

Education & Training



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Education & Training is a full-colour, tabloid sized double-page spread of advertorial content published in the Saturday edition of *The Times*.

With a definitive ranking of British universities in the Good University Guide, and a selection of the top 2,000 schools in *The Sunday Times Schools Guide*, *The Times* is renowned for its expert commentary on education. Education & Training will serve as an essential guide to help students of all ages make the best and most informed choices available to them.

It will showcase a high-quality selection of products and services to benefit the academic, ranging from the best university, college and school options, short courses, student loan advice, online training, vocational courses and part-time and home learning courses.

Published at the start of the academic year, Education & Training is the perfect shop window for brands and organisations to benefit from a time when life-changing decisions are made, and an affluent, educated audience.

Education & Training

Make the most informed choices available with our round-up of the top universities and colleges, loans advice and distance learning options

Find the best university course for you

At THE TIMES, we have a comprehensive guide to the best universities in the UK. Our expert team has ranked the top universities in the country, based on a range of factors including academic excellence, student satisfaction, and research excellence. This guide is essential for anyone considering higher education.

Flexible, online short courses for career development

Whether you're looking to gain new skills or refresh your knowledge, our online short courses offer a flexible and accessible way to learn. These courses are designed by experts in their field and can be completed at your own pace.

Are you looking to join a new Sixth Form College?

With our expert advice, you can find the perfect Sixth Form College for you. We provide detailed information on the top colleges in the country, including their academic standards, facilities, and student life.

Study from home online with distance learning

Distance learning offers a flexible and accessible way to gain a qualification. Our guide provides information on the best distance learning providers and the courses they offer.

Quick, easy and flexible loans for students

As a student, you may need a loan to cover your tuition and living expenses. Our guide provides information on the best student loan providers and the terms and conditions of their loans.

Short on cash? Study part-time while you work

Studying part-time allows you to gain a qualification while continuing to work. Our guide provides information on the best part-time study options and the support available to part-time students.

The award-winning university campus

Discover the beauty of the award-winning university campus. Our guide provides information on the top university campuses in the country, including their architecture, landscaping, and facilities.

Enjoy university without all the money worries

University can be expensive, but there are ways to make it more affordable. Our guide provides information on the best ways to finance your university education, including student loans, scholarships, and grants.

Online courses, classes, training and tutorials

Online learning offers a flexible and accessible way to gain a qualification. Our guide provides information on the best online learning providers and the courses they offer.

The best college to help you kickstart your career

Choosing the right college can make a difference to your career. Our guide provides information on the best colleges in the country, including their career support services and industry links.

We've teamed up with the Open University for your chance to study for a degree course for free!

Open University is a leading provider of distance learning. Our partnership with the Open University offers you the chance to study for a degree course for free.

70%

believe it is worth paying extra for quality products

39%

agree they tend to go for premium brands

79%

more likely to purchase Fairtrade groceries than the national average

Particularly Considering

- *The Times* boasts 1.13 million readers per day across all print and digital platforms
- 67% of readers are AB social group
- *The Times* readers are 25% more likely to mention ads when they talk about brands
- Times readers have a mean family income of £55,885
- 140,000 Times readers are currently employed in the education industry
- Times readers are twice as likely to have a university degree or doctorate



RATE CARD

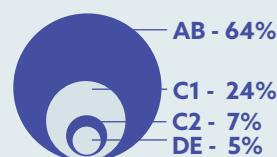
- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Eighth page **£2,500**
- Competition Partnership **P.O.A**
(Advertorial or Advert)

DISTRIBUTION

- 583,000 copies of *The Times* published on a Saturday
- 79,521 tablet format active views
- 874,000 digital readership
- Distributed UK wide

DEMOGRAPHICS

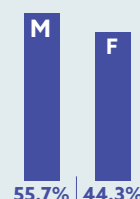
SOCIAL DEMOGRAPHIC



AGE

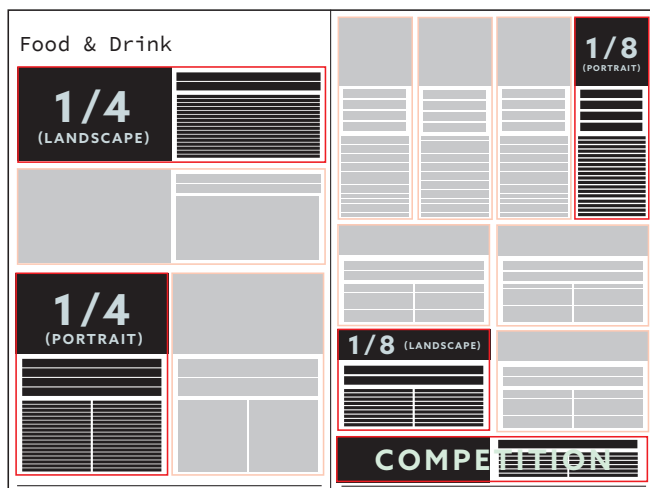


GENDER



1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY.
EXACT LAYOUT SUBJECT TO CHANGE



QUARTER PAGE

Landscape - 269x66mm
Portrait - 133x136mm

EIGHTH PAGE

Landscape - 133x66mm
Portrait - 64x136mm

Headline	Written in house	Headline	Written in house
Main body copy	160 - 250 words supplied in a word document	Main body copy	80 - 120 words supplied in a word document
Contact	Website, Phone number	Contact	Website, Phone number
Images	1 - 2 high resolution images*	Images	1 high resolution image*

SUPPLYING CONTENT

NAMING FILES

Content should be supplied clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser. eg. ET0918_YOURCLIENTNAME.pdf

IMAGE SPECIFICATIONS*

- All images are high resolution (at least 300dpi) & CMYK colour.
- CMYK JPEGS
- We can not use images from a client website as these are too low resolution to print

We cannot guarantee the quality of the final print for images supplied outside of these specifications. Colours variations will occur if your files do not utilise the colour profile and respect the ink density limit outlined above.

COPY SPECIFICATIONS

- All copy content provided in word processor file
- Avoid supplying in PDF format.

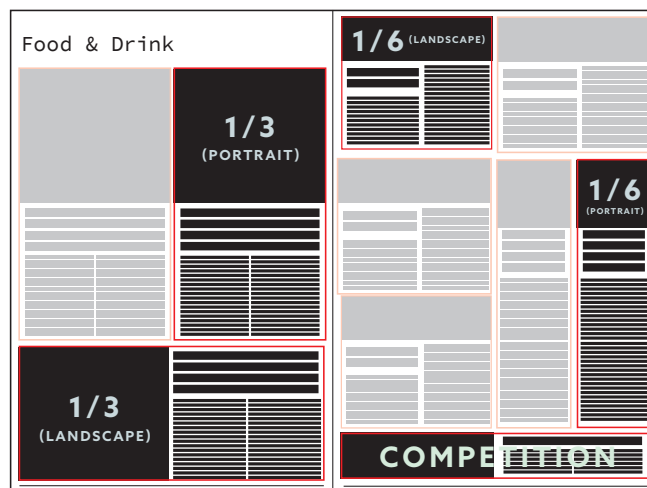
FILE TRANSFER

Files less than 8Mb can be emailed directly to:
jennifer@hurstmediacompany.co.uk

For larger files please call the Production Department on:
+44 (0) 20 478 6016

1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY.
EXACT LAYOUT SUBJECT TO CHANGE



THIRD PAGE

Landscape - 296x89mm
Portrait - 133x182mm

SIXTH PAGE

Landscape - 133x89mm
Portrait - 64x182mm

Headline	Written in house	Headline	Written in house
Main body copy	200 - 300 words supplied in a word document	Main body copy	120 - 150 words supplied in a word document
Contact	Website, Phone number	Contact	Website, Phone number
Images	1 - 3 high resolution images*	Images	1 high resolution image*

COMPETITION (BOTH SPREADS) 269x45mm

Headline	Written in house	Contact	Website, Phone number
Prize	Prize and value	Images	1 - 3 high resolution images*
Main body copy	50 - 70 words		

SUPPLYING CONTENT

DESIGN PROCESS

Once all material is submitted according to specification, Hurst Media Company will layout/design your advertorial slot within the house style of the publication. Layouts may vary depending on images and/or text supplied.

Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style.

APPROVALS & AMENDMENTS

- Hurst Media Company will provide a PDF for client approval.
- The client will have the option of two sets of amendments before final approval.
- The final third PDF is for fact checking/approval/records only.
- As such please ensure any amendments are clear and concise.
- Approval is required within 48 hours.

Bespoke advertorials (in which Hurst Media Company supplies the copy ONLY, and all images / logos provided by the client) will be charged at a further 10%, or a one-off fee of £150, whichever is greater.

* Image use subject to editorial discretion and may vary depending quality, size and layout.

Full pages: 2-5 used; half pages and smaller, may use just one image.

† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour

CONTACT DETAILS

Hurst Media Company
United House
N7 9DP
Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.com

PRODUCTION DEPT.

Tel: 0203 478 6016
jennifer@hurstmediacompany.co.uk

