

Physical Education Matters (PEM)

*Advertisement opportunities for The Termly Journal of The
Association for Physical Education (afPE)*



association for
PHYSICAL EDUCATION

What You Need to Know About PEM at a Glance:

- **Published online** - www.afpe.org.uk
- **We are a membership organisation** - *The only* professional association for physical educationalists in the UK
- **Subscription benefit for afPE members** - Three editions of Physical Education Matters per year
- **Membership** - 2100+ made up of organisational members and individual members (including primary and secondary teachers; head teachers, local authority advisers, strategic leads, SGOs etc.)
- **Business Associates** - 54 and growing
- **Readership** - 10,000+ (Taking an average of only 4 teachers per secondary school PE Department membership)



Readership

The current readership of Physical Education Matters is in excess of 10,000 per year. Many copies are passed on to friends and colleagues in addition to being read by multiple readers in schools, libraries and other educational establishments. The readership includes physical educationalists working in schools, in the public and independent sectors, LA advisers, lecturers in higher education, consultants, advisory teachers, trainees and other professionals in physical education, sport and dance. The publication is **posted directly to the members area of the afPE website** as part of their membership subscription. The publication is also received by universities, educational establishments and schools on a subscription basis. It reaches out to establishments in the UK and overseas.

VISIBILITY

..... PEM - PE Matters Journal
..... PESP - Physical Education and Sport Pedagogy Journal

YEARLY PESP
VIEWS

365k



YEARLY PEM
VIEWS

10k



YEARLY
WEBSITE
REPORTING
VIEWS

22.4k



NEWSLETTER
SUBSCRIBERS

10k



YEARLY SAFE
PRACTICE
READERS

3.3k



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55

HEI
MEMBERS



137

STUDENT/
TRAINEE
MEMBERS



700

SECONDARY
SCHOOL
MEMBERS



1.5k

PRIMARY
SCHOOL
MEMBERS



5.5k

OVERALL
MEMBERS

MEMBERSHIP

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Business Associate Rate

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Technical Specifications

Dimension	Height x Width (mm)
Full Page:	297mm (h) x 210mm (w)
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Quarter Page:	130mm (h) x 83.5mm (w)
Screen Size:	Mono 150, Colour 175

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Illustrator,
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Distiller to press
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