

# 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:

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| National Literacy Trust website  * Our website [literacytrust.org.uk](http://www.literacytrust.org.uk) has over 50,000 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 appear on the blog page of 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](http://www.literacytrust.org.uk) homepage: £400 + VAT * Write a guest blog ([www.literacytrust.org.uk/blog](http://www.literacytrust.org.uk/blog)) with image: £400 + VAT | Social media  * We have 77,000 [Twitter](https://twitter.com/Literacy_Trust) followers and post between five and 10 times a day * We have 13,000 likes on [Facebook](https://www.facebook.com/nationalliteracytrust/?ref=bookmarks) 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: £500 + VAT |
| Monthly newsletter  * We have 30,000 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:**   * £500 for one month, £1,200 for three months, £2,500 for six months * 50 words of copy and a link | Words for Life website  * Our parent-facing site, [Words for Life](http://www.wordsforlife.org.uk) has 100,000 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](mailto:advertise@literacytrust.org.uk).