

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
SCHOOLING: Gordon's is a unique school in England, offering a range of educational ideas, including establishments with excellent facilities and a variety of philosophies.

St Albans High School for Girls

ST ALBANS HIGH SCHOOL FOR GIRLS is a unique school in England, offering a range of educational ideas, including establishments with excellent facilities and a variety of philosophies.

Jumping for joy at Kent College, Canterbury

KENT COLLEGE is a unique school in England, offering a range of educational ideas, including establishments with excellent facilities and a variety of philosophies.

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

MICROSOFT OFFICE HOME AND STUDENT 2019 is a unique school in England, offering a range of educational ideas, including establishments with excellent facilities and a variety of philosophies.

Private tuition that kick-starts your year

PRIVATE TUITION that kick-starts your year, offering a range of educational ideas, including establishments with excellent facilities and a variety of philosophies.

The as-yet unwritten stories of our pupils

THE AS-YET UNWRITTEN STORIES of our pupils, offering a range of educational ideas, including establishments with excellent facilities and a variety of philosophies.

Family Fun at Leighton House Museum and 18 Stafford Terrace

FAMILY FUN at Leighton House Museum and 18 Stafford Terrace, offering a range of educational ideas, including establishments with excellent facilities and a variety of philosophies.

The notebook with added benefits

THE NOTEBOOK with added benefits, offering a range of educational ideas, including establishments with excellent facilities and a variety of philosophies.

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

I KNOW! MAGAZINE is perfect for curious kids aged 4-7, offering a range of educational ideas, including establishments with excellent facilities and a variety of philosophies.

Relive seventeenth century life today

RELIVE SEVENTEENTH CENTURY life today, offering a range of educational ideas, including establishments with excellent facilities and a variety of philosophies.

De Aston School Academy Trust offers state boarding

DE ASTON SCHOOL ACADEMY TRUST offers state boarding, offering a range of educational ideas, including establishments with excellent facilities and a variety of philosophies.

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

Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
Competition Partnership (Advertorial or Advert)	P.O.A

DISTRIBUTION

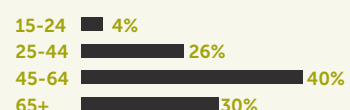
- 161,984 copies of *The Observer* published on a Sunday
- 548,000 average readership
- Distributed UK wide

DEMOGRAPHICS

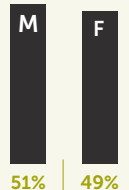
SOCIAL DEMOGRAPHIC



AGE

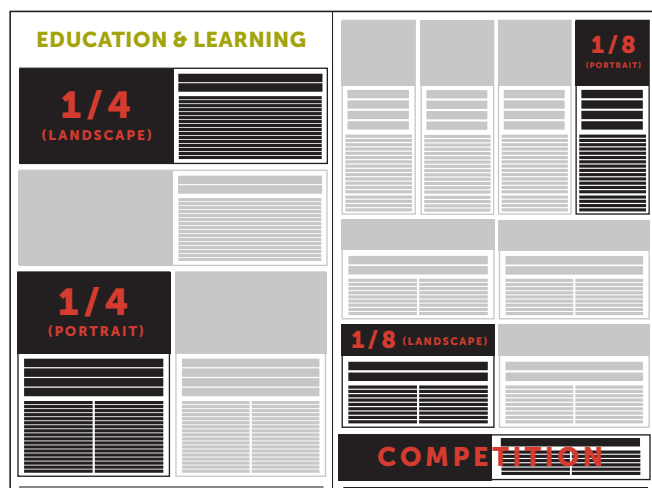


GENDER



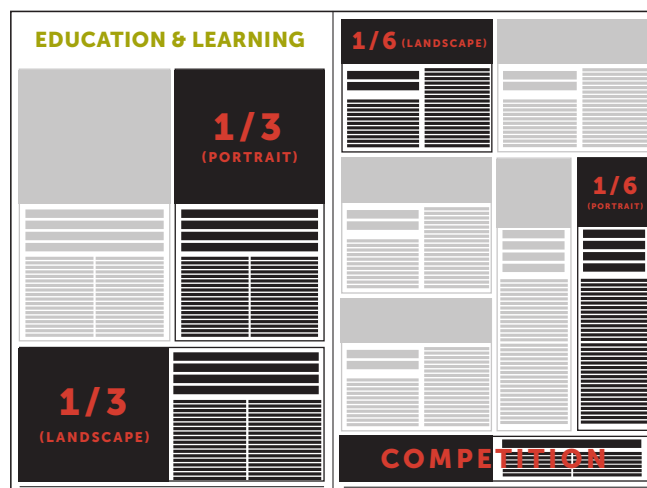
1/4 , 1/8 FEATURE REQUIREMENTS

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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