

The Educator expands into higher education sector

Leading Key Media publication The Educator has launched into higher education this week with a dedicated newsletter and website focused on the university sector.

A new bi-weekly newsletter The Educator - Higher Education Edition comprises news and updates on topics including research-backed approaches to teaching and learning, the latest on digital learning and innovation and how universities are collaborating with technology providers.

The Educator first launched in 2014 as a business and information resource for senior education management professionals in the K-12 sector. The first publication in the education space to offer a daily newsletter, The Educator was a game changer in the industry and has since established an engaged readership of school principals and decision makers representing 90 per cent of schools in Australia.

"We identified a gap in the market for a product that focuses on the 'business of education' - dedicated to the business of running a successful school and the functional requirements placed on their leadership team," Key Media's managing director for APAC Justin Kennedy explains.

"We have been looking at ways to grow the product in a way that complements our content approach and leverages our existing reach both on the reader and client side. Expanding from K-12 into higher education is a logical next step. We look forward to engaging with readers and clients in the university sector more closely."

The Educator Higher Education is available at www.theeducatoronline.com/he.

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The Educator is Australia's only independent publication for senior education management professionals. It offers aspirational cover stories and high-level case studies providing a global and national perspective on education leadership and management best practice, as well as interviews with the finest minds in education.

The website www.educatoronline.com.au features daily news, an industry forum and exclusive multimedia content.

The Educator is published by leading independent media company Key Media. Find out more about Key Media's magazines, events and websites at www.keymedia.com.

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