

Education and Learning checklist



PUBLISHED WITH NewScientist ON THURSDAYS

(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 fullcolour, tabloid-sized double-page spread of advertorial content published in *New Scientist* on Thursdays.

New Scientist covers everything from artificial intelligence and climate change, to innovations in health and mysteries of the human mind. It reaches an educated audience interested in cutting-edge ideas. With an average household income of £75,000, this wealthy readership believe it is worth paying extra for quality products and services. The **Education & Learning Checklist** will therefore serve as an essential guide so that readers can lead a more ecologically aware lifestyle.

It will feature a high-quality selection of alternative learning options and technology, short courses, home learning, student loan advice, online training, tutoring, as well as evening or flexible learning classes.

The **Education & Learning Checklist** is the perfect shop window for brands and organisations to benefit from an engaged audience at a time when life-changing decisions are made.

PARTICULARLY CONSIDERING

- *New Scientist* boasts an affluent readership with 88% of readers being ABC1
- 75% are educated to a degree level
- *New Scientist* readers describe themselves as 'seekers of quality', 'globally aware' and 'inquisitive'.

The grid contains 12 advertisement spots for various educational products and services:

- Get your little ones classroom ready:** Advertisement for Pilots, featuring a child and a tablet.
- Turn a course into a career at ACM:** Advertisement for ACM (Association for Computing Machinery), featuring a person at a computer.
- The top ten issues in British classrooms:** Advertisement for Just Teaching, featuring a classroom scene.
- Discover different cultures from home by learning a new language:** Advertisement for Babbel, featuring a smartphone screen.
- For all of your stationery essentials:** Advertisement for Staples, featuring a desk with stationery.
- Enjoy art with confidence - study an appreciation course:** Advertisement for AR1, featuring a woman and a painting.
- Unleash creativity and get your kids learning to code at home using Minecraft and Roblox:** Advertisement for CK, featuring a child and a computer screen.
- The UK's No.1 scientific calculator just got better:** Advertisement for Casio, featuring a Casio calculator.
- Find your future - join the screen industries success story:** Advertisement for Education, featuring a group of people.
- The classic notepad:** Advertisement for a notepad, featuring a notepad and a pen.

360k Average print readership of *New Scientist*

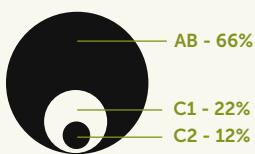
5.2m people engage with *New Scientist* every week online and in print

69 minutes is the average read time of *New Scientist*

40 The average age of a typical reader

DEMOGRAPHICS

SOCIAL DEMOGRAPHIC



GENDER



DISTRIBUTION

- 87,142 copies of *New Scientist* published weekly
- 360,000 average print readership
- Distributed UK wide

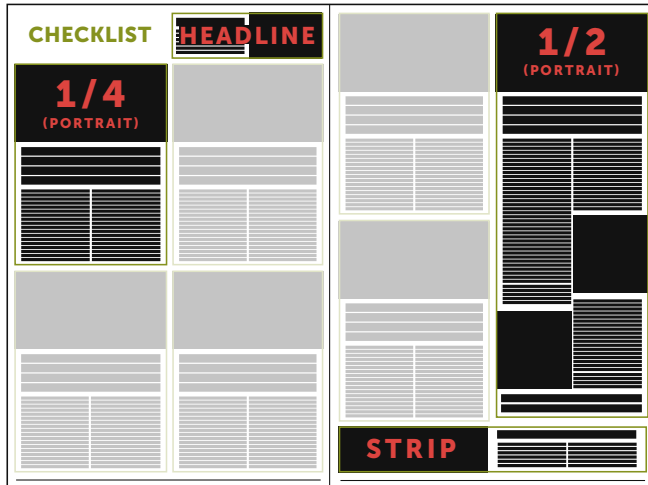
RATE CARD

Third page	£5,400
Quarter page	£4,050
Sixth page	£2,700
Competition upgrade	£1,000

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

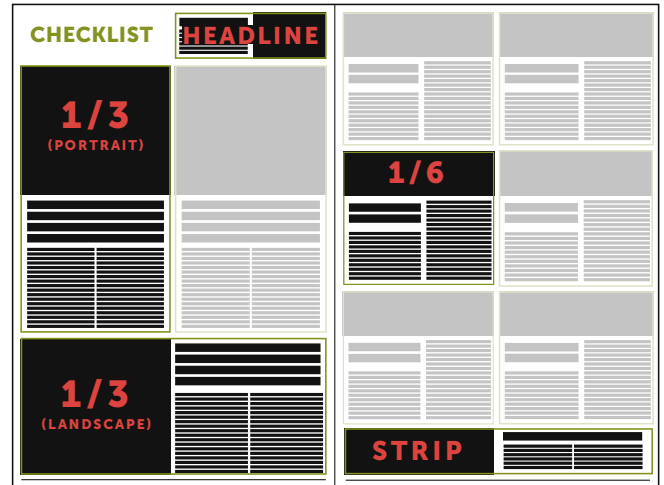
1/4 , 1/2 FEATURE REQUIREMENTS

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



1/3 , 1/6 FEATURE REQUIREMENTS

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



QUARTER PAGE

Portrait: 89.5 x 103.5 mm

HALF PAGE

Landscape: 89.5 x 211 mm

Total word count	130-150 words (includes call to action)	Total word count	250-300 words (includes call to action)
Call to action	i.e. Visit website, call, redeem discount code or follow on social, etc	Call to action	i.e. Visit website, call, redeem discount code or follow on social, etc
Images	1-2 images + logo	Images	2-3 image + logo

STRIP Landscape: 183 x 32 mm

Total word count	80-100 words (includes call to action)
Call to action	i.e. Visit website, call, redeem discount code or follow on social
Images	1 image + logo

THIRD PAGE

Landscape: 183 x 67.5 mm
Portrait: 89.5 x 139 mm

SIXTH PAGE

Landscape: 89.5 x 67.5 mm

Total word count	160-200 words (includes call to action)	Total word count	80-100 words (includes call to action)
Call to action	i.e. Visit website, call, redeem discount code or follow on social, etc	Call to action	i.e. Visit website, call, redeem discount code or follow on social, etc
Images	2 images + logo	Images	1 image + logo

HEADLINE COMPETITION Landscape: 89.5 x 32 mm

Copy	What is the prize and its value.
Entry & URL	Hurst Media will create and include the competition link in the copy
Images	1 image

SUPPLYING CONTENT

IMAGE SPECIFICATIONS*

- CMYK images in JPEG, TIFF or PSD can be accepted.
- 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. Word count is calculated based on the line length being filled, therefore, copy which includes short bullet points is likely to result in a lower word count capacity.
- Hurst Media reserve the right to make changes, including grammatical changes and corrections to ensure supplied copy meets house style.

FILE TRANSFER WARNING: 7mb EMAIL ATTACHMENT LIMIT

Files can be emailed to production@hurstmediacompany.co.uk. Larger files can be sent 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 magazine 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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