

# 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

With the new school year just around the corner, it's time to get your little ones ready for their first day. We have a range of products to help them get started, including:

- **Online Trading Academy** - A platform for children to learn about trading and investment.
- **Pilot** - A range of educational toys and games.

### Inspirational and fun learning through STEAM

STEAM (Science, Technology, Engineering, Arts and Mathematics) is a cross-curricular approach to learning that encourages creativity and problem-solving. We have a range of resources to help you get started, including:

- **Online Trading Academy** - A platform for children to learn about trading and investment.
- **Pilot** - A range of educational toys and games.

### The top ten issues in British classrooms

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### JUST GREAT TEACHING

With the new school year just around the corner, it's time to get your little ones ready for their first day. We have a range of products to help them get started, including:

- **Online Trading Academy** - A platform for children to learn about trading and investment.
- **Pilot** - A range of educational toys and games.

### Prepare your kids for school

With the new school year just around the corner, it's time to get your little ones ready for their first day. We have a range of products to help them get started, including:

- **Online Trading Academy** - A platform for children to learn about trading and investment.
- **Pilot** - A range of educational toys and games.

### Learn to travel and travel to learn

With the new school year just around the corner, it's time to get your little ones ready for their first day. We have a range of products to help them get started, including:

- **Online Trading Academy** - A platform for children to learn about trading and investment.
- **Pilot** - A range of educational toys and games.

### The UK's No.1 scientific calculator

With the new school year just around the corner, it's time to get your little ones ready for their first day. We have a range of products to help them get started, including:

- **Online Trading Academy** - A platform for children to learn about trading and investment.
- **Pilot** - A range of educational toys and games.

### City of London Corporation apprenticeships

With the new school year just around the corner, it's time to get your little ones ready for their first day. We have a range of products to help them get started, including:

- **Online Trading Academy** - A platform for children to learn about trading and investment.
- **Pilot** - A range of educational toys and games.

### Microsoft Office Home and Student 2019

With the new school year just around the corner, it's time to get your little ones ready for their first day. We have a range of products to help them get started, including:

- **Online Trading Academy** - A platform for children to learn about trading and investment.
- **Pilot** - A range of educational toys and games.

# 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                                      | <b>£8,500</b> |
| Quarter page                                    | <b>£6,750</b> |
| Sixth page                                      | <b>£5,000</b> |
| Competition Partnership (Advertorial or Advert) | <b>P.O.A</b>  |

### DISTRIBUTION

- 161,984 copies of *The Observer* published on a Sunday
- 698,000 average readership
- Distributed UK wide

### DEMOGRAPHICS

#### SOCIAL DEMOGRAPHIC

AB - 65%  
C1 - 20%  
C2DE - 15%

#### AGE

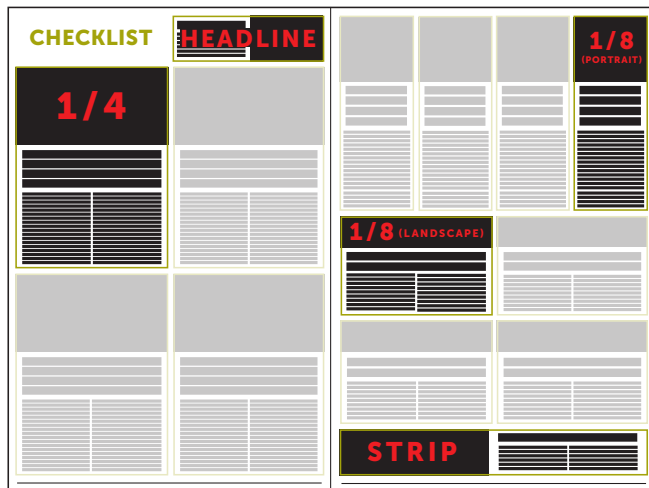
15-24 4%  
25-44 26%  
45-64 40%  
65+ 30%

#### 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

|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 200-250 words                                        |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 2 images + logo                                      |

### EIGHTH PAGE

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

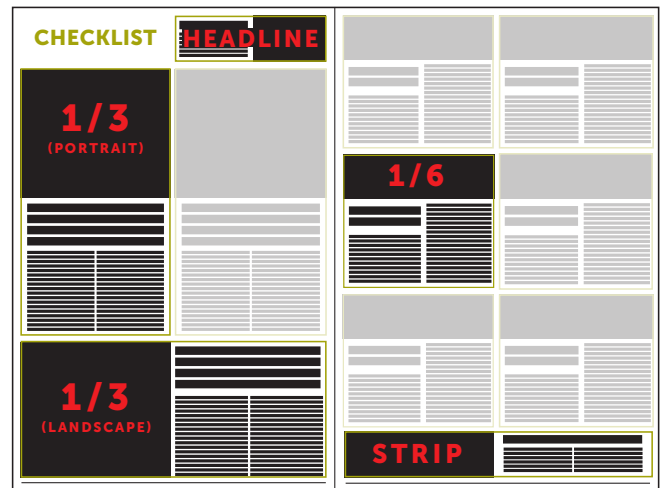
|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 70-100 words                                         |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 1 image + logo                                       |

### STRIP Landscape: 263 x 42.5 mm

|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 120-150 words                                        |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 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

|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 200-300 words                                        |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 2-3 images + logo                                    |

### SIXTH PAGE

Landscape: 129.5 x 89 mm

|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 120-150 words                                        |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 1-2 image + logo                                     |

### HEADLINE Landscape: 129.5 x 42.5 mm

|                         |                                                      |
|-------------------------|------------------------------------------------------|
| <b>Total word count</b> | 60-80 words                                          |
| <b>Call to action</b>   | i.e. Discount offer, website, phone, or social links |
| <b>Images</b>           | 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](mailto:production@hurstmediacompany.co.uk). Larger files can be sent to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk) via [wetransfer.com](http://wetransfer.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

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