



Changing life stories

Advertising opportunities

Advertising with the National Literacy Trust can provide your organisation with a unique opportunity to access engaged literacy professionals who are not otherwise accessible to third parties.

Please see our different options below:

National Literacy Trust website

- ✓ Our website literacytrust.org.uk has over 65,000 monthly unique users
- ✓ The main audience for our website is UK education professionals
- ✓ Visitors use the site for literacy resources, research, news and policy updates.
- ✓ News stories focus on current news about our work and literacy in the UK
- ✓ Blog articles are posted through Medium and appear on our website. These are more personal and are linked to a current issue or event

Costs to advertise:

- Sponsor a news story with an image to appear on the www.literacytrust.org.uk homepage: £400 + VAT
- Write a guest blog (www.literacytrust.org.uk/blog) with image: £400 + VAT

Social media

- ✓ We have 55,000 [Twitter](https://twitter.com/Literacy_Trust) followers and post between five and 10 times a day
- ✓ We have 10,000 likes on [Facebook](https://www.facebook.com/nationalliteracytrust) and we post once every day
- ✓ Our posts are image-led and cover our work, literacy trends and news of interest to our followers
- ✓ Our followers include teachers, librarians, corporate representatives and publicists

Cost to advertise:

- A package of 4 tweets and 1 Facebook post: £250 + VAT

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T: 020 7587 1842 W: www.literacytrust.org.uk Twitter: @Literacy_Trust Facebook: nationalliteracytrust

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Monthly newsletter

- ✓ We have over 50,000 subscribers to our monthly newsletter
- ✓ Audience includes teachers, education professionals, librarians, businesses and publishers
- ✓ Newsletter content includes updates on our programmes and research, events, literacy news and case studies

Costs to advertise:

- £350 for one month, £950 for three months, £1,900 for six months
- 50 words of copy and a link

Words for Life website

- ✓ Our parent-facing site, [Words for Life](#) has 60,000 monthly unique users
- ✓ Content includes milestones in communication development, tips and fun activities help parents to support their children's literacy skills
- ✓ Quarterly themes feature in-depth content on a particular topic e.g. comic books or festive-themed activities

Costs to advertise:

- A news article with an image: £350
- Sponsorship of a theme: from £4,000

For more information or to book your advert, please email advertise@literacytrust.org.uk.