



Who are Language Magazine's readers?

Our readership is comprised of those who must stay informed on advancements in the language education arena. This includes language and reading teachers, senior administrators and policy makers, ESL and literacy educators, teacher educators, study abroad advisors and agents, students, and course coordinators. We have over 43,000 individual subscribers, 80 percent of whom are based in the U.S. at schools, universities, career centers, libraries, and colleges from elementary through to adult education levels. 32,000 bulk subscriptions go to school districts, multinational companies and government agencies.

About Language Magazine

Over the last fifteen years, Language Magazine has established itself as the leading independent publication to its core readership of language and literacy professionals by encouraging communication through literacy, multilingualism, multiculturalism, and international education. Each month and online, Language Magazine covers literacy, ESL, world languages, bilingual education, and study abroad, with features and resources on methodology, professional development, funding, policy decisions, curriculum and testing issues, educational travel, and advocacy.

"It is such a fine magazine, so representative of the issues that affect our profession."

Lorraine D'Ambruoso, Executive Director, California Language Teachers' Association

"We are very pleased with the results and feel your magazine met our expectations."

Pedro M. Ruiz, President, National Association for Bilingual Education

Circulation

75,000 subscribers
42,000 annual national conference attendees

"A wonderful publication that reaches an important part of our target market."

Beth Ann Leshko, Director of Business Development & Marketing, EF International Language Schools



Readership

Educators
Administrators
Study Abroad Advisors
Linguistics Students
Reading Specialists
Policy Makers



For advertising assistance, contact us at

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language)(magazine.

Editorial Calendar & Special Issues

Each month Language Magazine's editorial content focuses on 2-3 special topics, helping advertisers target their message even more specifically.

2014 Editorial Themes

These themes are in conjunction with regular feature content on Common Core Standards, ESL, study abroad listings and reviews. Our editorial departments each month include letters, news, indigenous languages, a section called "World As We Speak" for world news, "Source" section for language-related funding opportunities, and "Jobshop" listings of employment opportunities in language education.

JAN Dual-language, Policy, Bulgaria

FEB Professional Development, Reading, Spain

MAR Online Learning, China

APR Turkey, Indigenous Languages Statistics

MAY Literacy, Testing Programs, Arabic

JUNE International Ed., Readers, France

JULY Spain, Teaching World Langs

AUG Russia, Assessment

SEP Italy, Online Programs

OCT Multilevel Instruction, CALL, Portuguese,

NOV Korean, Translation & Interpretation

DEC Year Planner, Study Abroad Statistics

Distribution

Language Magazine's regular monthly circulation of 75,000 is enhanced by our distribution at major national and regional educational conferences, resulting in an average monthly print run of 84,000. Our high profile at these events ensures maximum exposure and value-added advertising opportunities.

Conferences

IRA, NECTFL, SCOLT, SWCOLT, TESOL, NABE, CABE, TABE, NAFLSA, Regional TESOLs, State World Lang Events, AMME, Int'l Language Expos

"I think your magazine is wonderful because of the articles you have and hope you continue to have wider success in the future."

Benito Lopez, Head Characterization, IBM

We are proud to have been recognized by the California Association of Bilingual Education as the recipient of their "Media and Communications Award" for outstanding work in communication and education. We also partner with teacher organizations nationwide including Minnesota Council of Language Teachers, California Language Teachers' Association, Florida Foreign Language Teachers' Association, New Mexico Assn for Bilingual Education,

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Advertising Rates 2014

Full Color (4/4)	1 insertion	6 insertions	12 insertions
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Inside Covers	\$3890	\$3475	\$2795
Prime Placement	\$3890	\$3475	\$2795
FP Double Truck	\$6950	\$5950	\$4995
1/2 Page Double Truck	\$4150	\$3625	\$2995
Full Page	\$3295	\$2950	\$2475
1/2 Page	\$2350	\$2095	\$1750
1/3 Page	\$1975	\$1790	\$1490
1/4 Page	\$1390	\$1225	\$1025
1/8 Page	\$695	\$575	\$490

Other Series Discounts

3 insertions	5%
9 insertions	15%

Sizes/Specification

Full	8.5" w x 11" h (with 1/8" bleed)	215.9 x 279.4mm
1/2 Page Horizontal	7.75" w x 5.1" h	196.8 x 129.5mm
1/2 Page Vertical	3.75" w x 10.25" h	95.3 x 260.4mm
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1/4 Page Horizontal	7.75" w x 2.5" h	196.8 x 63.5mm
1/8 page	3.75 x 2.5 (horz or vert)	96.3 x 63.5mm
Screen ruling	150 lpi	
Electronic Submission	Email to artdept@languagemagazine.com	
Package Submission	Send by transfer media to 131 S. Topanga Cyn Blvd., Topanga CA 90290	
Platforms:	PDF x1-a format preferred / EPS files / PSD files @ 300dpi, JPEG files OK value 8+ All native files must be rendered CMYK. Must include fonts/images when applicable.	

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	Home page	Key page	Specified page (not Key)	Unspecified page
Banner	\$5000	\$2500	\$2300	\$1350
Bulletin	\$4650	\$1900	\$1500	\$1250
Box	\$2995	\$1650	\$1195	\$995
Button	N/A	N/A	N/A	\$800
Banner specs	Width 460 pixels, height 75 pixels, resolution 72 dpi			
Bulletin specs	Width 200 pixels, height 220 pixels, resolution 72 dpi			
Box specs	Width 200 pixels, height 106 pixels, resolution 72 dpi			
Button specs	Width 118 pixels, height 45 pixels, resolution 72 dpi			

All rates are for three consecutive months. Key page is one of the top five visited pages.

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