

Education and Learning *checklist*



PUBLISHED IN **SATURDAY** WITH **The Guardian** 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 *Saturday Magazine* issued with the weekly newspaper.

Saturday Magazine's readership is well balanced, including parents and pupils, as well as teachers, and students. *Saturday 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.

ADVERTISING

Education and Learning checklist

An investment in your education lasts a lifetime. We have a bank of educational, learning establishments with a range of qualifications, including apprenticeships and vocational courses.

Discover different cultures from home by learning a new language

Find out anything you want to know!

Want to learn the latest:

Business, technology and culture

Or download our free app, Babbel.

But did you also know we've got thousands of other languages?

From Spanish to French, German, Italian, Portuguese, Chinese, Japanese, Korean, Arabic, Russian, Polish, Dutch, Swedish, Danish, Norwegian, Icelandic, Farsi, Hebrew, Yiddish, etc.

We're committed to giving you the best learning experience possible.

Whether you're a student or a professional,



Language as experienced, our expert-led courses are designed for you, whether you're at home, in the classroom, online, or business. Start speaking today!

For all of your stationery essentials



STAPLES

Get an extra 15% discount off at [staples.com](#) using the voucher code: 29501020

Unleash creativity and get your kids learning to code at home using Minecraft and Roblox

Indulge your creativity with Code Kingdoms.

With over 100 hours of fun and exciting

content, there's something for everyone.

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complex challenges, there's something

for every skill level.

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Get your little ones classroom ready

This school year, from the Fall of 2018 and beyond, the classroom will look very different. With the introduction of the new curriculum, there will be a focus on practical learning, with lots of hands-on activities and projects.

That's why we've put together a guide to help you prepare for the new school year.



Pilot

Education stationary items

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Turn a course into a career at ACM

ACM award winning digital marketing

courses are designed to help you learn

the skills you need to succeed in

the digital marketing industry.

Our courses are taught by experts

in their field who have real world

experience and knowledge to share.

With three campuses, based in

Glasgow, Edinburgh and Dundee,

you can study full-time or part-

time, online or via distance

learning.

Our courses are designed to help

you develop the skills you need

to succeed in the digital mar-

keting industry.

Through each module of the course, while gaining

the skills you need to succeed in

the digital marketing industry.

The ACM Apprenticeship programme

is designed to help you gain

the skills you need to succeed in

the digital marketing industry.

Our apprenticeships are designed to help you

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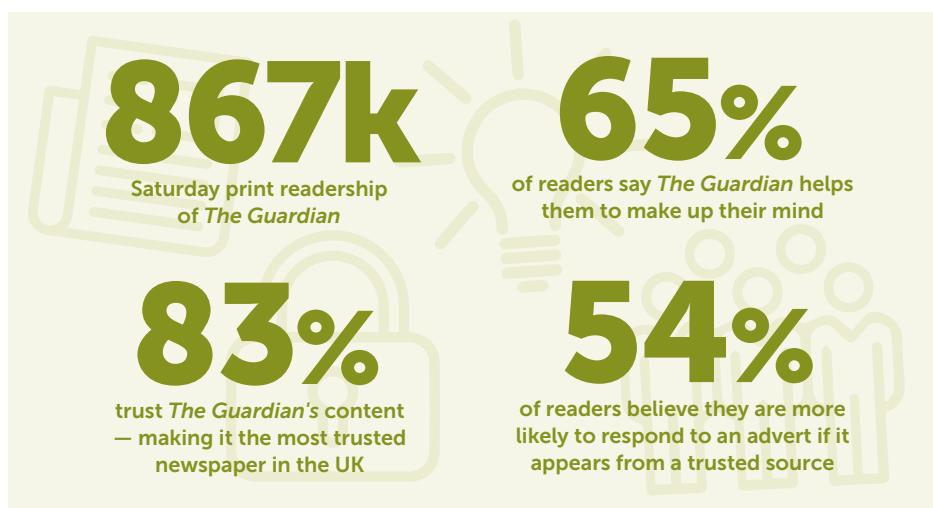
gain the skills you need to succeed in

the digital marketing industry.

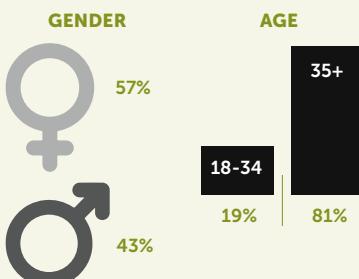
Our apprenticeships are designed to help you

gain the skills you need to succeed in

<div data-bbox="500 1704 654 1716" style="font-size: small; color: #808



DEMOGRAPHICS



DISTRIBUTION

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

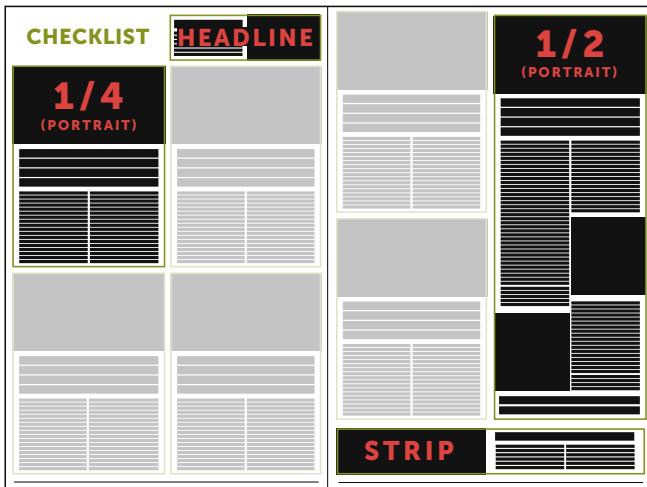
[CLICK HERE TO SEE THE COMPETITION MEDIA PACK](#)

RATE CARD

Third page	£7,500
Quarter page	£5,625
Sixth page	£3,750
Competition upgrade	£1,000

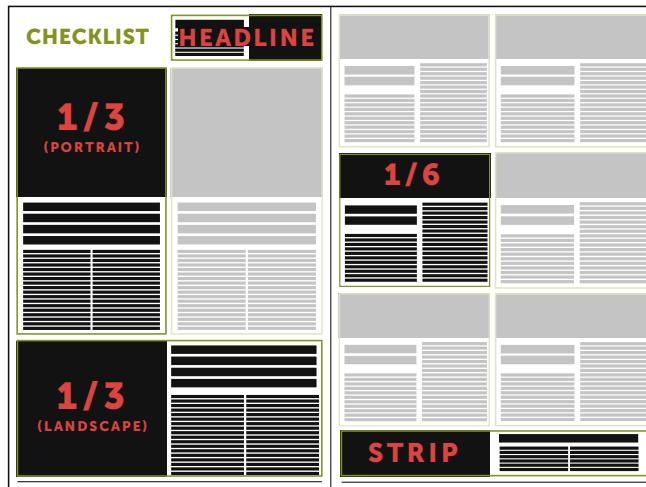
1/4 , 1/8 FEATURE REQUIREMENTS

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



1/3 , 1/6 FEATURE REQUIREMENTS

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QUARTER PAGE

Portrait: 118 x 132 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: 118 x 63 mm

Portrait: 57 x 118 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: 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

THIRD PAGE

Landscape: 240 x 87 mm

Portrait: 118 x 178 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: 118 x 87 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: 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. 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

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