TEACHERS TALK RADIO

ADVERTISING PACKAGES

PLATFORMS

- Live Podcasts
- Podcasts Downloads
- Sponsored Shows
- Twitter/X @ttradioofficial
- Instagram / LinkedIn
- Email Mailing List
- 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)



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PACKAGES OVERVIEW

Plan	Main Feature	Pricing
Podcast Promotions	Pre-recorded professional advert on all published podcasts	£400 p/m
Host Read	Host read ads on all Live streamed shows	Starting at £400 p/m
Sponsored Show	60-90 minute segment or show to showcase your product or service	Starting at £800
Social Media	Reposts, organic posts and endorsements	Starting at £250
Mailshot feature	Reach the TTR community through our regular newsletter delivered to 10,000 educators	Starting at £800

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.

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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

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 10,000–15,000 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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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*

***Variable**



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 7+ live video shows per week, typically:

- Monday–Friday: 6pm, 8pm, 9pm
- Saturday & Sunday: 9am, 11am, 1pm, 8pm

Each show attracts 500–1,000 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 at least once 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.

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ADVERTISING PACKAGES

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 £800



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 1000–5,000 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) - 500-1000 views and listens
SPONSORED SHOW PROMOTION (EXAMPLE) - 1000-5000 views and listens

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

TEACHERS TALK RADIO

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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 and we'll be happy to discuss how we can support your goals.