

Education & Schooling



Published with **THE TIMES** Saturday 1st September 2018

Education & Schooling 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 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
- 67% of readers are AB social group
- 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 of doctorate

ADVERTISEMENT

Education & Schooling

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

Apply for your child's pre-school place now

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

Wizz through exams with private tuition

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

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

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

1m

Daily print readership of The Times

RATE CARD

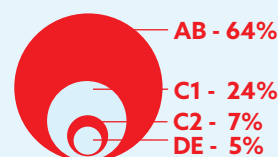
- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Eighth page **£2,500**
- Competition Partnership (Advertorial or Advert) **P.O.A**

DISTRIBUTION

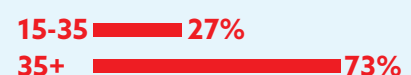
- 583,000 copies of The Times published on a Saturday
- 1,320,000 average Saturday readership
- Distributed UK wide

DEMOGRAPHICS

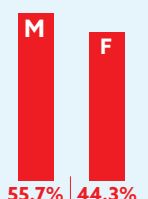
SOCIAL DEMOGRAPHIC



AGE

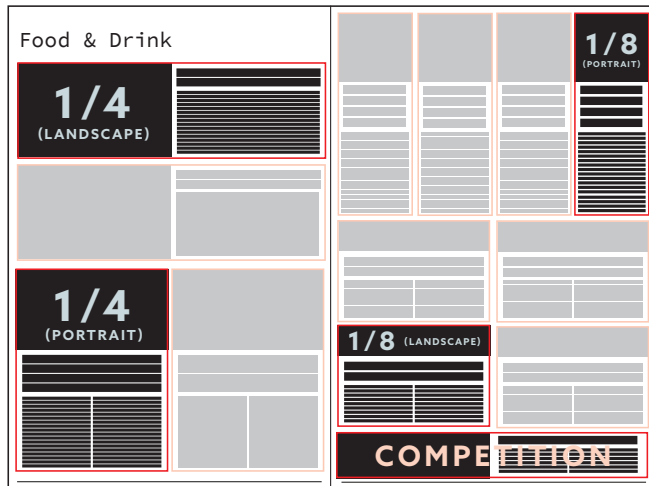


GENDER



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	60 - 90 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. ES0918_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
Company number: 08357910
VAT number: 161866882

MEDIA SALES

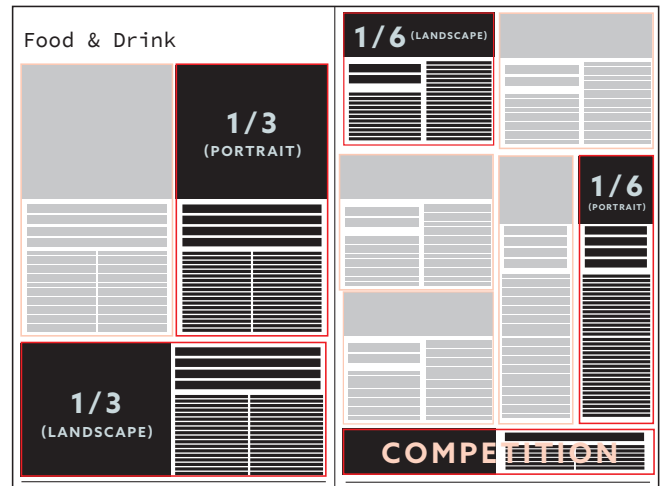
Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.com

PRODUCTION DEPT.

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

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 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

