



IPPN ADVERTISING OPPORTUNITIES 2026 – 2027

❖ IPPN Introduction

- The Irish Primary Principals' Network is the officially-recognised professional body for the leaders of Irish primary schools.
- IPPN was established over 25 years ago to address principals' professional and leadership needs.
- IPPN's focus from the beginning has been to support principals and deputy principals at local and county level and to represent their views nationally.



❖ Members

- IPPN has a membership of more than 6,000 primary school principals and deputy principals from over 3000 primary schools in Ireland.
- IPPN members tell us that they value knowing that the back-up and support is there when they need it.

❖ Why advertise with IPPN

- IPPN is trusted by our members
- Our members are the decision-makers on purchases for their schools
- Principals and deputy principals told us that they are significantly more likely to consider purchasing from a company they have seen advertise with IPPN
- Our members fit within the AB demographic group market in their capacity as consumers.

IPPN provide a wide range of Supports and Services to its members. Some of these include:



**Leadership
Support Service**



**Supports for Newly-
Appointed Principals**



**Research and
Publications**



**Online
Services**



**Continuous
Professional
Development**



**Support
Groups**



E-scéal

**IPPN SUPPORTS
& SERVICES**

Publications

Leadership+

- Leadership+ is the professional journal for the principals and deputy principals of Ireland's primary schools
- The publication is produced five times over the school year
- It has a distribution of over 6,500 copies to IPPN members as well as key education sector stakeholders
- Leadership+ is one of IPPN's most valued member services with 93% of IPPN members rating Leadership+ as Excellent or Very Effective
- Leadership+ is available and distributed both in print and digitally, allowing you to link directly to your website.



If you would like to book your space in Leadership+ or to find out when the next issue will be published simply email - adverts@ippn.ie

Flyer with Leadership+ magazine

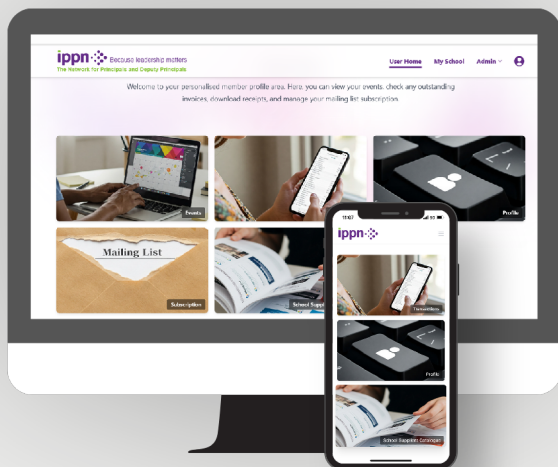


- Mailing with Leadership+ represents excellent value compared to distributing your own mailout.
- Our research tells us that principals are more likely to read an insert received with Leadership+
- Direct mail with Leadership+ is far more effective in terms of cost and relevance than arranging your own mail-out.

Advertising Rates

- Full page: €1,800
- 2/3 page: €1,500
- 1/2 page: €1,000
- 1/3 page vertical: €800
- 1/3 page vertical: €800
- Flyer: From €1,950

**Subject to VAT*



❖ Online School Suppliers Guide

- The Online School Supplier Catalogue is now live on ipn.ie for IPPN members
- Featuring a wide range of trusted companies offering quality resources, services, and products for schools
- This is an ideal opportunity for you to build your brand awareness and inform schools of any offers or new products that you may have for them for the upcoming school year.
- Listings include, company name, logo, description of products/services available, contact details and live website link

Listings last for 12 months and cost €350 ex Vat per listing.



Want your company included? Email adverts@ipn.ie

❖ IPPN Wall Calendar

- The IPPN Wall calendar is pre-populated with key dates and information for the school year.
- It is a high quality A1 calendar printed on matte paper.
- IPPN distributes the wall calendars to all of its members when their membership is renewed for the forthcoming school year.
- 3,200 Calendars are distributed to all member schools in September each year.

If you would like your company to be included in the next IPPN Wall calendar, simply email - adverts@ipn.ie

The cost per advert is €1,700* *Subject to VAT Advert*



❖ E-scéal Advertising

- E-scéal is IPPN's digital weekly newsletter – including sector updates, key dates and important information for Principals and Deputy Principals
- E-scéal is limited to one advertiser per issue
- It is sent to over 5,500 Principals and Deputy Principals weekly.
- Advertisers can include a website/webpage link of your choice.

The cost to advertise is €1,500 for a series of 3 e-scéal issues* *Subject to VAT*





EducationPosts.ie

IPPEN owns and operates EducationPosts.ie – Ireland's longest established and most widely used website dedicated to education recruitment.



❖ Digital Display Advertising

- Immediate reach to Irish education professionals and to the broader education community
- 17,000 education-related job postings advertised per year
- Over 18 million page Impressions annually
- Over 90,000 active account holders
- Upto 120,000 email alerts issued on a daily basis.



If you would like to book your advertising space with EducationPosts.ie, please email: ads@educationposts.ie

❖ Leaderboard Digital Display Advertising

- Appearing at the top of all pages of our site directing traffic to a specific URL on your website. This is also sold on the basis of 300,000 ad Impressions per month and costs just €750 per month. These adverts are active for a minimum of one month. * Subject to VAT

❖ Tile Digital Display Advertising

- Tile advertising on our homepage, sub-pages and all job detail pages. This is sold on the basis of 300,000 ad Impressions per month (10,000 per day) and costs just €450 per month. These adverts are active for a minimum of one month. * Subject to VAT



Education Expo

❖ Exhibit ❖ Promote ❖ Sponsor



❖ IPPN Principals' Conference & Education Expo

- Education Expo offers a unique marketplace where school suppliers, retailers, and primary principals come together to connect and collaborate.
- Connect with over 1,000 primary school principals at Ireland's leading education exhibition.
- Meet key decision-makers responsible for school budgets and purchasing.
- Build valuable relationships through face-to-face engagement.
- Showcase your products and services in a targeted education marketplace.
- Benefit from two full days of brand exposure and networking.
- Reach both established and newly appointed school leaders.
- Increase brand awareness through advertising and promotional opportunities.
- Enhance your profile by sponsoring key elements of the Annual Principals' Conference.

Event Sponsorship

As well as sponsorship opportunities at our main Principals Conference we also offer sponsorship packages for our online CPD events

❖ IPPN Deputy Principals & Education Expo

- This event is ideally suited to companies whose products and services are of particular interest to Deputy Principals
- For example learning and classroom resources, software and special education resources Email expo@ippn.ie for more information



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Contact us

For more information on advertising with IPPN, you can contact us through one of the media below

Expo Enquiries

expo@ippn.ie

Advertising Enquiries

adverts@ippn.ie

General Enquiries

www.ippn.ie

info@ippn.ie

CHARITABLE STATUS

IPPN is a registered charity with CHY number 17221.



@IPPN_Education



@IPPN