

Education and 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 and Schooling checklist

Advertisement for the Education and Schooling Checklist, highlighting its availability in the Saturday edition of The Guardian.

Get your little ones classroom ready

Advertisement for PILOT school supplies, featuring a pencil case and other stationery items.

A London school that looks outward

Advertisement for a school in London, highlighting its focus on international education and global perspectives.

The top ten issues in British classrooms

Advertisement for ROSS MORRISON HOLL, discussing key challenges in the UK education system.

The smart way for kids to learn science

Advertisement for TASSOMA, promoting science learning resources for children.

Lyndhurst House Prep School

Advertisement for Lyndhurst House Prep School, a private preparatory school.

Prepare your kids for school

Advertisement for school supplies, including backpacks, notebooks, and stationery.

School on the water with the boat club

Advertisement for a school boat club, promoting outdoor education and water sports.

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

Advertisement for CASIO scientific calculators, highlighting their advanced features.

A love of learning, culture and achievement

Advertisement for a school or educational institution, emphasizing a focus on learning and achievement.

The classic notepad

Advertisement for a classic notepad, promoting its utility for students and professionals.

867k

Saturday print readership of *The Guardian*

65%

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

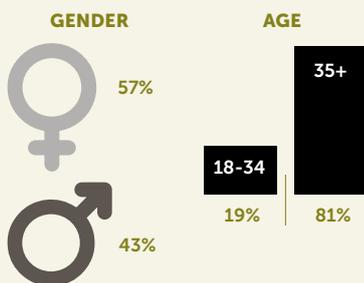
83%

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

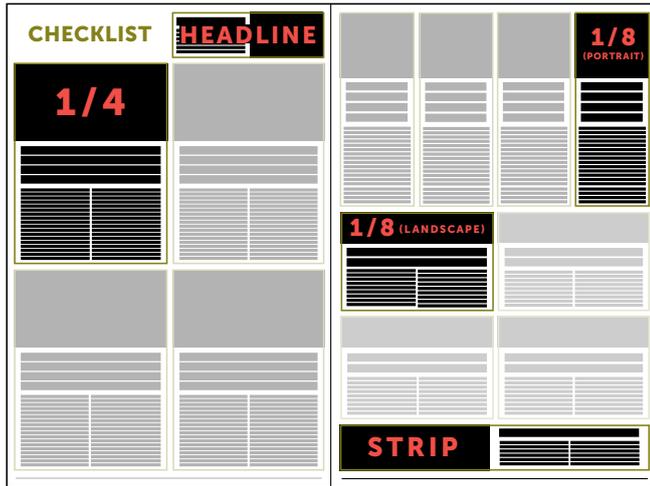
RATE CARD

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

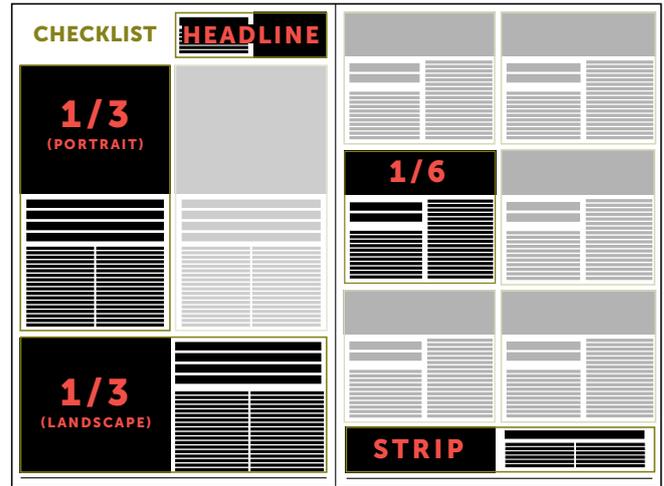
Total word count	70-100 words
Call to action	i.e. Discount offer, website, phone, or social links
Images	1 image + logo

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

Hurst Media Company, 1 Phipp Street, London, EC2A 4PS
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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 Guardian*
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HURST MEDIA
The UK's trusted media partner