

Annual Media Report 2016

1. Content

Since February 2015 we have generated 387 (350*) articles, of which 337 (305*) are currently available on-line. By December 2016 we were publishing 15 – 18 new articles each month written by educators, educational recruiters, suppliers and consultants from around the world. (*November 20 2016)

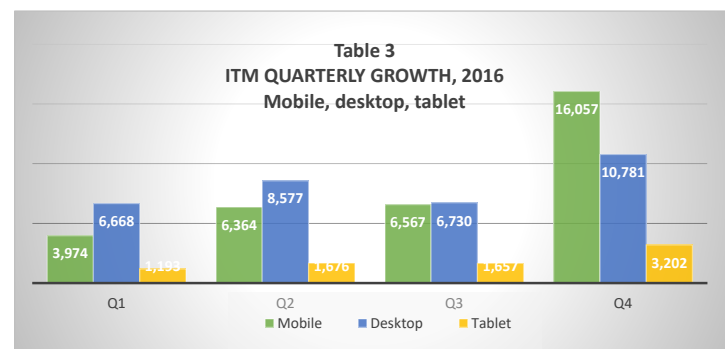
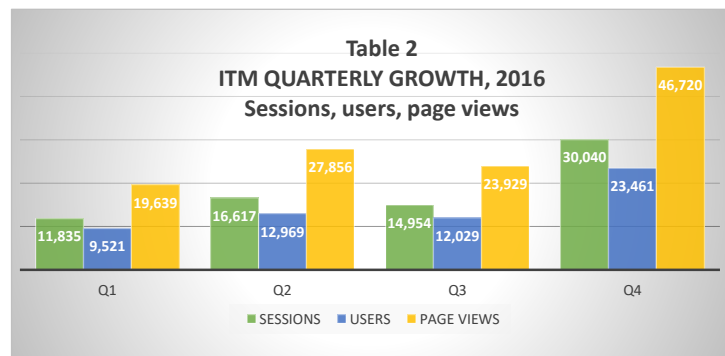
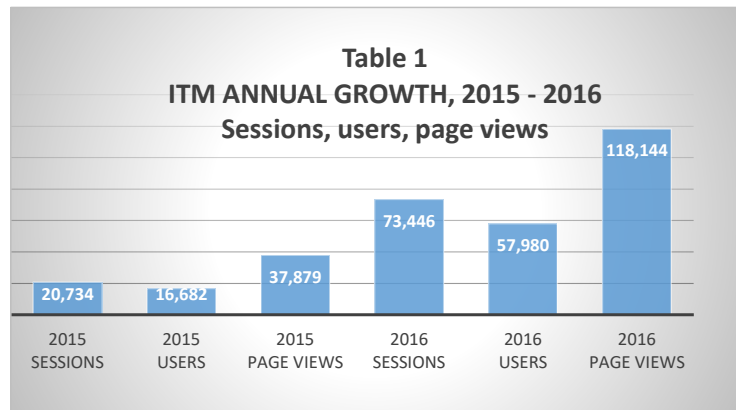
2. 2016 Readership

ITM is an on-line, niche, mobile responsive magazine, whose readership, reached mainly by organic methods, consists almost entirely of global educators and those connected with global education. As **Table 1** shows, our readership in terms of sessions, users and page views, has tripled year-on-year since we first went on-line in February 2015.

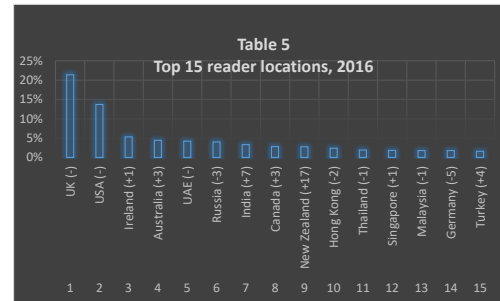
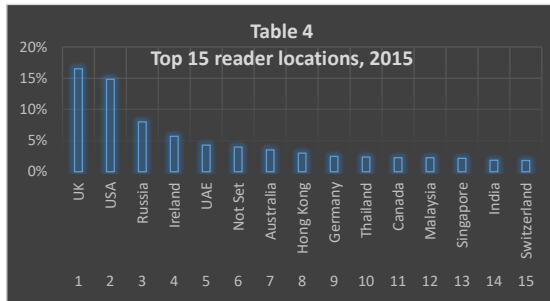
Table 2 indicates that much of the last year’s growth has occurred in the final quarter of 2016, when we were broadening the base of our social media network and making greater use of LinkedIn in addition to Facebook. We were also adjusting the timing and frequency of sharing each post as we became more familiar with the reading habits of our audience.

Table 3 shows the spectacular growth in mobile readership during 2016, particularly in Q4. This reflects adjustments made to the website and the conscious targeting of mobile users, as well as more general trends in the way people access social media. It is likely that the Q4 rise in desktop use also reflects greater use of LinkedIn to share our material.

Q3 dips in readership occur during the major summer vacations of Northern hemisphere schools, both international and national.

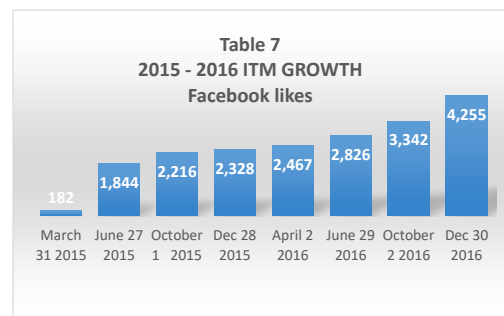
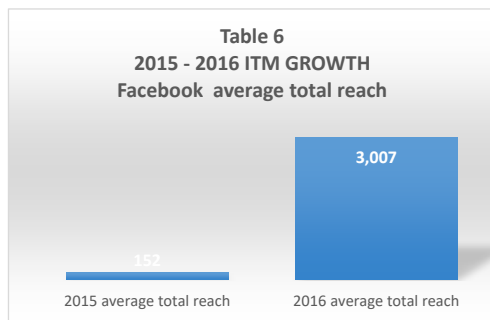


3. Global distribution of readership



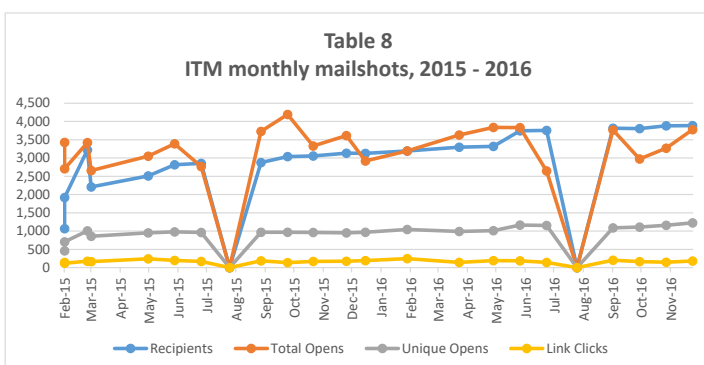
The global distribution of our readership is shown in Table 4 (2015) and 5 (2016). The data suggest that our biggest group of readers work in state, government and independent national schools in the UK and the USA. The scale of readership in other countries reflect expatriate teacher populations in the UAE and East and South East Asian countries. Two noticeable developments during 2016 have been the relative growth of audiences in India, which has risen 7 places in the table and New Zealand which has risen a very significant 17 places in the rankings.

4. Facebook 2015 - 2016



Year-on-year growth in Facebook Total Reach (Table 6) and Likes (Table 7) shows our growing effectiveness in accessing target audiences after our sharing methodology changed from paid to organic. Our membership of relevant Facebook Groups has grown dramatically during 2016 and these provide the principal organic channel for reaching teachers who have similar concerns and interests, but who live as far apart as New Zealand, Scotland and Ontario.

5. Monthly mailshot



We have continued to publish a monthly "edition" of ITM since February 2015. The subscription list has grown steadily as Table 8 shows, and the mailshot remains popular with a number of regular and more influential readers.

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January 18 2017