

Education & Schooling *checklist* ✓

The PUBLISHED WITH **Guardian** ON SATURDAYS

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



The **Education & Schooling Checklist** is a full-colour, tabloid-sized, double-page spread of advertorial content published in the Saturday edition of *The Guardian*.

The *Guardian* readers have an average family income of £59,764. This wealthy readership believes it is worth paying extra for quality products and services. The **Education & Schooling Checklist** serves as an essential guide for parents looking to make the best choices available for their children.

The *Guardian* is the perfect vehicle to showcase the **Education & Schooling Checklist**, which will serve as an essential guide to help students of all ages to make the best and most informed choices available to them.

It will feature a high-quality selection of vocational studies and apprenticeships, short courses, home learning, student loan advice, online training and tutoring, as well as evening or flexible learning classes.

The **Education & Schooling 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* reaches 894,200 readers within the affluent ABC1 demographic
- 83% of readers trust *The Guardian's* content, the most trusted publication in the UK
- 95% of *Guardian* readers claim that they don't read any other quality newspaper
- The *Guardian* helps 65% of readers to make up their mind.

Education & Schooling *checklist*

An investment in your child's education makes them thrive in life. We take a look at a range of education news, including apprenticeships, with excellent facilities and a variety of qualifications.

The smart way for kids to learn science

IF YOUR CHILD IS INTERESTED IN SCIENCE, then the Tassimo app is a must-have. This free app allows parents to track their child's progress and receive personalised recommendations for science-related products and services.

Prepare your kids for school

THE NEW YEAR IS A GREAT TIME TO GET your child ready for school. With the Tassimo app, you can track their progress and receive personalised recommendations for school-related products and services.

A love of learning, culture and achievement

IF YOUR CHILD IS INTERESTED IN LEARNING, then the Tassimo app is a must-have. This free app allows parents to track their child's progress and receive personalised recommendations for learning-related products and services.

Get your little ones classroom ready

YOUR CHILD'S CLASSROOM IS A GREAT PLACE TO LEARN. With the Tassimo app, you can track their progress and receive personalised recommendations for classroom-related products and services.

Lyndhurst House Prep School

Lyndhurst House Prep School is a leading independent school for boys and girls. We offer a wide range of subjects and extracurricular activities. Contact us for more information.

School on the water with the boat club

THE BOAT CLUB IS A GREAT WAY TO GET your child involved in sport. We offer a wide range of boat clubs and equipment. Contact us for more information.

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

THE CASIO FX-991EX IS THE UK'S NO.1 SCIENTIFIC CALCULATOR. It's compact, reliable and easy to use. Contact us for more information.

The classic notepad

THE CLASSIC NOTEPAD IS A GREAT WAY TO GET your child organised. We offer a wide range of notepads and stationery. Contact us for more information.

The top ten issues in British classrooms

THE TOP TEN ISSUES IN BRITISH CLASSROOMS ARE: 1. Literacy, 2. Numeracy, 3. Science, 4. History, 5. Geography, 6. Art, 7. Music, 8. Physical Education, 9. Modern Foreign Languages, 10. Design and Technology.

JUST GREAT TEACHING

JUST GREAT TEACHING IS A GREAT WAY TO GET your child involved in learning. We offer a wide range of teaching resources and materials. Contact us for more information.

Microsoft Office Home and Student: the future is here

MICROSOFT OFFICE HOME AND STUDENT IS THE FUTURE OF LEARNING. It's compact, reliable and easy to use. Contact us for more information.

865k

Saturday print readership
of *The Guardian*

65%

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

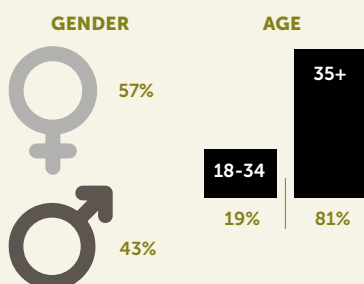
83%

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

54%

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 *The Guardian* are published on a Saturday
- 867,492 average weekday readership
- Distributed UK wide

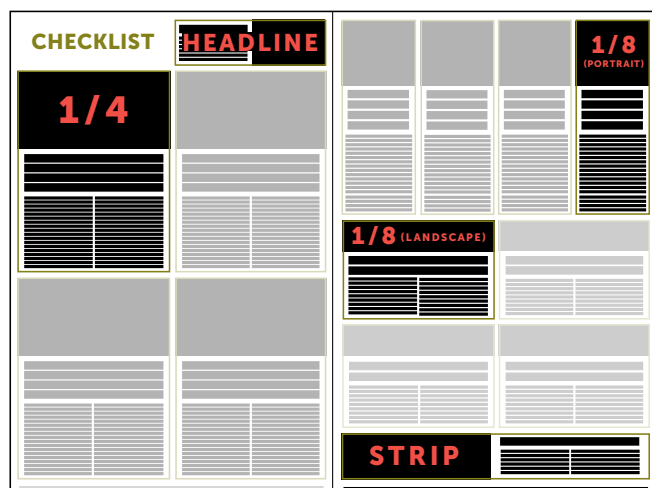
RATE CARD

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: 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

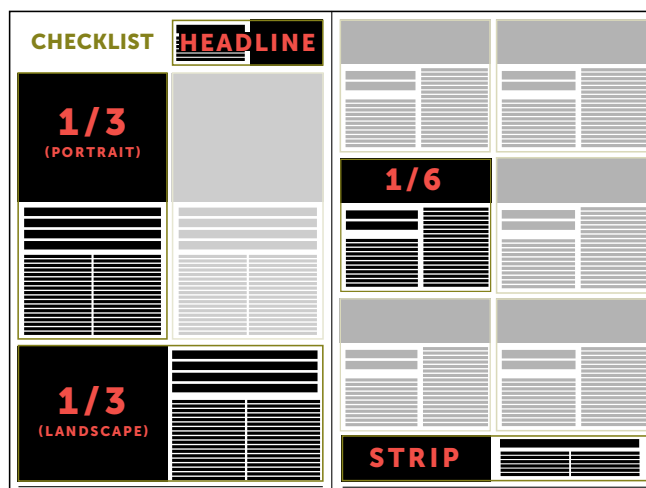
Total word count 120-150 words

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 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

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