

Education & Schooling *checklist* ✓



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

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

Thanks to their expert commentary on education and a round-up of the highest achieving schools, colleges and universities in the UK, *The Observer* is the perfect vehicle to showcase **Education & Schooling Checklist**, which will serve as an essential guide to help parents make the best and most informed choices available for their children. It will feature a high-quality selection of educational services, from pre-school to secondary school, activity camps, tutoring options, boarding schools, vocational studies as well as apprenticeships, short courses, online training, evening classes and distance learning.

Education & Schooling 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

- 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 & Schooling *checklist*

Advertisement in your children's education here their entire life. We have listed a range of education, training and childcare with excellent facilities and a variety of philosophies.

The smart way for kids to learn science

At home or on the go, the Tassomai app is the perfect way for children to learn science. It's a fun, interactive way to learn, with a variety of games and activities. Tassomai is a science learning app for children aged 8-12. It's a fun, interactive way to learn, with a variety of games and activities. Tassomai is a science learning app for children aged 8-12. It's a fun, interactive way to learn, with a variety of games and activities.

Prepare your kids for school

With the Tassomai app, children can learn science at their own pace. It's a fun, interactive way to learn, with a variety of games and activities. Tassomai is a science learning app for children aged 8-12. It's a fun, interactive way to learn, with a variety of games and activities.

A love of learning, culture and achievement

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Get your little ones classroom ready

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Lyndhurst House Prep School

Lyndhurst House Prep School is a leading independent school for boys and girls aged 3-11. The school offers a wide range of academic and sporting facilities, and a strong emphasis on character education. Lyndhurst House Prep School is a leading independent school for boys and girls aged 3-11. The school offers a wide range of academic and sporting facilities, and a strong emphasis on character education.

Emmanuel School

Emmanuel School is a leading independent school for boys and girls aged 3-11. The school offers a wide range of academic and sporting facilities, and a strong emphasis on character education. Emmanuel School is a leading independent school for boys and girls aged 3-11. The school offers a wide range of academic and sporting facilities, and a strong emphasis on character education.

School on the water with the boat club

The boat club is a leading independent school for boys and girls aged 3-11. The school offers a wide range of academic and sporting facilities, and a strong emphasis on character education. The boat club is a leading independent school for boys and girls aged 3-11. The school offers a wide range of academic and sporting facilities, and a strong emphasis on character education.

Microsoft Office Home and Student: the future is here!

Microsoft Office Home and Student is the perfect way for children to learn science. It's a fun, interactive way to learn, with a variety of games and activities. Microsoft Office Home and Student is the perfect way for children to learn science. It's a fun, interactive way to learn, with a variety of games and activities.

698k

Average readership of
The Observer on a Sunday

More likely to...

...be well connected,
information-hungry and vocal
media consumers

£400

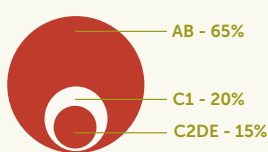
is the average credit card spend per
month by *Observer* readers

85%

of *Observer* readers
are ABC1

DEMOGRAPHICS

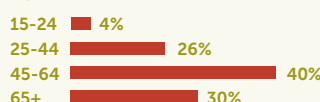
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 161,984 copies of *The Observer* published on a Sunday
- 548,000 average readership
- Distributed UK wide

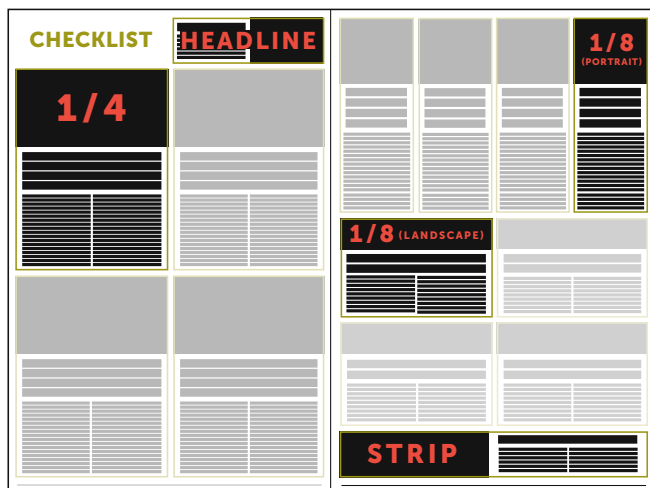
RATE CARD

Third page	£6,000
Quarter page	£4,500
Sixth page	£3,250
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

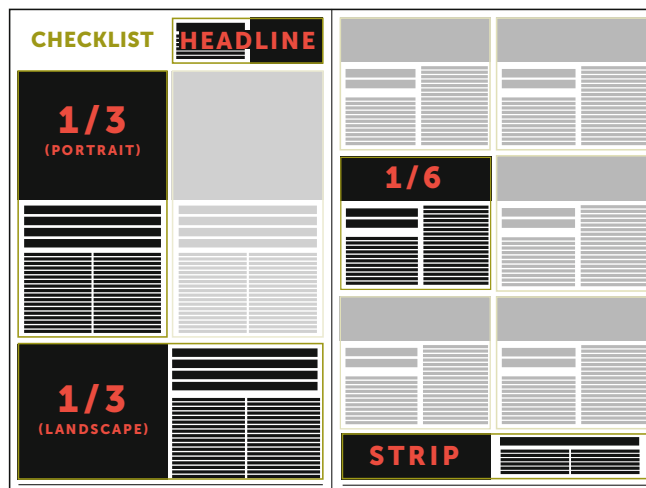
Total word count 120-150 words

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