

Education and Learning *checklist* ✓



PUBLISHED WITH **i** ON SATURDAYS

(THIS IS NOT A THIRD-PARTY 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 weekend section of *The i*.

Around 83% of *The i* readers are of an ABC1 demographic and are known to welcome new information. *The i* is renowned for its expert commentary on education which is why **Education & Learning Checklist** will serve as an essential guide for parents looking to make the best choices available for their children.

It will showcase a high-quality selection of educational services, including the best college and school options, from pre-school to secondary school, activity camps, tutoring options, boarding schools, 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, and an affluent, educated audience.

PARTICULARLY CONSIDERING

- 92% of *i* readers think it is important to continue to learn new things throughout life
- 55% like to be surrounded by different people, cultures, ideas, lifestyles
- Responsive readers are 2.6 times more likely to find newspaper ads useful for purchase decisions
- A tech savvy 51% want to keep up-to-date with new technology

Education and Learning *checklist*

An investment in your education leads to a better future. We have a choice of a range of educational choices, from traditional to modern, from local to global. **Education & Learning Checklist** is the perfect guide to help you make the best choice for your child.

Read more about **Education & Learning Checklist** on page 10 of *The i*.

Get your little ones classroom ready

These products, from the award-winning **Pilot** brand, are designed to help your child get ready for school. They include a range of stationery, from pens and pencils to notebooks and calculators. **Pilot** products are available in a range of colours and designs, making them perfect for your child's school bag.

Get your little ones classroom ready with Pilot products.

Discover different cultures from home by learning a new language

Learn a new language from the comfort of your home. **ABC1** offers a range of language courses, from French to Spanish, to help your child learn a new language. **ABC1** courses are available in a range of formats, from online to in-person, making them perfect for your child's learning style.

Discover different cultures from home by learning a new language with ABC1.

Turn a course into a career at ACM

ACM offers a range of courses, from art to science, to help your child turn a course into a career. **ACM** courses are available in a range of formats, from online to in-person, making them perfect for your child's learning style.

Turn a course into a career at ACM.

For all of your stationery essentials

Staples offers a range of stationery essentials, from pens and pencils to notebooks and calculators. **Staples** products are available in a range of colours and designs, making them perfect for your child's school bag.

For all of your stationery essentials, visit Staples.

The UK's No.1 scientific calculator just got better

Casio offers a range of scientific calculators, from basic to advanced, to help your child with their science studies. **Casio** calculators are available in a range of formats, from online to in-person, making them perfect for your child's learning style.

The UK's No.1 scientific calculator just got better with Casio.

Unleash creativity and get your kids learning to code at home using Minecraft and Roblox

CK offers a range of coding courses, from Minecraft to Roblox, to help your child learn to code. **CK** courses are available in a range of formats, from online to in-person, making them perfect for your child's learning style.

Unleash creativity and get your kids learning to code at home using Minecraft and Roblox with CK.

Enjoy art with confidence - study an appreciation course

Art Institute offers a range of art appreciation courses, from basic to advanced, to help your child learn to appreciate art. **Art Institute** courses are available in a range of formats, from online to in-person, making them perfect for your child's learning style.

Enjoy art with confidence - study an appreciation course with Art Institute.

Find your future - join the screen industries success story

Screen Industries offers a range of screen industry courses, from acting to directing, to help your child learn to work in the screen industry. **Screen Industries** courses are available in a range of formats, from online to in-person, making them perfect for your child's learning style.

Find your future - join the screen industries success story with Screen Industries.

The classic notepad

Classic offers a range of classic notepads, from basic to advanced, to help your child with their writing. **Classic** notepads are available in a range of formats, from online to in-person, making them perfect for your child's learning style.

The classic notepad with Classic.

800k

Average print readership of *The i*

85%

do not read another newspaper

92%

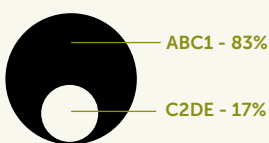
of readers think it is important to continue to learn new things throughout life

2.4x

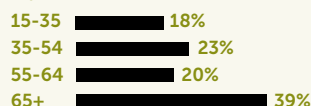
more likely to pay attention to newspaper ads

DEMOGRAPHICS

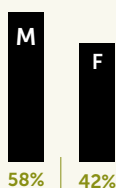
SOCIAL DEMOGRAPHIC



AGE



GENDER



DISTRIBUTION

- 140,000 copies of *The i* published on a Saturday
- 800,000 average print readership
- Distributed UK wide

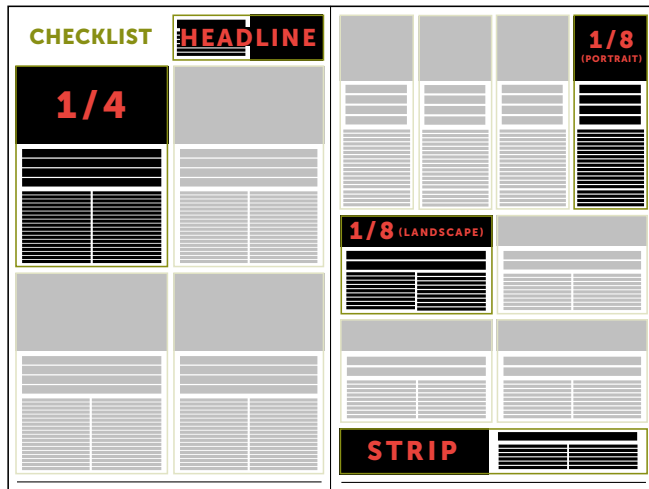
RATE CARD

Third page	£5,400
Quarter page	£4,050
Sixth page	£2,700
Competition upgrade	£1,000

CLICK HERE TO SEE THE COMPETITION MEDIA PACK

1/4 , 1/8 FEATURE REQUIREMENTS

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



QUARTER PAGE

Portrait: 130 x 137.7 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: 130 x 67 mm
Portrait: 63 x 137.7 mm

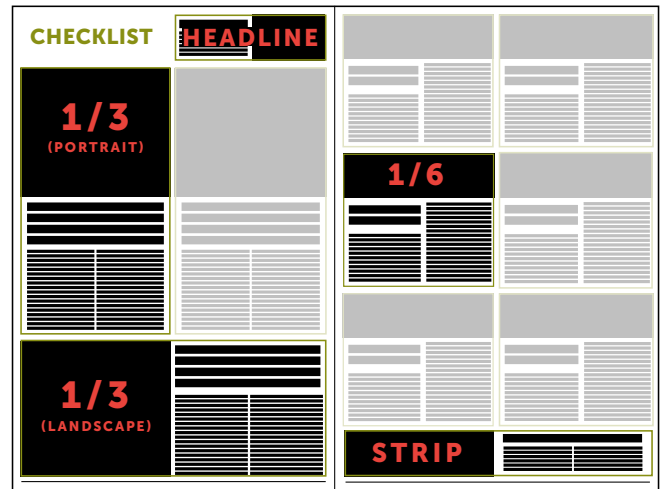
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

STRIP Landscape: 264 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: 264 x 90.4 mm
Portrait: 130 x 185 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: 130 x 90.4 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: 130 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 reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

FILE TRANSFER WARNING: EMAIL ATTACHMENT LIMIT

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 the free file sharing service [wetransfer.com](https://www.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 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.

Image sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25.

CONTACT DETAILS

Hurst Media Company, United House, North Road, N7 9DP
Company number: 08357910 VAT number: 161866882

Education & Learning Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *The i*

All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

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