the advertising sales office at 202.973.9740.

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 202.973.9740 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.

Ship to:

Lane Press
Attn: Inventory & Receiving
87 Meadowland Drive
South Burlington, VT 05403
802.863.5555

Consult our advertising sales office about availability, production specifications, and quantity.

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 12 months after most recent use, then destroy them, unless otherwise advised in writing by the advertiser or agency.

Ad Contact

Send insertion orders, all inquiries, contracts, and cancellations, as well as advertising printing materials and production queries, to our advertising sales office:

Jessica Holt
2001 K St. NW, Suite 1150
Washington, DC 20006
202.973.9740
advertise@nais.org

All color ads must include two proofs.

NAIS Independent School (IS) Magazine Ad Sales Terms & Conditions

Agency/Member Accounting and Discounts

Recognized advertising agencies are entitled to a 15% discount at the time of purchase on charges for space, color, and position. Members of the NAIS Supporter Program are entitled to receive discounted rates at the time of purchase, as indicated in the rate schedule. Any commissions owed to advertising agencies, as indicated in the rate schedule, will be paid by NAIS within 30 days of NAIS receiving payment for the related ad buy.

Terms of Payment:

For a single ad purchase, full payment is due within 10 days of receipt of invoice. For multiple ad buys, payment for the first ad is due within 10 days of receipt of the first invoice and payment for subsequent ads is due within 10 business days of receipt of subsequent invoices.

Check payments should be sent to: PO BOX 715754, Philadelphia, PA 19171-5754

For other payment options and questions, please contact NAIS's Accounts Receivable Manager at 202-973-9753. In the event of nonpayment, NAIS reserves the right to hold the Advertiser and the advertiser's Agency (if any) jointly and severally liable for such monies as are due and payable. NAIS also

reserves the right to remove and not run ads that have been contracted for but not paid for prior to the close of the space deadline.

NAIS does not guarantee Advertiser/Agency that their advertisement(s) will receive any given level of circulation or readership or that any level of leads, business, or sales will result from advertising in IS magazine.

Short Rates and Rebates

An Advertiser/Agency who does not complete a contracted schedule within 12 months of the first insertion will be billed for discounts taken but not earned. For example, an Advertiser/Agency that purchases a 4-ad bundle at a discounted price but only runs 1 ad will be billed full price for the 1 ad run. Advertisers/Agencies who 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. For example, an Advertiser/Agency that purchases 1 ad but later decides they wish to purchase a 4-ad bundle will be eligible for associated bundle discounts for their entire purchase.

Cancellations

NAIS will not provide Advertiser/Agency with a rate adjustment or refund under any circumstance except, 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 or suspensions must be received prior to the next issue's space deadline. Cancellations or suspensions received after the space deadline will be charged for that issue at 100% of the contracted rate.

Non-Exclusivity

Nothing herein is intended nor shall be construed as creating an exclusive arrangement between Advertiser/Agency and NAIS. This Agreement will not restrict (a) Advertiser/Agency from advertising in other publications or media or (b) NAIS from selling Ad Space to any third party.

NAIS Policies

NAIS shall provide Advertiser/Agency with all of its advertising policies for IS magazine, including technical specifications for advertisements, submission deadlines for any of the layout, copy, or artwork, content restrictions, and any other compliance policies for advertisements to appear in the magazine, as may be implemented or amended by NAIS from time to time ("NAIS Policies"). NAIS shall notify Advertiser/Agency in writing of any changes to the NAIS Policies and such changes will apply only to Accepted Contracts/Insertion Orders entered into after receipt by Advertiser of notification.

Taxes

All prices are exclusive of all sales, use, and excise taxes, and any other similar taxes, duties, and charges of any kind imposed by any governmental authority on any amounts payable by NAIS under this Agreement. Advertiser/Agency shall be responsible for all such charges, costs, and taxes, except for any taxes imposed on, or related to, NAIS's income, revenues, gross receipts, personnel, real or personal property, or other assets.

Representations and Warranties

Advertiser/Agency assumes sole responsibility for all ad materials submitted to NAIS for inclusion in IS magazine. Advertiser/Agency represents and warrants that all submitted content/materials are their (or their organization's) own original material and/or that they otherwise have all necessary rights, permission, or authority to utilize and share said content/materials in accordance with these Terms; that it does not contain any fraudulent, defamatory,

tortious, illegal, or otherwise objectionable content, imagery, or material; that to the extent any ad materials are delivered to NAIS in electronic form, they will not contain any viruses, time bombs, or other devices capable of disabling or interfering with any computer systems or software; that it does not violate any confidentiality or nondisclosure provisions to which they may be subject including, but not limited to, any obligations regarding confidential information related to the business of the employer, colleagues, customers, or others; that Advertiser/Agency has and will maintain all rights, licenses and clearances regarding the use of any name, photograph, likeness, or identity of individuals, either living or dead, famous, or not famous; and that the ad materials do not otherwise violate any applicable law or regulation (including without limitation any law or regulation governing false advertising, unfair competition, or consumer protection), or the rights of NAIS or other third-parties. NAIS reserves the right to refuse to run any proposed advertiser or advertising copy in IS magazine for any reason.

Indemnification

Advertiser/Agency agrees to indemnify, defend, and hold harmless NAIS against all third-party claims resulting from a breach of these Terms, are arising from the submitted advertisements including, without limitation, any claims of misuse of intellectual property.

Limitation of Liability

NAIS's total liability arising out of or related to this Agreement, whether arising out of or related to breach of contract, tort (including negligence), or otherwise, shall not exceed the total of the amounts paid to NAIS pursuant to this Agreement for the ad in question.

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