

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*.

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

It will feature a high-quality selection of educational services, including the best schooling options, from pre-school to secondary school, short courses, tutoring options, activity and holiday camps, the latest available products and resources for students, as well as great, educational days out.

Education & Learning Checklist is the perfect shop window for brands and organisations to benefit from 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
- 85% of *Observer* readers are ABC1
- 95% of *Observer* readers claim that they don't read any other quality newspaper

Education & Learning checklist

An investment in your children's education lasts them their entire life. We take a look at a range of educational ideas, including establishments with excellent facilities and a variety of philosophies.

Gordon's: the most unique school in England

NAN DUNNE
Gordon's is a unique school in England. It is a boarding school for girls, and it is known for its unique approach to education. The school is located in Gordon, Scotland, and it is one of the most prestigious schools in the country. The school has a long history, and it has been a leading school for girls for over 150 years. The school is known for its excellent facilities, and it has a reputation for producing top-performing students. The school is also known for its unique approach to education, which focuses on the individual needs of each student. The school is a great choice for parents who are looking for a boarding school for their daughter.

St Albans High School for Girls

ST ALBANS HIGH SCHOOL FOR GIRLS is a boarding school for girls, and it is known for its excellent facilities and its reputation for producing top-performing students. The school is located in St Albans, Hertfordshire, and it is one of the most prestigious schools in the country. The school has a long history, and it has been a leading school for girls for over 150 years. The school is known for its excellent facilities, and it has a reputation for producing top-performing students. The school is also known for its unique approach to education, which focuses on the individual needs of each student. The school is a great choice for parents who are looking for a boarding school for their daughter.

Jumping for joy at Kent College, Canterbury

KENT COLLEGE is a boarding school for girls, and it is known for its excellent facilities and its reputation for producing top-performing students. The school is located in Canterbury, Kent, and it is one of the most prestigious schools in the country. The school has a long history, and it has been a leading school for girls for over 150 years. The school is known for its excellent facilities, and it has a reputation for producing top-performing students. The school is also known for its unique approach to education, which focuses on the individual needs of each student. The school is a great choice for parents who are looking for a boarding school for their daughter.

Microsoft Office Home and Student 2019: the future is here!

MICROSOFT OFFICE HOME AND STUDENT 2019 is a software package that includes Microsoft Word, Excel, PowerPoint, and OneNote. It is designed for home and student use, and it is available at a special price. The software is easy to use, and it has a wide range of features. It is a great choice for students who are looking for a software package that will help them with their schoolwork. The software is also a great choice for parents who are looking for a software package that will help their child with their schoolwork.

Private tuition that kick-starts your year

PRIVATE TUITION is a service that provides one-to-one tuition for students. It is designed to help students who are struggling with their schoolwork, and it is available for a wide range of subjects. The tuition is provided by experienced teachers, and it is tailored to the needs of each student. It is a great choice for parents who are looking for a way to help their child with their schoolwork. The tuition is also a great choice for students who are looking for a way to improve their grades.

The as-yet unwritten stories of our pupils

THE AS-YET UNWRITTEN STORIES OF OUR PUPILS is a book that tells the stories of the pupils of a school. It is a collection of stories written by the pupils themselves, and it is a great way to learn about the lives of the pupils. The book is a great choice for parents who are looking for a way to learn about their child's school life. The book is also a great choice for teachers who are looking for a way to learn about their students.

Family Fun at Leighton House Museum and 18 Stafford Terrace

FAMILY FUN AT LEIGHTON HOUSE MUSEUM AND 18 STAFFORD TERRACE is a family-friendly event that takes place at Leighton House Museum and 18 Stafford Terrace. The event includes a variety of activities, including art and craft workshops, and it is a great way to spend a day with the family. The event is a great choice for families who are looking for a family-friendly activity. The event is also a great choice for schools who are looking for a family-friendly activity for their pupils.

The notebook with added benefits

THE NOTEBOOK WITH ADDED BENEFITS is a notebook that has a variety of features, including a calendar, a to-do list, and a space for notes. It is a great choice for students who are looking for a notebook that will help them with their schoolwork. The notebook is also a great choice for parents who are looking for a notebook that will help their child with their schoolwork.

Now! Perfect for curious kids aged 4-7 - I Know! magazine

I KNOW! MAGAZINE is a magazine for children aged 4-7. It is a fun and informative magazine that includes a variety of articles, including facts and features. The magazine is a great choice for parents who are looking for a magazine for their child. The magazine is also a great choice for children who are looking for a magazine that is fun and informative.

Relive seventeenth century life today

RELIVE SEVENTEENTH CENTURY LIFE TODAY is a book that tells the story of the seventeenth century. It is a book that is written in a way that is easy to read, and it is a great way to learn about the seventeenth century. The book is a great choice for parents who are looking for a book that will help their child learn about the seventeenth century. The book is also a great choice for children who are looking for a book that is fun and informative.

De Aston School Academy Trust offers state boarding

DE ASTON SCHOOL ACADEMY TRUST offers state boarding for students. The trust is a great choice for parents who are looking for a boarding school for their child. The trust is also a great choice for students who are looking for a boarding school. The trust is a great choice for parents who are looking for a boarding school for their child. The trust is also a great choice for students who are looking for a boarding school.

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

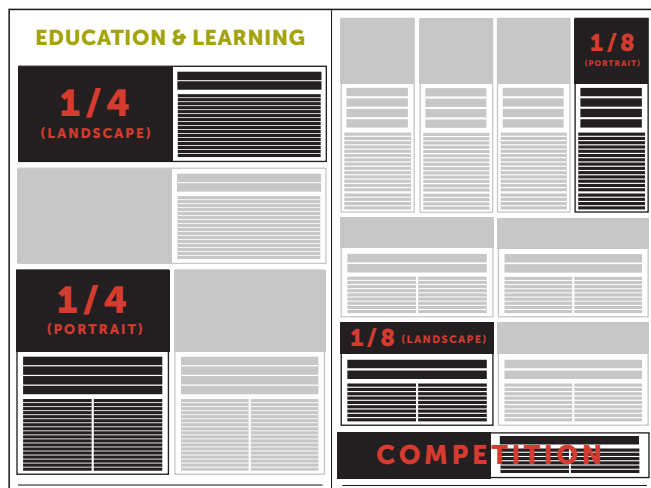
85%

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			
Sixth page	£3,250	• Distributed UK wide		AGE	
Competition Partnership (Advertorial or Advert)	P.O.A			15-24 4% 25-44 26% 45-64 40% 65+ 30%	

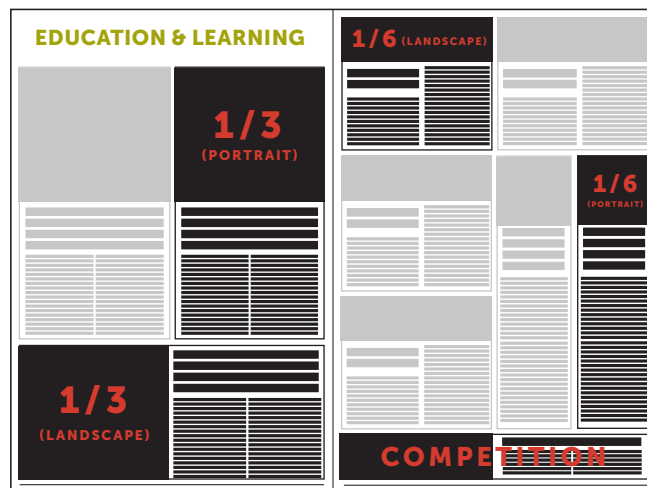
1/4 , 1/8 FEATURE REQUIREMENTS

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



1/3 , 1/6 FEATURE REQUIREMENTS

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



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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