

Education checklist

DISTRIBUTED WITH **The Guardian** ON A SATURDAY



The **Education Checklist** is a full-colour, tabloid sized newspaper publication distributed full run and nationwide in the Saturday edition of *The Guardian* newspaper.

The majority of *Guardian* readers are educated to degree level or higher, and many work in the education sector. *The Guardian* has also run a '100 Teachers' campaign, shining a light on some of the UK's unsung teaching heroes and highlighting the publication's views on the importance of teaching and education.

The Guardian has a readership with an average household income of £59,764 and boasts an affluent audience of digitally savvy consumers who embrace change.

The **Education 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.

As a publication that recently celebrated its 200th anniversary, *The Guardian* is one of the most well-established and trusted newspapers in the UK, and it is the perfect vehicle to showcase the **Education Checklist**, which will serve as the perfect shop window for brands and organisations looking to benefit from a time when life-changing decisions are made.

PARTICULARLY CONSIDERING

- 57% of *Guardian* readers have a degree or doctorate qualification
- 80% of readers say *The Guardian* is accurate and reliable
- 53% of readers say *The Guardian* is impartial and unbiased
- 44% of progressives will be more likely to consider a brand if they collaborate with their preferred news partner
- 65% of readers say *The Guardian* helps them to make up their mind.



DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



AGE



GENDER



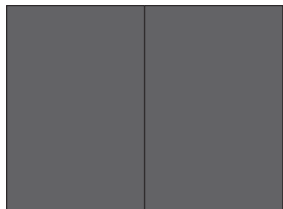
DISTRIBUTION

- 867,492 average Saturday readership
- 312,000 Saturday print run
- 220,240 circulated on a Saturday
- Distributed UK wide

RATE CARD

Double page	£15,950
Full page	£9,950
Half page	£5,950
Quarter page	£3,950
Competition upgrade	£1,000

ADVERT SIZES



DOUBLE PAGE SPREAD*

DIMENSIONS

Size: 536mm (w) x 340mm (h)

Text-safe area: 516mm (w) x 320mm (h)

*Centre-fold only. Recommended text-safe area is 10mm all around. Please ensure there is a 20mm-wide text-safe area in the centre to account for the page fold



FULL PAGE

DIMENSIONS

Size: 258mm (w) x 338mm (h)

Text-safe area: 238mm (w) x 318mm (h)

Recommended text-safe area is 10mm all around.



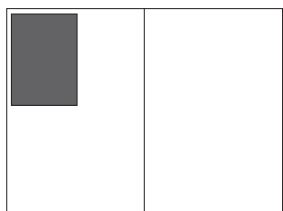
HALF PAGE

DIMENSIONS

Size: 258mm (w) x 157mm (h)

Text-safe area: 238mm (w) x 137mm (h)

Recommended text-safe area is 10mm all around.



QUARTER PAGE

DIMENSIONS

Size: 125mm (w) x 157mm (h)

Text-safe area: 105mm (w) x 137mm (h)

Recommended text-safe area is 10mm all around.

SUPPLYING ADVERT ARTWORK

FORMAT

All adverts should be supplied as a print-ready PDF (PDF/X-1a:2001)

ARTWORK SPECIFICATIONS

- Bleed is not required
- CMYK colour (Profile: wan-ifranewspaper26v4)
- Resolution: 300dpi
- Ink density limit: 240%

Please note newsprint does not print to the trim of the paper, there is non-printing margin outside the full page print area so if your artwork is on a white background or if you are working to a large text-safe area, this non-printing area may give a wider looking margin than expected. Colour variations will occur if your files do not utilise the colour profile and respect guidelines outlined above. We cannot guarantee the quality of the final print if files are supplied outside of these specifications. We reserve the right to convert all images to meet this specification if they are not supplied as such.

ADVERT DESIGN PREMIUMS

Advert designs (in which the client supplies images, logos and contact details and Hurst Media creates a design) are charged at a 10% premium or a one off fee of £150, whichever is greater. Subject to availability.

FILE TRANSFER

Files should be emailed to production@hurstmediacompany.co.uk
For larger files, send to production@hurstmediacompany.co.uk via wettransfer.com. Please clarify in your message your company name, publication and on sale date as per your booking.

Image use subject to editorial discretion and may vary depending quality, size and layout.
Image research and sourcing conducted by Hurst Media on behalf of the client will be charged at a fee of £25 per hour.

CONTACT DETAILS

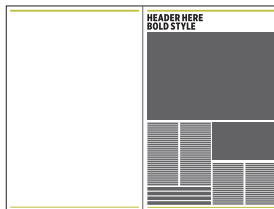
Hurst Media Company
United House
N7 9DP

Tel: 020 3478 6017
hurstmediacompany.co.uk
Company number: 08357910
VAT number: 161866882

MEDIA SALES

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

ADVERTORIAL REQUIREMENTS



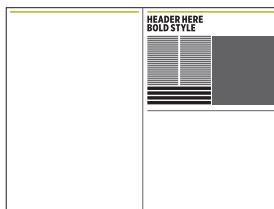
FULL PAGE

Total word count: 600-700 words

Headline: Up to 60 characters

Box copy: Up to 50 words, which could include an offer code, contact details (web, email, phone) and social handles.

Images: 3-5 high resolution images plus company logo



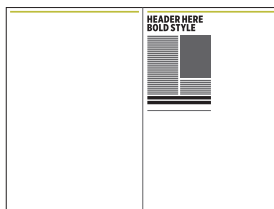
HALF PAGE

Total word count: 350-400 words

Headline: Up to 60 characters

Box copy: Up to 30 words, which could include an offer code, contact details (web, email, phone) and social handles.

Images: 1-2 high resolution images plus company logo



QUARTER PAGE

Total word count: 180-230 words

Headline: Up to 40 characters

Box copy: Up to 30 words, which could include an offer code, contact details (web, email, phone) and social handles.

Images: 1 high resolution image plus company logo

SUPPLYING ADVERTORIAL CONTENT

COPY SPECIFICATIONS

- Supplied copy will be subedited by the editorial team.* Spelling, grammar and punctuation will also be corrected to the house style (including copy in third person)
- If you are using a discount code, custom landing page or an offer to the readers in your copy, please only refer to the Checklist (e.g. 'CHECKLIST20') or another generic word, and **NOT** *The Guardian*

IMAGES SPECIFICATIONS

- Please supply all images as high resolution CMYK JPEGs
- All images must be at least 300dpi when placed at full size
- DO NOT** supply images with copy and graphics (such as slogans and logos on top)

DESIGN PROCESS

- After receiving your copy and images, *we will design your advertorial in the publication house style* and send a proof to you
- After sending a proof, we require either your corrections or your approval to send the advertorial to press

APPROVALS & AMENDMENTS

- Hurst Media will provide a PDF for client approval
- If you have any changes, you have the option of **TWO** rounds of amendments before final approval is required. As such please ensure any amendments are clear and concise
- All advertorials must also be approved by the newspaper ahead of press; the team will get back in touch if *The Guardian* requires changes or substantiating evidence for any claims made in the copy

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VAT number: 161866882

MEDIA SALES

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HURST MEDIA
The UK's trusted media partner