

Education & Learning

PUBLISHED WITH **The Observer** ON SUNDAY 24TH FEBRUARY 2019

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

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 best college to help you kickstart your career

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

The award-winning university campus

Enjoy university without all the money worries

Online courses, classes, training and tutorials

698k

Average readership of
The Observer on a Sunday

More likely to...

...be well connected,
information-hungry and
vocal media consumers

£400

is the average credit card spend
per month by *Observer* readers

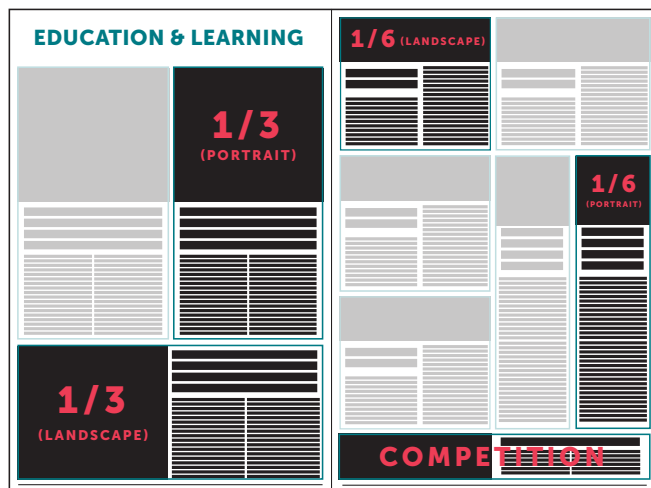
85%

of *Observer* readers
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RATE CARD	DISTRIBUTION	DEMOGRAPHICS
<p>Third page £6,000</p> <p>Quarter page £4,500</p> <p>Sixth page £3,250</p> <p>Competition Partnership P.O.A (Advertorial or Advert)</p>	<ul style="list-style-type: none"> • 169,000 copies of <i>The Observer</i> published on a Sunday • 698,000 average issue readership • Distributed UK wide 	<p>SOCIAL DEMOGRAPHIC</p> <p>ABC1 - 85%</p> <p>AB - 65%</p> <p>C2DE - 15%</p> <p>AGE</p> <p>15-24 4%</p> <p>25-44 26%</p> <p>45-64 40%</p> <p>65+ 30%</p> <p>GENDER</p> <p>M 51%</p> <p>F 49%</p>

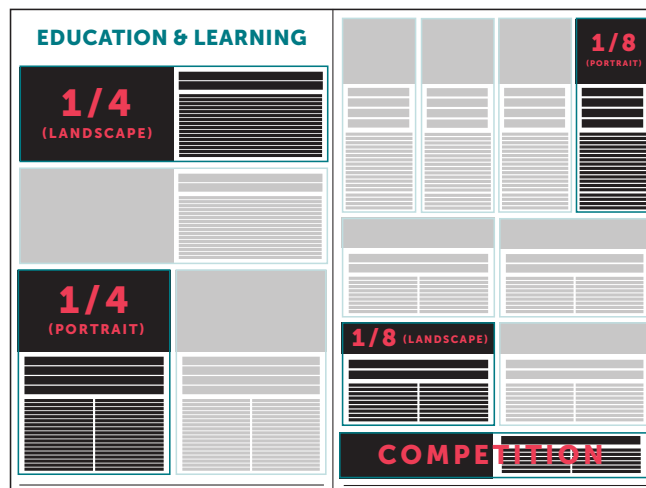
1/3 , 1/6 FEATURE REQUIREMENTS

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



1/4 , 1/8 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape: 263 x 89 mm
Portrait: 130.5 x 182 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: 130 x 89 mm
Portrait: 63 x 182 mm

COMPETITION: 263 x 42 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						

QUARTER PAGE

Landscape: 263 x 66 mm
Portrait: 130 x 136 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: 130 x 66 mm
Portrait: 63 x 136 mm

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD format
- All images are high resolution (at least 300dpi)
- 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 wettransfer.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.

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