

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 a new school year just around the corner, it's time to get your little ones ready for the classroom. The new *Pilot* range of schoolbags, backpacks, and stationery is the perfect choice for your little one's new school year.

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 and resources is the perfect choice for your child's learning journey.

The top ten issues in British classrooms

What are the top ten issues in British classrooms? From the need for more resources to the importance of mental health support, we explore the challenges facing teachers and students in the classroom.

JUST GREAT TEACHING

Discover the stories of the great teachers who are making a difference in the classroom. From the dedicated primary school teacher to the innovative university lecturer, we celebrate the excellence of the teaching profession.

Prepare your kids for school

With a new school year just around the corner, it's time to get your kids ready for school. The new *Prepare Your Kids* range of schoolbags, backpacks, and stationery is the perfect choice for your child's new school year.

Learn to travel and travel to learn

Travel is a great way to learn. From the ancient ruins of Rome to the modern architecture of New York City, travel allows us to experience the world and learn from it. The new *Learn to Travel* range of educational toys and resources is the perfect choice for your child's learning journey.

The UK's No.1 scientific calculator

Discover the UK's No.1 scientific calculator, the *Casio* FX-991EX. This powerful calculator is perfect for students of all ages, from primary school to university. It features a large LCD screen, a numeric keypad, and a variety of scientific functions.

City of London Corporation apprenticeships

Discover the City of London Corporation apprenticeships, a world of career opportunities. From the City of London Corporation to the City of London Corporation, we offer a variety of apprenticeships in a range of sectors, including finance, law, and engineering.

Microsoft Office Home and Student 2019

Discover the Microsoft Office Home and Student 2019, the perfect choice for your home or student. This powerful suite of software includes Word, Excel, PowerPoint, and OneNote, and is perfect for students of all ages.

The classic notepad

Discover the classic notepad, the perfect choice for your home or student. This powerful notepad is perfect for students of all ages, from primary school to university. It features a large LCD screen, a numeric keypad, and a variety of scientific functions.

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

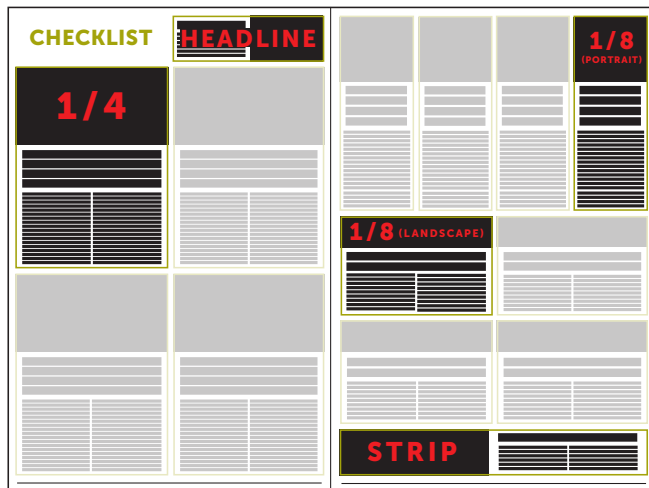
85%

of *Observer* readers are ABC1

RATE CARD	DISTRIBUTION	DEMOGRAPHICS
<p>Third page £8,500</p> <p>Quarter page £6,750</p> <p>Sixth page £5,000</p> <p>Competition Partnership P.O.A (Advertorial or Advert)</p>	<ul style="list-style-type: none"> • 161,984 copies of <i>The Observer</i> published on a Sunday • 698,000 average readership • Distributed UK wide 	<p>SOCIAL DEMOGRAPHIC</p> <p>AB - 65%</p> <p>C1 - 20%</p> <p>C2DE - 15%</p> <p>AGE</p> <p>15-24 4%</p> <p>25-44 26%</p> <p>45-64 40%</p> <p>65+ 30%</p> <p>GENDER</p> <p>M 51%</p> <p>F 49%</p>

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 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

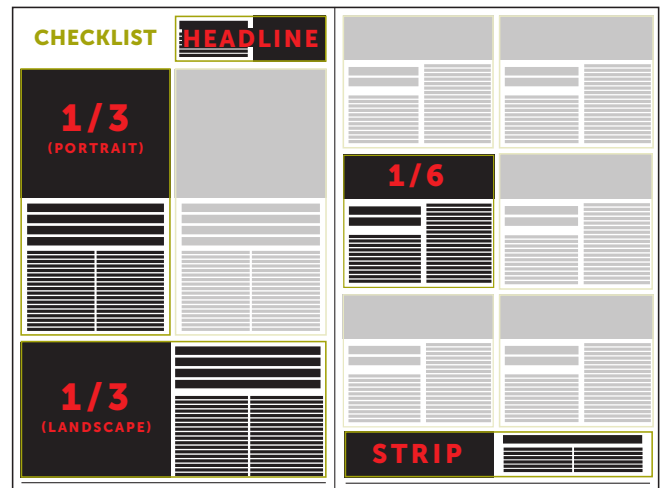
Total word count 120-150 words

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

Total word count 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 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.

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