

# Education & Schooling

PUBLISHED WITH **THE TIMES** SATURDAY 2ND MARCH 2019

**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 or doctorate



### 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**

### School holiday activity camps for children

**Wizz through exams with private tuition**

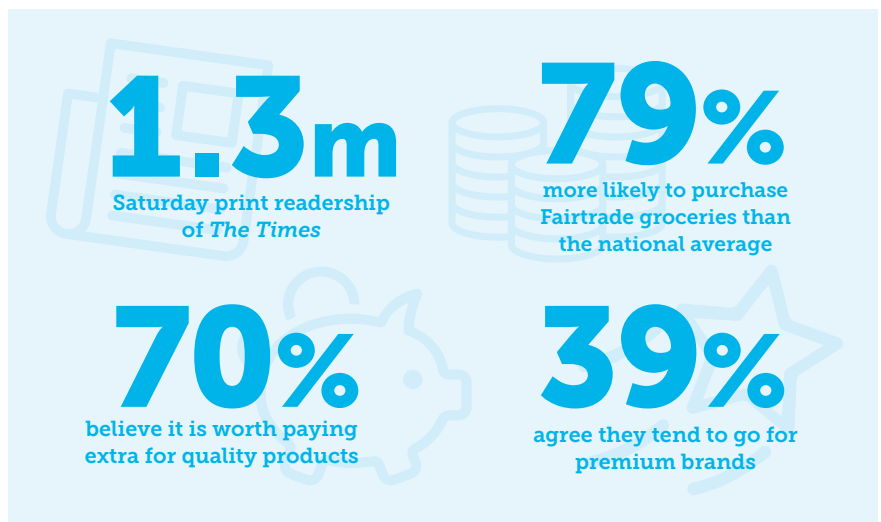
**The best college to help you kickstart your career**

**We've teamed up with the Tutor Trust to offer four free tutoring sessions for school children aged 7-15**

### Boarding school options tailored to your needs

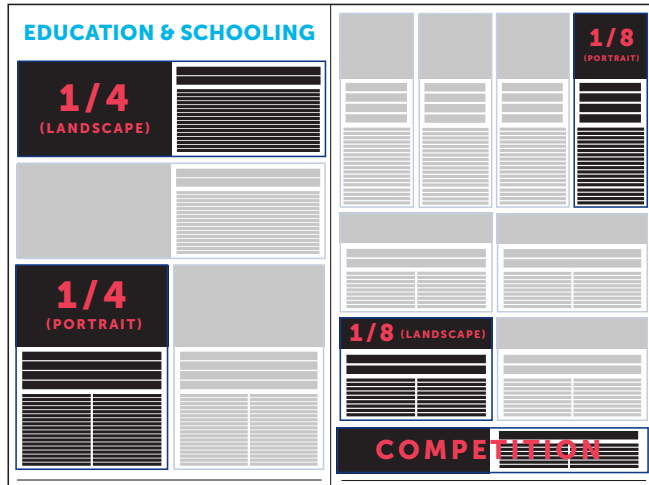
**Bump up your grades with revision courses**

**Children's after-school clubs and courses**



## 1/4 , 1/8 FEATURE REQUIREMENTS

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



### QUARTER PAGE

Landscape: 268 x 66.25 mm  
Portrait: 132 x 136.6 mm

<b>Headline</b>	Written in-house	<b>Headline</b>	Written in-house
<b>Main body copy</b>	160-250 words	<b>Main body copy</b>	60-90 words
<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*

### EIGHTH PAGE

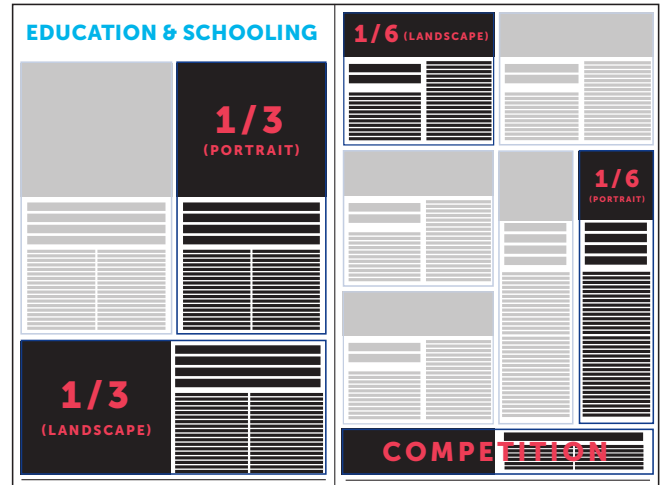
Landscape: 132 x 66.25 mm  
Portrait: 64 x 136.6 mm

### COMPETITION: 268 x 41.35 mm

<b>Headline</b>	Written in-house	<b>Main body copy</b>	50-70 words	<b>Contact</b>	Website, phone number	<b>Images</b>	1-3 high resolution images*
<b>Prize</b>	Prize and value						

## 1/3 , 1/6 FEATURE REQUIREMENTS

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



### THIRD PAGE

Landscape: 268 x 89.7 mm  
Portrait: 183.6 x 132 mm

<b>Headline</b>	Written in-house	<b>Headline</b>	Written in-house
<b>Main body copy</b>	200-300 words	<b>Main body copy</b>	120-150 words
<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*

### SIXTH PAGE

Landscape: 132 x 89.7 mm  
Portrait: 183.6 x 64 mm

## SUPPLYING CONTENT

### IMAGE SPECIFICATIONS\*

- CMYK images in JPEG, TIFF or PSD format
- All images are high resolution (at least 300dpi)
- Image ink density limit 240%
- 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](mailto:production@hurstmediacompany.co.uk)

For larger files please send to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via [wetransfer.com](mailto:wetransfer.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.

### CONTACT DETAILS

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