

# Multi Academy Trusts and Schools Data Card (Autumn 2018)

Total volume all Academy schools	7950
Multi Academy Trust (MAT) schools	6380
'MAT Central HQ' record	1401
Single Academy Trust (SAT) schools	1570

Email campaigns are sent to the named contact of your choice **on their individual school/trust email addresses\*** not the generic school office/trust email address.

## Academy Packages

Order Options	A	B	C	D	
<b>Audience Selection</b>	<b>Estimated Volume</b>	<b>Single postal use</b>	<b>Single email campaign</b>	<b>Mini Series - three email campaigns</b>	<b>Multiple Series - six email campaigns</b>
MAT - registered offices	1401	£200	£300	£800	£1500
SAT –Academies	1570	£150	£200	£540	£950
MAT –All Academies	6380	£500	£550	£1450	£2500
All Academies MAT/SAT	7950	£600	£650	£1700	£3000
Package costs quoted are for one named contact per establishment					

\*We currently offer c.85% coverage of these contacts on their named, individual email addresses.

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## About Multi-Academy Trusts

A Multi-Academy Trust (MAT) is a group of schools (Academies) working collaboratively to drive up and maintain educational standards. Academies within **Multi-Academy Trusts** currently make up c.80% of all academies in the country.

### Funding within a Multi-Academy Trust:

Each academy within a Multi-Academy Trust is paid a general annual grant (GAG) from central government and typically remits an agreed levy to the central function of the MAT.

A proportion of the funding can sometimes be concentrated centrally and used across the MAT as a whole. A significant amount of budget is still controlled locally by each Academy however, as individual academies have their own individual resourcing obligations to fulfil too.

## Targeting options through Schools Marketing Company:

Schools Marketing Company offer a range of targeting options to Multi-Academy Trusts, Single Academy Trusts and individual academies, through postal DM data and email marketing campaigns to named contacts on their individual email addresses.

You can reach CEO/Chief Accounting Officers at the central MAT level; plus Executive Headteachers and other staff at “lead academies” within MATs.

At individual academies you can reach Headteachers and other members of the Senior Leadership Team (Deputy Heads, Assistant Heads) plus Bursars/Business Managers, School Governors and Administrators.

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