

Education & Learning

Published with **The Observer** Sunday 16th September 2018

Education & Learning is a full-colour, tabloid sized double-page spread of advertorial content published in *The Observer*.

Thanks to their expert commentary on education and a round-up of the highest-achieving schools, colleges and universities in the UK, *The Observer* is the perfect vehicle to showcase *Education & Learning*, which will serve as an essential guide to help students of all ages make the best and most informed choices available to them.

It will feature a high-quality selection of educational services, including the best university, college and school options, from pre-school to secondary school, short courses and student loan advice, online training, activity camps, tutoring options, vocational courses, as well as evening classes and distance learning.

Published at the beginning of a new academic year, *Education & Learning* 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 57% having achieved a degree or a doctorate qualification.

Particularly Considering

- 60% of *Observer* readers are considered to be forward-looking individuals, curious about change and learning new things
- 57% of *Observer* readers have a degree or doctorate qualification
- 85% of *Observer* readers are ABC1



Education & Learning

Find the best university course for you

Make the most informed choices available with our round-up of the top universities and colleges. Learn advice and distance learning options.

Flexible, online short courses for career development

Are you looking to join a new Sixth Form College?

Study from home online with distance learning

Quick, easy and flexible loans for students

Short on cash? Study part-time while you work

The award-winning university campus

Enjoy university without all the money worries

Online courses, classes, training and tutorials

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

More likely to

be well connected, information-hungry and vocal media consumers

85%

of Observer readers are ABC1

£400

is the average credit card spend per month by Observer readers

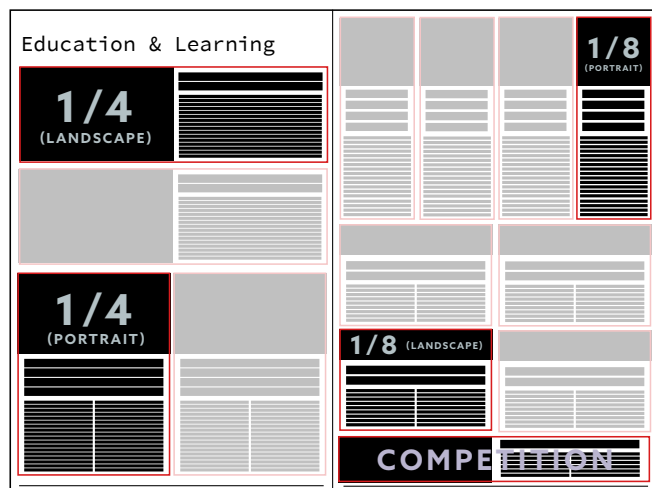
698,000

average readership of *The Observer* every Sunday

RATE CARD		DISTRIBUTION		DEMOGRAPHICS	
• Third page	£6,000	• 169,000 copies of <i>The Observer</i> published on a Sunday		SOCIAL DEMOGRAPHIC	GENDER
• Quarter page	£4,500	• 698,000 average issue readership			
• Sixth Page	£3,250	• Distributed UK wide		AGE	
• Eighth page	£2,500				
• Competition Partnership (Advertorial or Advert)	P.O.A				

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	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. EL0918_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

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VAT number: 161866882

MEDIA SALES

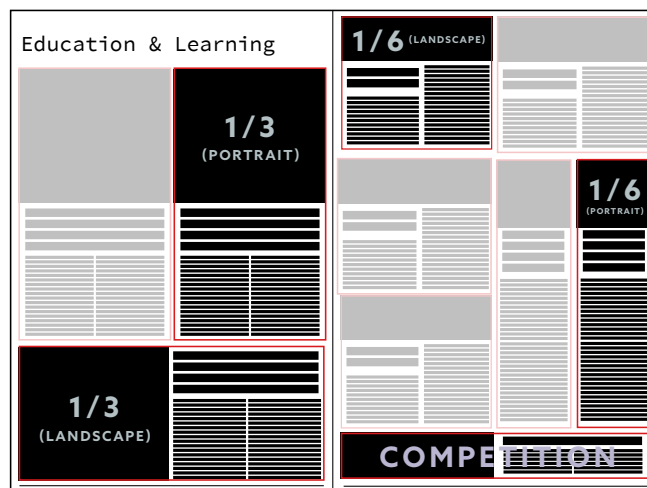
Tel: 0203 478 6017
Fax: 0203 478 6018
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PRODUCTION DEPT.

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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

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.

Please note that all bookings are made subject to our terms and conditions of advertising, which are available by [clicking here](#).

* 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

