

Education & Training

Published with **The Guardian** Saturday 1st September 2018

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

Thanks to their annual round-up of the best schools, colleges and universities in the UK, The Guardian 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, with an interest in good value for money.

Particularly Considering

- The Guardian reaches 726,000 readers within the affluent ABC1 demographic
- Boasts 24.8m readers per month across print and digital platforms, higher than that of The Telegraph, the Independent and The Times.
- 65% of readers say The Guardian helps them to make up their mind
- The Guardian reaches 726,000 readers within the affluent ABC1 demographic

ADVERTISEMENT

Education & Training

Make the most informed choice 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 GUARDIAN'S Education & Training, we've rounded up the best universities and colleges in the UK, so you can make the most informed choice available to you. Our round-up of the top universities and colleges is the most comprehensive and up-to-date guide to higher education in the UK. It's the only guide that gives you the full picture, from the best universities and colleges to the best courses and the best student loans. It's the only guide that gives you the full picture, from the best universities and colleges to the best courses and the best student loans.

Flexible, online short courses for career development

At THE GUARDIAN'S Education & Training, we've rounded up the best online short courses for career development. These courses are designed to help you develop the skills and knowledge you need to succeed in your career. They're the only short courses that give you the full picture, from the best courses to the best student loans.

Are you looking to join a new Sixth Form College?

At THE GUARDIAN'S Education & Training, we've rounded up the best Sixth Form Colleges in the UK. These colleges are designed to help you develop the skills and knowledge you need to succeed in your career. They're the only Sixth Form Colleges that give you the full picture, from the best colleges to the best student loans.

Study from home online with distance learning

At THE GUARDIAN'S Education & Training, we've rounded up the best online distance learning courses. These courses are designed to help you develop the skills and knowledge you need to succeed in your career. They're the only distance learning courses that give you the full picture, from the best courses to the best student loans.

ADVERTISEMENT

Quick, easy and flexible loans for students

At THE GUARDIAN'S Education & Training, we've rounded up the best student loans. These loans are designed to help you develop the skills and knowledge you need to succeed in your career. They're the only student loans that give you the full picture, from the best loans to the best student loans.

Short on cash? Study part-time while you work

At THE GUARDIAN'S Education & Training, we've rounded up the best part-time study courses. These courses are designed to help you develop the skills and knowledge you need to succeed in your career. They're the only part-time study courses that give you the full picture, from the best courses to the best student loans.

The best college to help you kickstart your career

At THE GUARDIAN'S Education & Training, we've rounded up the best colleges for career development. These colleges are designed to help you develop the skills and knowledge you need to succeed in your career. They're the only colleges that give you the full picture, from the best colleges to the best student loans.

Online courses, classes, training and tutorials

At THE GUARDIAN'S Education & Training, we've rounded up the best online courses, classes, training and tutorials. These courses are designed to help you develop the skills and knowledge you need to succeed in your career. They're the only online courses that give you the full picture, from the best courses to the best student loans.

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

At THE GUARDIAN'S Education & Training, we've teamed up with the Open University to offer you the chance to study for a degree course for free. This is the only degree course that gives you the full picture, from the best degree courses to the best student loans.

1 in 8

brand mentions in the UK each day are from The Guardian's audience*

83%

trust The Guardian's content - the most trusted in the UK

65%

of readers say The Guardian helps them to make up their mind

1m+
Daily print readership of The Guardian

RATE CARD

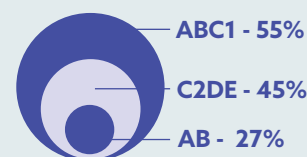
- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Eighth page **£2,500**
- Competition Partnership **P.O.A**
(Advertorial or Advert)

DISTRIBUTION

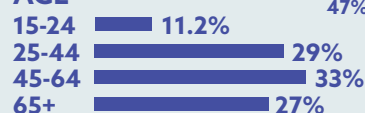
- 271,559 copies of The Guardian published on a Saturday
- 1,245,000 average issue readership
- Digital readership of 1,200,000
- Distributed UK wide

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE

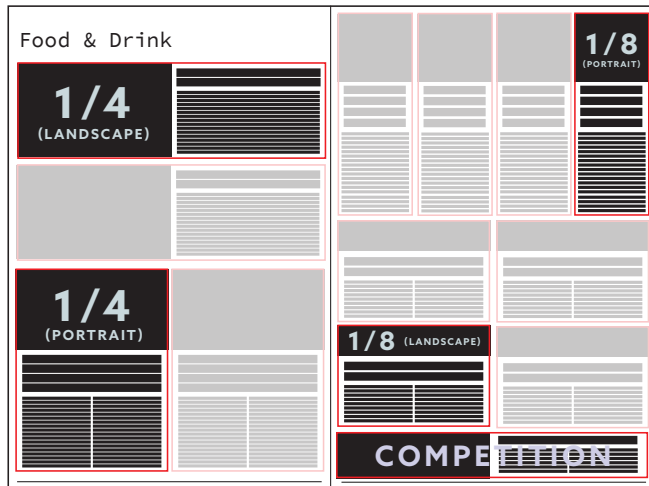


GENDER



1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Landscape - 263x66mm
Portrait - 130x136mm

EIGHTH PAGE

Landscape - 130x66mm
Portrait - 63x136mm

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

CONTACT DETAILS

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

MEDIA SALES

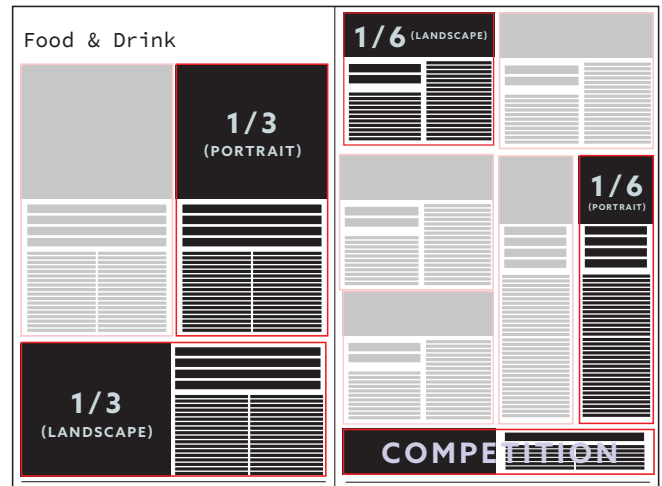
Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.com

PRODUCTION DEPT.

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

1/3 , 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape - 293x89mm
Portrait - 130x182mm

SIXTH PAGE

Landscape - 130x89mm
Portrait - 63x182mm

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) 263x45mm

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

