

Education & Learning *checklist* ✓



PUBLISHED WITH The Guardian Weekend ON SATURDAYS

(THIS IS NOT A THIRD-PARTY SUPPLEMENT, IT IS FEATURED INSIDE THE MAGAZINE AND IS INCLUDED IN ALL NATIONWIDE PRINTED EDITIONS)

The **Education & Learning Checklist** is a full-colour, tabloid-sized double-page spread of advertorial content published in *Guardian Weekend Magazine* issued with the weekly newspaper.

Guardian Weekend Magazine's readership is well balanced, including parents and pupils, as well as teachers, and students. *Guardian Weekend Magazine* is the perfect vehicle to showcase the **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.

The **Education & Learning Checklist** will feature a high-quality selection of vocational studies and apprenticeships, short courses, home learning, student loan advice, online training, tutoring, and evening or flexible learning classes. As well as early years, primary, secondary, and higher education.

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

- The *Guardian* readers spend £81 a week on groceries
- 65% of readers say *The Guardian* helps them to make up their mind
- 85% of *The Guardian* readers are ABC1, with an average household income of £59,764
- 53% of readers say *The Guardian* is impartial and unbiased.

Education & Learning *checklist* ✓

An investment in your child's education leads them from their early life, to take a look at a range of education ideas, including establishments with excellent facilities and a variety of philosophies

The smart way for kids to learn science

IF YOUR CHILD PREFERS TECHNOLOGY to textbooks, try Tassomai. This clever online learning and revision program for GCSE science and other subjects has helped thousands of students get better GCSE grades. It also organises learning to avoid stressful evenings, ensuring a 'bite and chew' approach throughout the year. Tassomai's subject specialists turn each syllabus into multiple-choice style questions that students answer on their phone or laptop. And it really works! Over 400 schools now use Tassomai's GCSE science program, and 95% of the teachers using it recommend it. Tassomai subscriptions include weekly activity reports for parents, so they can keep a close eye on progress without nagging.

Visit tassomai.com to find out more. Parents pay a monthly subscription (there's no contract) and they pay any early birds who sign up before the end of the month will receive a 30% discount.

TASSOMAI
The Learning Program

Learn at home with Bloomsbury Education

FOR PARENTS COMING with the challenges of home schooling and managing a flood of online materials, Bloomsbury Education is here to show their top tips and resources.

Concentrate on the core subjects
Focusing on core curriculum subjects such as English and maths is key. The Andrew Brodie's Little's Do activity book series is ideal for children aged five to 12 years, and providing English and maths.

Try interacting with a range of media
Apps, videos and games offer beneficial educational content and break up the day's activities. To practice essential skills, the Andrew Brodie's Little's Do app consolidates children's learning and boost confidence in maths, spelling, times tables and telling the time. The kids Bloomsbury Facebook page offers free handy friendly resources with new content uploaded every weekday.

Be part of their reading and learning journey
Reading a book with or parent together can be fun, highly educational and valuable time away from screens for children. Bloomsbury Young Readers for children aged five to seven contains tips for adults reading with their children and ideas for follow on activities. Bloomsbury's range of children's picture books is easy on reading, and often features tips for writing poems at the end.

Visit bloomsbury.com to find out more about home learning books and resources. The Little's Do app is available from all app stores.

BLOOMSBURY EDUCATION

Win one of five eco-friendly stationary bundles Worth £50 each!

For more information visit www.bloomsbury.co.uk/eco-friendly

eco-friendly

Art appreciation course

THE ONLINE ART APPRECIATION COURSE is a comprehensive and flexible art history course delivered in a supportive learning atmosphere. The course will help students think critically and become art savvy. The focus is to develop a deep knowledge and to support the student's horizons to enjoy art with confidence either as a hobby or to support certain career options. Course content follows the best known art history books known for their appearances on the BBC's Antiques Roadshow.

A learner will be educated to the student environment, who will guide the student through each module of the course, while giving constructive feedback on all submitted work. Sessions from 24 hours support for life.

ART
The Learning Program

To find out more, visit theartinstitute.co.uk or contact support@theartinstitute.co.uk

Ever dreamt of taking up a musical instrument?

WHEN YOU DECIDE TO PLAY an instrument is fun and a fantastic skill to have. Which is why Derosa Music lessons are delivered on a one-to-one basis with the idea of putting the individual's learning first.

Online lessons have many additional benefits and are a fantastic alternative to a one-to-one lesson. Above all, having an instrument is incredibly rewarding.

How you will learn Having a private lesson means the tutor will discuss your own objectives. They will then work with you on getting practice goals throughout the week.

Who are the best teachers? Lessons are available for children and adults. Your flexible lesson plans ensure that your musical journey is both enjoyable and rewarding. Remember all lessons are one-on-one basis.

How much does it cost? One-to-one lessons range from:

- 20 minutes for £25
- 30 minutes for £35
- 40 minutes for £45
- 60 minutes for £65

DEROSA
MUSIC LESSONS

For more information visit derosamusic.co.uk and to book a free trial lesson email sales@derosamusic.co.uk.

Prepare your kids for school

GCSE FOR NEW SATURDAY and a school bag with your child to build the anticipation towards their first day. Kids love choosing to make a visual reminder of those many days until the new term. Decorate their bedroom and allow them to choose where they want their desk. Start planning new ideas - ask for their input on what they like and try them before the new term starts plus to them choose a new direction.

By preparing your child for school you can minimise the stress and make it a fun experience.

Grab all the essentials they need with an exclusive 15% discount using voucher code CHECKLIST at staples.co.uk

STAPLES

There's never been a better time to learn programming - for all ages and all levels

IT'S A WELL-DOCUMENTED fact that, compared to group lessons, one-to-one tuition is the most effective and quickest way to learn. You always have the full attention of your tutor, they respond to the moment to your individual progress, and they tailor every lesson to you. Try a lesson with an outstanding tutor in more than 100 subjects.

Quote CHECKLIST for 30% off your first two lessons at asktutorcentre.co.uk or call 020 3997 7744.

UK STUDY CENTRE

Get your kids learning to code at home using Minecraft and Roblox

UNLEASH YOUR KID'S CREATIVITY with Code Kingdoms and Roblox. These are global thrives of software engineers which have meant those with the relevant skills have found themselves in one of the highest demand and paid careers, which is only set to grow in the future. Code Kingdoms offers interactive online courses supported by parents and educational specialists, designed to teach kids between eight and 14 years old.

Roblox is a great solution to learn and entertain kids at home, while equipping them with skills that could help shape their future careers.

CK
CODE KINGDOMS

Get up to 50% off this week only by visiting the website at codingkingdoms.com

Sponsor a child's education in India from £8 a month

PROJECT MALA was founded over 20 years ago. Today they have 13 schools providing quality education to gifted yet underprivileged children in India. To give them an opportunity to reach their full potential. The charity serves 85 villages and provides 1,200 children with full-time education, nutrition and healthcare. Sponsorships start at £8 a month with no long-term commitment. Sponsor receive progress reports of their child and all sponsorship money goes to India.

To find out more, visit projectmalalife.org.uk, email the team at mail@projectmalalife.org.uk or call 01904 541004.

867K 65%

Saturday print readership of *The Guardian*

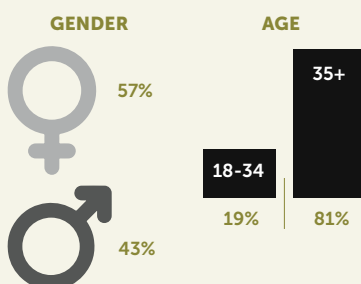
of readers say *The Guardian* helps them to make up their mind

83% 54%

trust *The Guardian's* content — making it the most trusted newspaper in the UK

of readers believe they are more likely to respond to an advert if it appears from a trusted source

DEMOGRAPHICS



DISTRIBUTION

- 220,240 copies of *Guardian Weekend Magazine* are published on a Saturday
- 867,492 average Saturday readership
- Distributed UK wide

RATE CARD

Third page	£8,500
Quarter page	£6,750
Sixth page	£5,000
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: 118 x 132 mm

EIGHTH PAGE

Landscape: 118 x 63 mm

Portrait: 57 x 118 mm

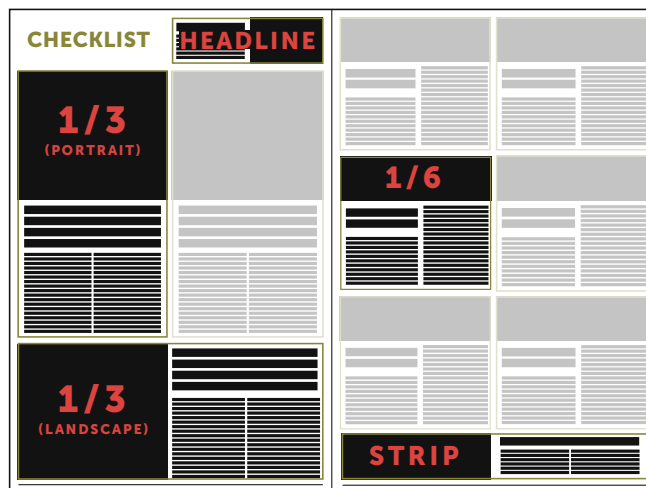
Total word count	200-250 words	Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2 images + logo	Images	1 image + logo

STRIP Landscape: 240 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: 240 x 87 mm

Portrait: 118 x 178 mm

SIXTH PAGE

Landscape: 118 x 87 mm

Total word count	200-300 words	Total word count	120-150 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	2-3 images + logo	Images	1-2 image + logo

HEADLINE Landscape: 118 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. 15 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 Checklist is advertorial content compiled by Hurst Media Company Ltd which takes sole responsibility for the content, but is published in *Guardian Weekend Magazine*. All bookings are made subject to our Terms & Conditions of advertising, which are available here: hurstmediacompany.co.uk/hurst-media-advertising-terms

MEDIA SALES

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

PRODUCTION DEPARTMENT

Tel: 0203 770 4024
production@hurstmediacompany.co.uk



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