

Education & Learning *checklist* ✓



PUBLISHED WITH THE SUNDAY TIMES *magazine*

(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, A4-sized double-page spread of advertorial content published in *The Sunday Times Magazine* issued with the weekly newspaper.

With 89% of readers in the ABC1 social-economic profile, *The Sunday Times Magazine* boasts a wealthy readership. The **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

- Around 50% of the audience are likely to convince others about products and services that interest them
- Over 70% believe it is worth paying extra for quality goods
- The average age of *Sunday Times Magazine* reader is 58.

Education & Learning *checklist*

An essential guide for parents looking to make the best choices available for their children. It includes a host of education ideas, including establishments with excellent facilities and a variety of philosophies.

The smart way for kids to learn science

At FOUR CHILDREN'S TECHNOLOGY, by Tassomai, this clever online learning and revision program for GCSE, A-level and other subjects has helped thousands of students get better GCSE grades. It offers a personal learning experience to avoid stressful cramming, encouraging a 'bite and chew' approach throughout the year. Tassomai's subject specialists turn each syllabus into multiple choice-style quiz questions that students answer on their phone, tablet, or laptop. Over 400 subjects are available. Private subscriptions include weekly activity reports for parents, so they can keep a discreet eye on progress without nagging.

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

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

For more details visit www.staples.co.uk or call 0800 000 000

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 on developing a deep knowledge and to expand the student's horizons to enjoy art with confidence either as a hobby or to support certain career options. Course creator Hilary Ray, born known for her appearances on the BBC's *Antiques Roadshow* programme, has brought together 27 remarkable authors presenting the students with an engaging course to study at home, whenever it suits. Students can enrol every day of the year.

A tutor will be allocated to the student upon enrolment, who will guide the student through each module of the course, while giving constructive feedback on all submitted work. Based on 34 years' experience for all levels.

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

Ever dreamt of taking up a musical instrument?

KNOWING HOW 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 learning first.

Online lessons have many additional benefits and are a fantastic alternative to a face-to-face session. Record all, setting up an instrument is incredibly rewarding.

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

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

What are the health benefits to learning to play? It has been shown that learning to play can help reduce stress, improve dexterity and hand-eye coordination, as well as being good for your mind and memory.

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

- 20 minutes for £15
- 30 minutes for £20
- 40 minutes for £25
- 60 minutes for £35

DEROSA MUSIC HUB STORFORD

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

Prepare your kids for school

Send your child to school with a school bag with your child to build the anticipation towards their first day. Kids love choosing their shiny new pens, pencils and erasers. Put up a wall planner and get some children to make a visual reminder of how many days until the new term. Calculate their bedtimes and allow them to choose where they want their desk. Start planning now! - ask for their input on what they like and by then the new term starts just let them choose a new lunchbox.

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

There's never been a better time to learn

MAKE YOU CONSIDERED one-to-one tuition with the UK's most qualified teachers. Study Centre's tutors learn everything from foreign languages to acting, music & more.

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.

Quote CHECKLIST for 30% off your first lessons at studycentre.co.uk or call 020 2997 7744.

Learn at home with Bloomsbury Education

FOR PARENTS COPING with the challenges of home schooling and navigating a flood of online materials, Bloomsbury Education is here to show them the way.

Concentrate on the core subjects Keeping all core curriculum subjects such as English and maths in top. The Andrew Brindle's Let's Do activity book series is ideal for children aged five to 11, providing English and maths.

Practise reading with a range of media Read, colour and games offer beneficial educational content and break up the day's activities. To practice essential skills, the Andrew Brindle Let's Do activity book series provides over 100 activities for children to read and learn from. The book includes a range of media, including audio, video and games. The book is designed to be used in conjunction with the children's and adult's reading with their children and class. The book is designed to be used in conjunction with the children's and adult's reading with their children and class.

Visit bloomsbury.com to find out more about home learning books and resources. The Let's Do apps are available from bit.ly/Bloomsapps

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

UNLEASH YOUR KID'S CREATIVITY with Code Kingdoms. Kids can learn to code by building on top of their favourite games.

There is a global shortage of software engineers, which means those with the relevant skills have found themselves in high demand and paid careers, which is why it's so great to learn to code from a young age.

Code Kingdoms offers interactive online courses supported by parents and educational specialists, designed to teach kids between eight and 14 years old.

With this fully online platform, students work through interactive lessons, tutorials and projects.

Visit at their own pace, receiving instant feedback on their creations as they progress. No previous experience is required.

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

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

PROJECT NALA was founded over 20 years ago. Today they have 18 schools providing quality education to gifted yet underprivileged children in rural India. To give them an opportunity to reach their full potential. The charity serves 80 villages and provides 1,000 children with full-time education, nutrition and healthcare.

Healthcare. Sponsorships start at £8 a month with long-term commitment. Sponsors receive progress reports of their child and all sponsorship money goes to India.

To find out more, visit projectnala.org.uk, email the team at mail@projectnala.org.uk or call 01954 341004.

1.5m Average readership of *The Sunday Times Magazine*

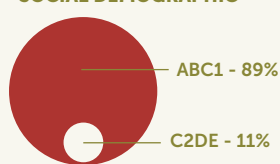
34% are likely to take action after seeing adverts in this section

70% believe it is worth paying extra for quality products

39% agree they tend to go for premium brands

DEMOGRAPHICS

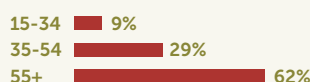
SOCIAL DEMOGRAPHIC



GENDER



AGE



DISTRIBUTION

- 561,000 printed copies of *The Sunday Times* are circulated
- 1,504,000 average print readership of *The Sunday Times*
- Distributed UK wide

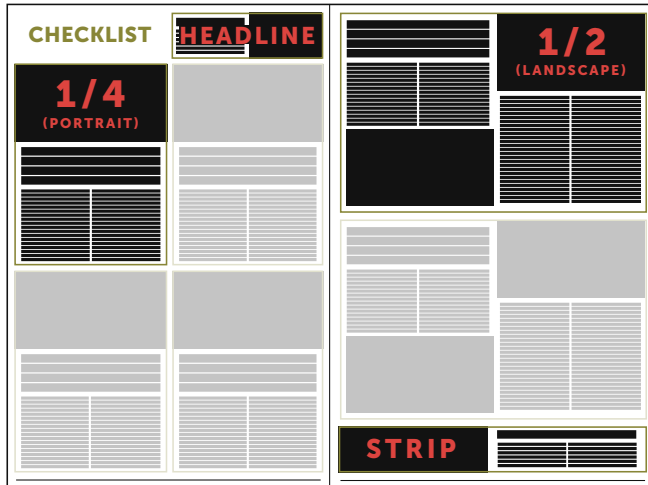
RATE CARD

Third page	£12,000
Quarter page	£9,000
Sixth page	£6,500
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: 94 x 106 mm

HALF PAGE

Landscape: 193 x 106 mm

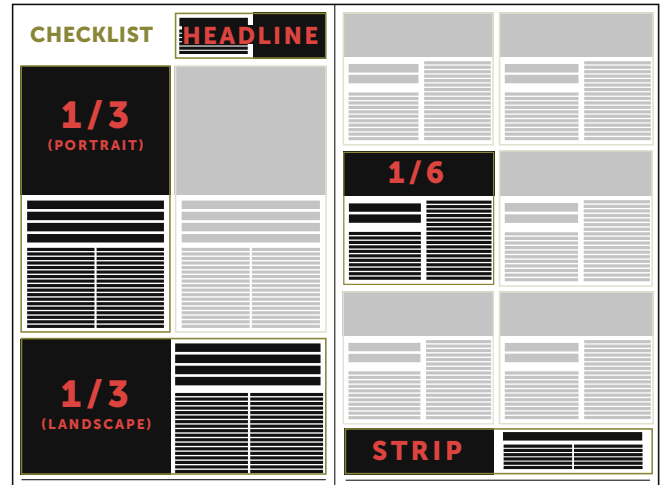
Total word count	130-150 words	Total word count	250-300 words
Call to action	i.e. Discount offer, website, phone, or social links	Call to action	i.e. Discount offer, website, phone, or social links
Images	1-2 images + logo	Images	2-3 image + logo

STRIP Landscape: 193 x 32 mm

Total word count	80-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

1/3 , 1/6 FEATURE REQUIREMENTS

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



THIRD PAGE

Landscape: 193 x 69 mm
Portrait: 94 x 142mm

SIXTH PAGE

Landscape: 95 x 65 mm

Total word count	160-200 words	Total word count	80-100 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

HEADLINE COMPETITION Landscape: 94 x 32 mm

Copy	What is the prize and its value.
URL	Hurst Media will provide competition link
Images	1 image

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 *The Sunday Times 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

