

# Education & Training

Published with **The Guardian** Saturday 15<sup>th</sup> 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 universities, you can choose from a wide range of courses, from traditional subjects like law and medicine to more modern ones like computer science and engineering. The Guardian's Education & Training section provides a comprehensive guide to help you choose the right course for you. We offer detailed information on the courses offered by the top universities in the UK, including entry requirements, fees, and career prospects. Our expert commentary provides insights into the strengths and weaknesses of different courses and institutions, helping you make an informed decision about your future.

**Flexible, online short courses for career development**

Many people are looking for ways to improve their skills and knowledge to advance their careers. The Guardian's Education & Training section offers a range of flexible, online short courses designed specifically for career development. These courses cover a wide range of topics, from leadership and management to technical skills and industry-specific knowledge. They are designed to be completed in a short amount of time, making them ideal for busy professionals. The Guardian's expert commentary provides insights into the value of these courses and how they can help you achieve your career goals.

**Are you looking to join a new Sixth Form College?**

For many students, the Sixth Form is a crucial part of their education, providing a bridge between school and university. The Guardian's Education & Training section offers a comprehensive guide to help you choose the right Sixth Form college for you. We provide detailed information on the colleges offered by the top universities in the UK, including entry requirements, fees, and career prospects. Our expert commentary provides insights into the strengths and weaknesses of different colleges and institutions, helping you make an informed decision about your future.

**Study from home online with distance learning**

Distance learning offers a flexible and convenient way to gain qualifications and skills without the need to attend a traditional classroom. The Guardian's Education & Training section provides a comprehensive guide to help you choose the right distance learning program for you. We offer detailed information on the programs offered by the top universities in the UK, including entry requirements, fees, and career prospects. Our expert commentary provides insights into the strengths and weaknesses of different programs and institutions, helping you make an informed decision about your future.

### Quick, easy and flexible loans for students

Many students are looking for ways to finance their education. The Guardian's Education & Training section offers a range of quick, easy and flexible loan options designed specifically for students. These loans cover a wide range of topics, from tuition fees to living expenses. They are designed to be completed in a short amount of time, making them ideal for busy students. The Guardian's expert commentary provides insights into the value of these loans and how they can help you achieve your educational goals.

**Short on cash? Study part-time while you work**

Many students are looking for ways to finance their education. The Guardian's Education & Training section offers a range of part-time study options designed specifically for students who are also working. These options allow you to study at a pace that suits your schedule, making it easier to balance your studies with your work. The Guardian's expert commentary provides insights into the value of these options and how they can help you achieve your educational goals.

**The award-winning university campus**

The Guardian's Education & Training section offers a comprehensive guide to help you choose the right university campus for you. We provide detailed information on the campuses offered by the top universities in the UK, including entry requirements, fees, and career prospects. Our expert commentary provides insights into the strengths and weaknesses of different campuses and institutions, helping you make an informed decision about your future.

**Enjoy university without all the money worries**

Many students are looking for ways to finance their education. The Guardian's Education & Training section offers a range of financial aid options designed specifically for students. These options cover a wide range of topics, from tuition fees to living expenses. They are designed to be completed in a short amount of time, making them ideal for busy students. The Guardian's expert commentary provides insights into the value of these options and how they can help you achieve your educational goals.

**Online courses, classes, training and tutorials**

Many people are looking for ways to improve their skills and knowledge to advance their careers. The Guardian's Education & Training section offers a range of online courses, classes, training and tutorials designed specifically for career development. These options cover a wide range of topics, from leadership and management to technical skills and industry-specific knowledge. They are designed to be completed in a short amount of time, making them ideal for busy professionals. The Guardian's expert commentary provides insights into the value of these options and how they can help you achieve your career goals.

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

The Guardian's Education & Training section offers a range of financial aid options designed specifically for students. These options cover a wide range of topics, from tuition fees to living expenses. They are designed to be completed in a short amount of time, making them ideal for busy students. The Guardian's expert commentary provides insights into the value of these options and how they can help you achieve your educational goals.

**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



## RATE CARD

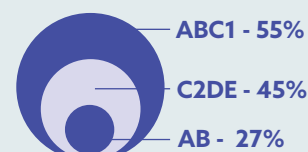
- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Eighth page **£2,500**
- Competition Partnership **P.O.A**  
(Advertorial or Advert)

## DISTRIBUTION

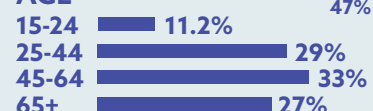
- 264,000 copies of The Guardian published on a Saturday
- 1,226,000 average issue readership
- Distributed UK wide

## DEMOGRAPHICS

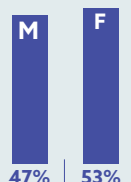
### SOCIAL DEMOGRAPHIC



### AGE

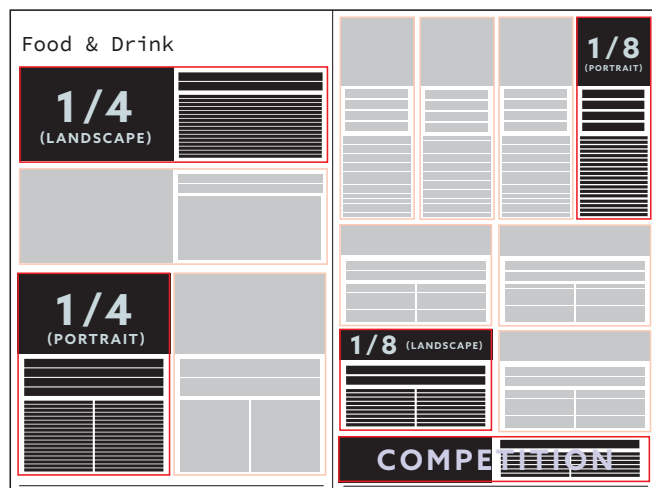


### GENDER



## 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

|                       |                                             |                       |                                           |
|-----------------------|---------------------------------------------|-----------------------|-------------------------------------------|
| <b>Headline</b>       | Written in house                            | <b>Headline</b>       | Written in house                          |
| <b>Main body copy</b> | 160 - 250 words supplied in a word document | <b>Main body copy</b> | 60 - 90 words supplied in a word document |
| <b>Contact</b>        | Website, Phone number                       | <b>Contact</b>        | Website, Phone number                     |
| <b>Images</b>         | 1 - 2 high resolution images*               | <b>Images</b>         | 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](mailto: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](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

### MEDIA SALES

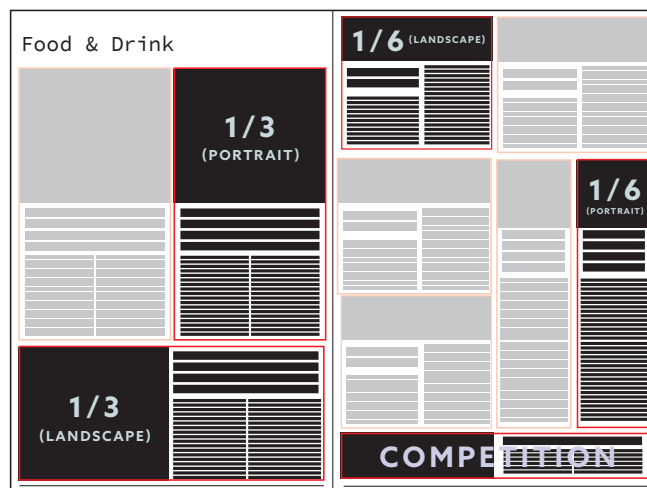
Tel: 0203 478 6017  
Fax: 0203 478 6018  
[sales@hurstmediacompany.com](mailto:sales@hurstmediacompany.com)

### PRODUCTION DEPT.

Tel: 0203 478 6016  
[jennifer@hurstmediacompany.co.uk](mailto:jennifer@hurstmediacompany.co.uk)

## 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

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

### COMPETITION (BOTH SPREADS) 263x42mm

|                       |                  |                |                               |
|-----------------------|------------------|----------------|-------------------------------|
| <b>Headline</b>       | Written in house | <b>Contact</b> | Website, Phone number         |
| <b>Prize</b>          | Prize and value  | <b>Images</b>  | 1 - 3 high resolution images* |
| <b>Main body copy</b> | 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

