

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

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.

Get your little ones classroom ready

Get your little ones classroom ready with the new **PILOT** range of educational toys. The new **PILOT** range of educational toys is designed to help children learn through play. The new **PILOT** range of educational toys is designed to help children learn through play.

Inspirational and fun learning through STEAM

STEAM (Science, Technology, Engineering, Arts and Mathematics) is a cross-curricular approach to learning that encourages children to think creatively and solve problems. The new **STEAM** range of educational toys is designed to help children learn through play.

The top ten issues in British classrooms

The top ten issues in British classrooms are: 1. Teacher workload, 2. Teacher pay, 3. Teacher training, 4. Teacher recruitment, 5. Teacher retention, 6. Teacher morale, 7. Teacher leadership, 8. Teacher innovation, 9. Teacher collaboration, 10. Teacher impact.

JUST GREAT TEACHING

JUST GREAT TEACHING is a new initiative by the Department of Education to celebrate the best teachers in the country. The new **JUST GREAT TEACHING** initiative is designed to help teachers learn from each other and improve their practice.

Prepare your kids for school

Prepare your kids for school with the new **STAPLES** range of educational toys. The new **STAPLES** range of educational toys is designed to help children learn through play.

The UK's No.1 scientific calculator

The UK's No.1 scientific calculator is the **CASIO** range of calculators. The new **CASIO** range of calculators is designed to help students learn through play.

Learn to travel and travel to learn

Learn to travel and travel to learn with the new **travelbound** range of educational toys. The new **travelbound** range of educational toys is designed to help children learn through play.

City of London Corporation apprenticeships

City of London Corporation apprenticeships are a world of career opportunities. The new **City of London Corporation** apprenticeships are designed to help students learn through play.

Microsoft Office Home and Student 2019

Microsoft Office Home and Student 2019 is the perfect software for home and student use. The new **Microsoft Office Home and Student 2019** is designed to help students learn through play.

698k

Average readership of *The Observer* on a Sunday

£400

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

More likely to...

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

85%

of *Observer* readers are ABC1

RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
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

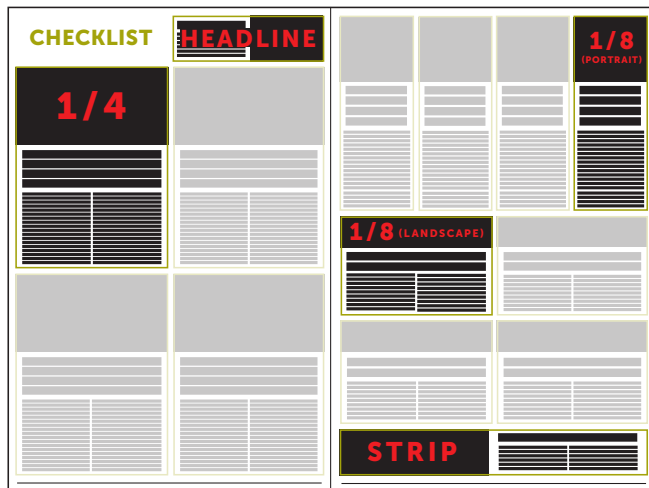
15-24	4%
25-44	26%
45-64	40%
65+	30%

GENDER

M	51%
F	49%

1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Portrait: 129.5 x 135.7 mm

Total word count 200-250 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1-2 images + logo

EIGHTH PAGE

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

Total word count 70-100 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1 image + logo

STRIP Landscape: 263 x 42.5 mm

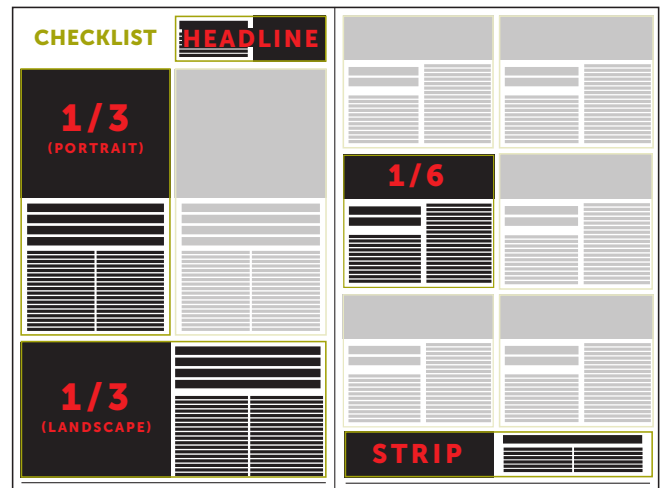
Main body copy 120-150 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2 images + logo

1/3 , 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape: 263 x 89 mm
Portrait: 192.5 x 182.4 mm

Total word count 200-300 words

Call to action i.e. Discount offer, website, phone, or social links

Images 2-3 images + logo

SIXTH PAGE

Landscape: 129.5 x 89 mm

Total word count 120-150 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1-2 image + logo

HEADLINE Landscape: 129.5 x 42.5 mm

Main body copy 60-80 words

Call to action i.e. Discount offer, website, phone, or social links

Images 1 image + logo

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

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

COPY SPECIFICATIONS

- Total word count includes max. 10 words for headline and max. 20 words for a call to action.
- Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style.

FILE TRANSFER

Files less than 8mb (total attachment limit) can be emailed to production@hurstmediacompany.co.uk. Larger files can be sent to production@hurstmediacompany.co.uk via wettransfer.com. Please clarify in your message your company name, publication, theme and on sale date as per your booking.

DESIGN PROCESS

- Once all material is submitted according to specification, **Hurst Media will layout your advertorial** within the pre-approved house style of the publication.
- Supplied copy will be subedited by Hurst Media's editorial team. Spelling, grammar and punctuation will also be corrected to the house style.
- Layouts may vary depending on style of images and/or text supplied.

APPROVALS & AMENDMENTS

- Hurst Media will provide a PDF for client approval.
- The client will have the option of two rounds of amendments before final approval is required.
- Please ensure any amendments are clear and concise.
- Approval is required within 48 hours.
- Please note that the newspaper must also approve all advertorials and they reserve the right to make changes or corrections to ensure copy passes their compliance standards.

* Image use subject to editorial discretion and may vary depending quality, size and layout. We cannot guarantee the quality of the final print for images supplied outside of these specifications.

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.
† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour.

CONTACT DETAILS

Hurst Media Company
United House
N7 9DP
Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

Tel: 0203 478 6017
Fax: 0203 478 6018
sales@hurstmediacompany.co.uk

PRODUCTION DEPT.

Tel: 0203 478 6016
production@hurstmediacompany.co.uk



HURST MEDIA

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