

# the **imovement Media Kit**

Get Your Brand Seen by Thousands of UK Schools, Teachers, Children & Families

## WHO WE ARE

The imovement is part of imoves, the UK's leading active learning platform for primary schools. We help teachers bring movement into the classroom to boost children's focus, mood, and physical wellbeing.

- Used by 20,000 teachers in the past 24 months
- Over 12 million lesson views and download
- Accredited and backed by AFPE (Association for PE)



## OUR AUDIENCE

**Teachers** – 65,000 primary educators across the UK

**Pupils** – Engaging over 350,000 children each term through our platform and free campaigns

**Parents** – Reaching home audiences through newsletters and school comms

## OUR REACH

- **Email Subscribers:** 65,000+ teachers (20%+ open rate)
- **Website Views:** 200,000+ annually
- **Social Media:** 18,000+ combined followers
- **Free Campaigns:** 20,000+ sign-ups for Active Advent and Mental Health Week
- **High Engagement:** 80%+ video completion rate on classroom movies



## ADVERTISING OPPORTUNITIES

We offer powerful, targeted ways to get your brand in front of engaged teachers, schools, and families:

Format	Description	Frequency
Email Banner	Banner in teacher emails with CTA link	Bi-weekly
Featured Partner Slot	Dedicated section in our teacher update (half-termly)	Every 7 weeks
Sponsored Campaign	Be the headline sponsor of Active Advent, SAT Savvy, or Blast Challenge	Termly
Social Media Promotion	Co-branded post on Facebook, Twitter, Instagram	On request
On-site Banner	Logo and link featured on our free sign-up pages or dashboard	Ongoing
Content Collaboration	Guest blogs, co-branded videos, joint competitions	Custom

## NEWSLETTER SPONSORSHIP OPTIONS

Reach over 65,000 UK primary school teachers directly in their inboxes. With a 24%+ open rate, the imovement newsletter offers high-impact visibility to a highly targeted and trusted audience.

Option	What's Included	Price (ex. VAT)
Basic Placement	1 static banner ad + link	£495
Featured Sponsor	Banner + 50–100 word promo section + link	£850
Premium Takeover	Full-width top banner + intro blurb + footer CTA	£1,250
Bundle Deal (3 issues)	3 x Featured Sponsor slots (1 per half-term)	£2,250 (£750 each)

### Optional Add-ons:

Social media post linking to the same offer: +£150

Follow-up email to warm leads (segmented list): +£300

## WEBPAGE ADVERTISING OPTIONS

Be seen by thousands of engaged teachers and school decision-makers each month on the imovement dashboard and campaign sign-up pages.

Placement	What's Included	Price (ex. VAT)
Homepage Banner	Static image + link on high-traffic pages	£650/month
Campaign Page Sponsor	Logo and CTA on free campaign sign-up pages	£995/month
Full Page Takeover	Branded background, header and feature section	£1,500/month
Long-Term Bundle	3 months of homepage + campaign page combo	£3,500

## WHY ADVERTISE WITH US?

Get your brand in front of over 65,000 UK primary teachers, School Games Organisers & Multi-Academy Trusts – right when they're planning, teaching, and looking for resources.

The imovement connects you directly with educators through high-trust, high-engagement channels.

Why brands choose to partner with us:

- **Right audience, right moment** – Teachers engage when they're ready to act.
- **Highly trusted in schools** – Backed by AfPE and loved by educators nationwide.
- **Results that speak for themselves** – 12M+ lessons viewed, 80%+ video completion rates.

## READY TO CHAT?

Let's explore how we can grow together.

[imogen@imoves.com](mailto:imogen@imoves.com)

Visit: <https://imoves.com/advertisewithus>

