

# TEACHERS TALK RADIO


## ADVERTISING PACKAGES


### PLATFORMS

 Live Podcasts

 Podcasts Downloads

 Sponsored Shows

 Twitter/X  
@ttradioofficial

 Instagram / LinkedIn

 Email Mailing List

 [www.ttradio.org](http://www.ttradio.org)



**Reach thousands of teachers every week through the UK's leading teacher-led audio platform.**

Teachers Talk Radio is the UK's leading teacher-led audio platform, delivering live, interactive shows and on-demand podcasts to thousands of educators every week.

We lead the way for audio CPD, information and analysis for teachers.

Available live via social media and YouTube, and on-demand across major podcast platforms.

Since launch in February 2021, we have achieved 1,000,000 unique live listeners and **1,500,000 podcast downloads** (as of April 2026)

Our audience consists of active classroom teachers, school leaders and education decision-makers making TTR a uniquely targeted platform for education brands.

Our email subscribers currently stand at 10,000+.

Our social media reach is as follows;

X/Twitter – 19,000+ followers  
Instagram – 4500+ followers  
LinkedIn – 6,000+ followers  
Threads - 1,000+ followers  
BlueSky - 1,500+ followers  
Youtube - 1,800+ subscribers  
TikTok - 6000+ followers  
Facebook - 15,500+ followers

**You can find us at [ttradio.org](http://ttradio.org)**

# TEACHERS TALK RADIO

## ADVERTISING PACKAGES

### PACKAGES OVERVIEW

Plan	Main Feature	Pricing
Podcast Promotions	Pre-recorded professional advert on all published podcasts	£400 p/m
Spaces/Youtube Promotions	Host read ads on all X Spaces/Youtube live shows	£400 p/m
One off Segment - Full Sponsored Show	60-90 minute segment or show to showcase your product or service	Starting at £400
Social Media + Mailshot	Reposts, organic posts and endorsements	Starting at £250
GOLD	All of the above packages	Starting at £1500 p/m

**We are really proud of the relationships we have with our sponsors, ensuring that they get the very best from any partnership with us every day.**

## **PLATFORMS**



Live Podcasts



Podcasts Downloads



Sponsored Shows



Twitter  
@ttradioofficial



Instagram / LinkedIn



Email Mailing List



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**"Working in partnership with Teachers Talk Radio has been phenomenal. As a national provider of SEN Education and Care to children and young people, it's been an invaluable opportunity to connect with educators across the world. This has ultimately enriched our organisation and has given us a platform to speak with some of the most talented professionals out there"**

**Greg Deak – Head of Marketing at Witherslack Group**

**"Advertising on Teachers Talk Radio was such a simple and easy process, They were great at communicating and getting back to me regarding the package I selected which really helped. I was able to grow my social media following as well as increase my podcast streams across the month. I will definitely be advertising on TTR again!"**

**Deanna Lyncook, History Hotline Podcast**

# TEACHERS TALK RADIO

## ADVERTISING PACKAGES

### PACKAGE CONTENTS:

#### PODCAST PROMO

30-35 second advert  
playing twice on every  
published podcast

+ optional fee for TTR  
advert production  
including script,  
professional voice over  
artist and edit (included  
in GOLD)

**1 month: £400**  
**3 months: £900**  
**6 months: £1400**  
**12 months: £2400**

### Podcast Promotion Package

Promote your organisation directly to thousands of teachers through professionally placed audio adverts across all Teachers Talk Radio podcasts.

Your 30–45 second audio promotion will be played at least twice in every published episode, ensuring consistent exposure across our growing podcast catalogue.

With 10,000–20,000 monthly listens, this package offers sustained, repeat visibility to a highly targeted audience of educators.

Choose how you'd like your advert created:

#### Option 1 – Self-produced

Provide your own 30–45 second audio file (MP3 format), ready for broadcast.

#### Option 2 – Professionally produced

We create your advert for you including voiceover and full production using a professional voice artist.  
(Additional one-off fee applies)



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## ADVERTISING PACKAGES

### PACKAGE CONTENTS:

#### HOST READ ADS

Applies to any live  
streamed show with  
hosts on video

**1 month: £400**  
**3 months: £900**  
**6 months: £1400**  
**12 months: £2400**

### Host Read Ads Package

Our host-read ads are seamlessly integrated into our live shows, delivered by trusted classroom teachers to a highly engaged audience of educators.

Teachers Talk Radio broadcasts 5+ live video shows per week, typically:

- Monday–Thursday: 7:30pm – 9:00pm
- Saturday & Sunday: 11:00am – 12:30pm

Each show attracts 100–1,000 live viewers/listeners, with additional reach through playback and podcast distribution after the live broadcast.

Your advert will be read and naturally integrated by the host twice per show, ensuring strong visibility and authentic delivery.

All shows are broadcast live via social media and YouTube, then made available on-demand across major podcast platforms – extending the lifespan and reach of your message.



# TEACHERS TALK RADIO

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### PACKAGE CONTENTS:

#### SPONSORED SHOW

##### Possible features:

- extensive social media promotion
- a blog on our website
- a newsletter feature sent to our subscribers.

You control the show content and guest(s)!

**Starting at £700**

### Sponsored Show Package:

Position your organisation at the centre of the conversation with a fully branded Teachers Talk Radio show.

Our sponsored shows are 60–90 minute live broadcasts, giving you extended access to a highly engaged audience of classroom teachers and school leaders.

Each show typically attracts 500–5,000 live viewers/listeners.

#### What's included

- A fully branded live show aligned to your organisation
- Live promotion of your brand, messaging, or campaign throughout
- Opportunity to feature a guest from your organisation or shape the discussion topic
- Host-led integration to ensure a natural, engaging delivery
- Podcast release and replay access, extending reach beyond the live broadcast

Sponsored shows allow you to go beyond traditional advertising — positioning your brand as part of the professional conversation, not just alongside it.



# SPONSORED SHOWS

WITH  
TEACHERS  
TALK  
RADIO



GENERAL SHOW PROMOTION (EXAMPLE) -

Impressions - 1,000. Engagements - 10.

SPONSORED SHOW PROMOTION (EXAMPLE) -

Impressions - 30,000. Engagements - 400.

	APPEARING AS A GUEST ON A SHOW	SPONSORED SHOW OPTIONS
HOST/SLOT CHOICE	—	<input checked="" type="checkbox"/>
TOPIC CHOICE	—	<input checked="" type="checkbox"/>
GUEST CHOICE	—	<input checked="" type="checkbox"/> *SUPPORT PROVIDED
PRE-SHOW PROMOTION	—	MULTIPLE POSTS
BRANDED GUEST CARD	—	<input checked="" type="checkbox"/> *SHOW BRAND ON ALL POSTS
LIVE TWEETS	—	<input checked="" type="checkbox"/> *LIVE POSTS DURING SHOW
QUOTE GRAPHICS	—	<input checked="" type="checkbox"/> *QUOTE GRAPHICS PRODUCED
VIDEO CLIPS	—	<input checked="" type="checkbox"/> *VIDEO CLIPS POST PRODUCED
POST-SHOW PROMOTION	ON PUBLISHING 15 MINUTES AFTER	ON PUBLISHING 15 MINUTES AFTER REPEAT POSTING/RE SHARING

# TEACHERS TALK RADIO

## ADVERTISING PACKAGES

### PACKAGE CONTENTS:

#### SOCIAL MEDIA PROMOTION PACKAGE

#### EDUCATIONAL EVENTS PACKAGE

### Social Media Promotional Package:

Amplify your message through Teachers Talk Radio's growing network of engaged educators across multiple platforms.

Our social media promotion is designed to give your brand consistent visibility and targeted reach within the education community delivered through trusted, teacher-led channels.

What we offer:

- X (Twitter): Organic posts and strategic reposts to maximise visibility
- LinkedIn: Professional audience targeting through reshared and original content
- Instagram/Tiktok/Facebook: Curated posts plus ongoing story promotion to maintain momentum

With a combined reach of 50,000+ educators across platforms, TTR provides a powerful channel to promote your organisation, campaigns, and content directly to classroom professionals.

#### Event Media & Exhibition Support

Maximise the impact of your event with full media coverage from Teachers Talk Radio.

Whether you're hosting or exhibiting, we help you extend your reach beyond the room — capturing, promoting and broadcasting your event to a wider education audience.

Our event support includes:

- Live social media coverage throughout your event, sharing key moments in real time
- On-site interviews with speakers, exhibitors and attendees — streamed live and/or recorded as podcasts
- Live audio broadcasting, bringing your event directly to our audience
- Post-event podcast production, creating lasting content and continued exposure

From conferences and TeachMeets to networking events, TTR helps position your event at the heart of the education conversation.

Interested in working with us?

Get in touch at [info@ttradio.org](mailto:info@ttradio.org) and we'll be happy to discuss how we can support your goals.



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### PACKAGE CONTENTS:



### Teachers Talk Radio **GOLD** Package:

Our GOLD Package is the most cost-effective way to maximise your reach across the entire Teachers Talk Radio ecosystem.

By combining multiple advertising channels into one integrated campaign, GOLD delivers greater impact, higher frequency, and better value than booking individual services separately.

#### What's included

##### Podcast Promotion Package

- Your audio advert played across all published episodes, reaching thousands of monthly listeners
- Sponsored Show (1 per month, during term time)
- A fully branded live show placing your organisation at the centre of the conversation

##### Host-Read Ads

- Trusted, teacher-led endorsements delivered live on multiple shows each week

##### Social Media Promotion

- Targeted exposure across TTR's growing network of educators

#### Why choose GOLD?

- Maximum visibility across live, podcast and social channels
- Repeated exposure to a highly engaged audience of teachers and school leaders
- Consistent presence over time, not just one-off promotion
- More cost effective than purchasing each element individually

