

Education & Learning checklist



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(THIS IS NOT A SUPPLEMENT, IT IS FEATURED INSIDE THE NEWSPAPER AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

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

In recent years, there has been a recognition to focus on the needs of the more practically minded student. *The Observer* is the perfect vehicle to showcase alternative **Education & Learning Checklist**, 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 vocational studies and apprenticeships, short courses, student loan advice, online training, tutoring options as well as evening classes and distance learning.

Education & Learning Checklist is the perfect shop window for brands and organisations to benefit from a time when life-changing decisions are made.

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 checklist

Discover more: medium hacthucum in concipit iuvit equamquirit activis. Tachia hata re ad in die comita vixitum lna, quomperit ubiicena, vix de is

Tailored tutoring for kids of all ages

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Unlock their full potential

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Giving graduates career confidence

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Enriching every art student's experience

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A small university with a community feel

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Learn to travel and travel to learn

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The alternative to traditional schools

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Unlock your creative side

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Embracing diversity in Central London

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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

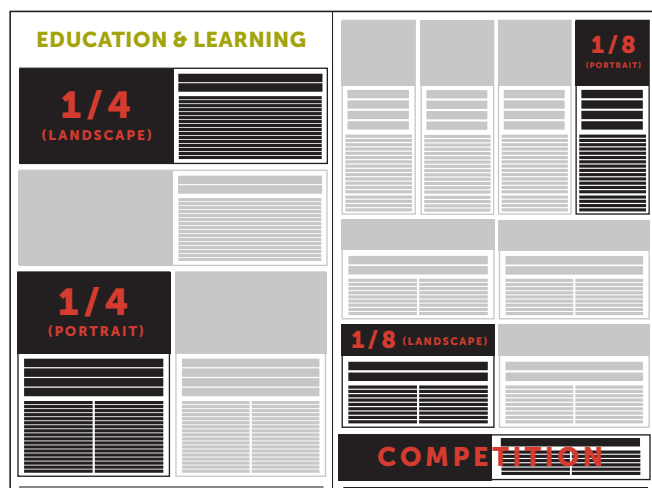
85%

of *Observer* readers are ABC1

RATE CARD		DISTRIBUTION		DEMOGRAPHICS	
Third page	£6,000	• 161,984 copies of <i>The Observer</i> published on a Sunday		SOCIAL DEMOGRAPHIC	GENDER
Quarter page	£4,500	• 548,000 average readership		AB - 65%	M F
Sixth page	£3,250	• Distributed UK wide		C1 - 20%	
Competition Partnership (Advertorial or Advert)	P.O.A			C2DE - 15%	
				AGE	
				15-24 4%	
				25-44 26%	
				45-64 40%	
				65+ 30%	

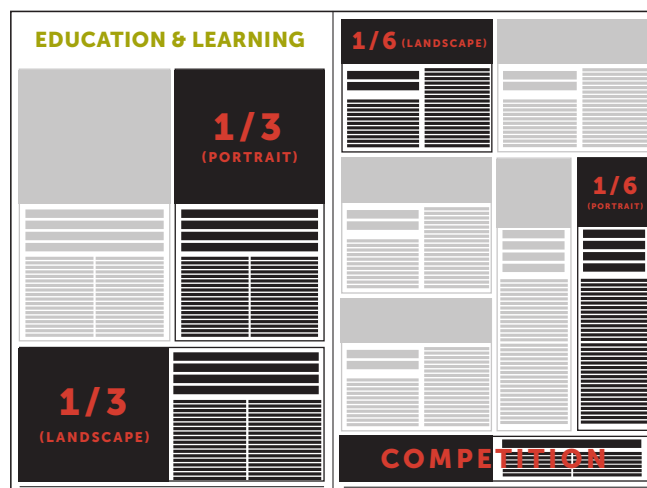
1/4 , 1/8 FEATURE REQUIREMENTS

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



1/3 , 1/6 FEATURE REQUIREMENTS

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QUARTER PAGE

Landscape: 263 x 66 mm
Portrait: 129.5 x 135.7 mm

Headline	Written in-house
Main body copy	200-250 words
Contact	Website, phone number
Images	1-2 high resolution images*

EIGHTH PAGE

Landscape: 129.5 x 66 mm
Portrait: 62.8 x 135.7 mm

Headline	Written in-house
Main body copy	70-100 words
Contact	Website, phone number
Images	1 high resolution image*

THIRD PAGE

Landscape: 263 x 89 mm
Portrait: 129.5 x 182.4 mm

Headline	Written in-house
Main body copy	200-300 words
Contact	Website, phone number
Images	1-3 high resolution images*

SIXTH PAGE

Landscape: 129.5 x 89 mm
Portrait: 62.8 x 182.4 mm

Headline	Written in-house
Main body copy	120-150 words
Contact	Website, phone number
Images	1 high resolution image*

COMPETITION: 263 x 42.5 mm

Headline	Written in-house	Main body copy	50-70 words	Contact	Website, phone number	Images	2-3 high resolution images*
Prize	Prize and value						

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%
- Please supply images at their original size and aspect ratio. We will crop images to an appropriate size when laying out your advertorial.
- Please do not supply images with any copy i.e. slogans on top
- We recommend supplying lifestyle images depicting your target audience, service or general message; or product shots.

We cannot guarantee the quality of the final print for images supplied outside of these specifications.

COPY SPECIFICATIONS

- All copy content provided in word processor file (avoid supplying in PDF format)
- Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style

* Image use subject to editorial discretion and may vary depending quality, size and layout.
† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

FILE TRANSFER

Files less than 8mb can be emailed 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** within the house style of the publication
- Layouts may vary depending on images and/or text supplied

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.

CONTACT DETAILS

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