

Education & Training

Published with **The Guardian** Saturday 15th 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

Education & Training

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

Find the best university course for you

At **Education & Training** we have a team of experts who will help you find the best university course for you. We have a range of courses to suit all interests and abilities, from the most popular to the most niche. We will help you to choose the right course for you, and we will provide you with all the information you need to make a decision.

Flexible, online short courses for career development

Our **Education & Training** team has a range of flexible, online short courses for career development. These courses are designed to help you to develop your skills and knowledge, and to prepare you for the next stage of your career. They are available to all, and can be completed at your own pace.

Are you looking to join a new Sixth Form College?

Our **Education & Training** team has a range of new Sixth Form Colleges to choose from. These colleges offer a range of courses, and are designed to help you to develop your skills and knowledge, and to prepare you for the next stage of your career. They are available to all, and can be completed at your own pace.

Study from home online with distance learning

Our **Education & Training** team has a range of distance learning courses available. These courses are designed to help you to develop your skills and knowledge, and to prepare you for the next stage of your career. They are available to all, and can be completed at your own pace.

Quick, easy and flexible loans for students

Our **Education & Training** team has a range of quick, easy and flexible loans for students. These loans are designed to help you to cover your tuition fees, and to provide you with all the information you need to make a decision.

Short on cash? Study part-time while you work

Our **Education & Training** team has a range of part-time courses available. These courses are designed to help you to develop your skills and knowledge, and to prepare you for the next stage of your career. They are available to all, and can be completed at your own pace.

The best college to help you kickstart your career

Our **Education & Training** team has a range of colleges available. These colleges offer a range of courses, and are designed to help you to develop your skills and knowledge, and to prepare you for the next stage of your career. They are available to all, and can be completed at your own pace.

Online courses, classes, training and tutorials

Our **Education & Training** team has a range of online courses, classes, training and tutorials available. These courses are designed to help you to develop your skills and knowledge, and to prepare you for the next stage of your career. They are available to all, and can be completed at your own pace.

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

Our **Education & Training** team has a range of degree courses available. These courses are designed to help you to develop your skills and knowledge, and to prepare you for the next stage of your career. They are available to all, and can be completed at your own pace.

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

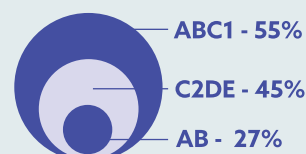
- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Eighth page **£2,500**
- Competition Partnership **P.O.A**
(Advertorial or Advert)

DISTRIBUTION

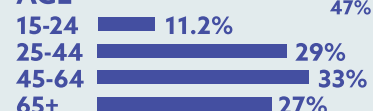
- 264,000 copies of *The Guardian* published on a Saturday
- 1,226,000 average issue readership
- Distributed UK wide

DEMOGRAPHICS

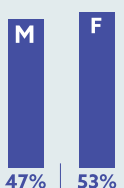
SOCIAL DEMOGRAPHIC



AGE

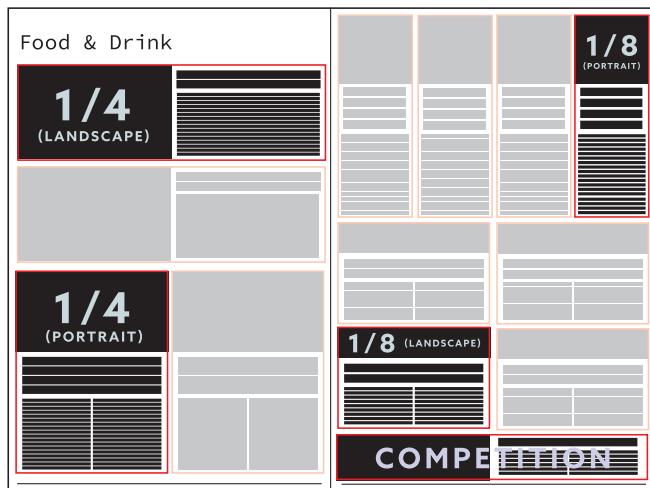


GENDER



1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Landscape - 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.

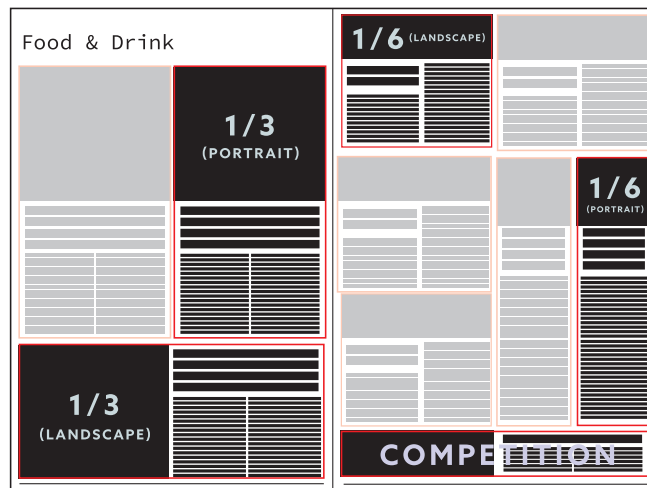
FILE TRANSFER

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

1/3 , 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape - 263x89mm
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) 263x42mm

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

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