

Education & Schooling

PUBLISHED WITH **THE TIMES** ON SATURDAY 11TH MAY 2019

Education & Schooling is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of *The Times*.

With a definitive ranking of the highest-achieving 2,000 schools in *The Sunday Times* Schools Guide, *The Times* is renowned for its expert commentary on education. *Education & Schooling* will serve as an essential guide for parents looking to make the best choices available for their children.

It will showcase a high-quality selection of educational services, including the best college and school options, from pre-school to secondary school, activity camps, tutoring options, boarding schools, as well as evening classes and distance learning.

Published just as children return to class for the new term, *Education & Schooling* 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.

PARTICULARLY CONSIDERING

- *The Times* boasts 1.32 million readers every Saturday with a circulation of 583,000
- *The Times* readers are 25% more likely to mention ads when they talk about brands
- 64% of readers are AB social group
- *The Times* readers have a mean family income of £55,885
- 140,000 *The Times* readers are currently employed in the education industry
- *The Times* readers are twice as likely to have a university degree or doctorate



Education & Schooling

Make the best decisions for your kids with our selection of the finest colleges, schools, activity camps and tutoring options

Sports coaching for the autumn half-term break

Are you looking to join a new Sixth Form College?

Study from home online with distance learning

Education & Schooling

Apply for your child's pre-school place now

Wizz through exams with private tuition

The best college to help you kickstart your career

We've teamed up with the Tutor Trust to offer four free tutoring sessions for school children aged 7-15

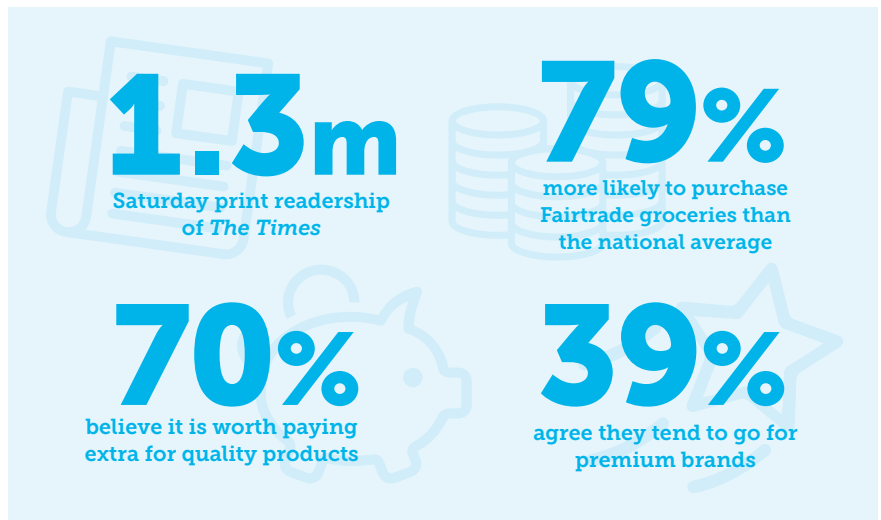
Education & Schooling

School holiday activity camps for children

Boarding school options tailored to your needs

Bump up your grades with revision courses

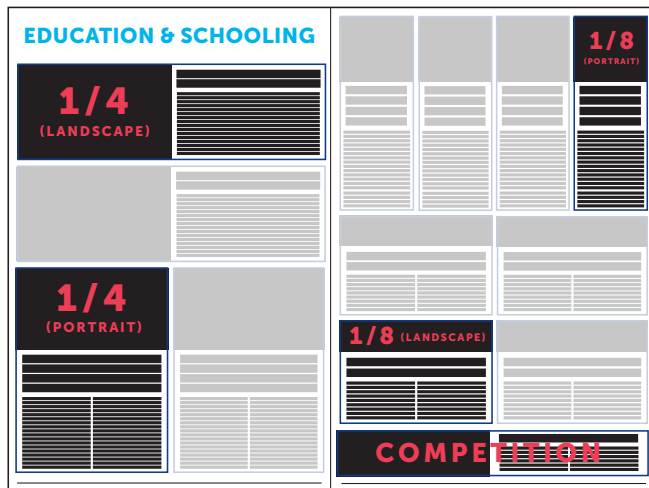
Children's after-school clubs and courses



RATE CARD	DISTRIBUTION	DEMOGRAPHICS
Third page £6,000 Quarter page £4,500 Sixth page £3,250 Competition Partnership P.O.A (Advertorial or Advert)	• 583,000 copies of <i>The Times</i> published on a Saturday • 1,320,000 average Saturday readership • Distributed UK wide	SOCIAL DEMOGRAPHIC AB - 64% C1 - 25% C2 - 7% DE - 5% AGE 15-35 27% 35+ 73% GENDER M 55.7% F 44.3%

1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Landscape: 268 x 66.25 mm
Portrait: 132 x 136.6 mm

Headline	Written in-house	Headline	Written in-house
Main body copy	160-250 words	Main body copy	60-90 words
Contact	Website, phone number	Contact	Website, phone number
Images	1-2 high resolution images*	Images	1 high resolution image*

EIGHTH PAGE

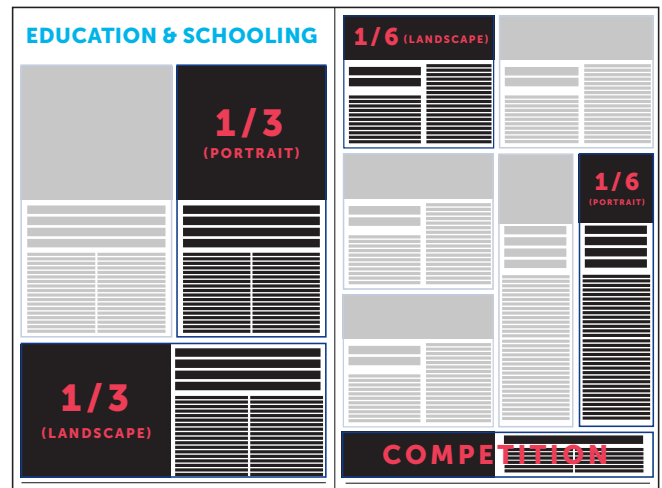
Landscape: 132 x 66.25 mm
Portrait: 64 x 136.6 mm

COMPETITION: 268 x 41.35 mm

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

1/3 , 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape: 268 x 89.7 mm
Portrait: 183.6 x 132 mm

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

SIXTH PAGE

Landscape: 132 x 89.7 mm
Portrait: 183.6 x 64 mm

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format
- All images are high resolution (at least 300dpi)
- Image ink density limit 240%
- 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. Colour 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 production@hurstmediacompany.co.uk

For larger files please send to production@hurstmediacompany.co.uk via wetransfer.com. Please clarify in your message your company name, publication and on sale date as per your booking.

DESIGN PROCESS

Once all material is submitted according to specification, **Hurst Media Company** will layout 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 rounds of amendments before final approval is required
- 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 are 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

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