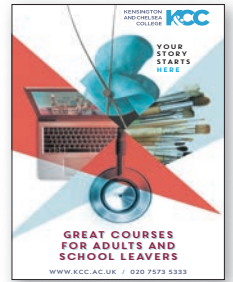
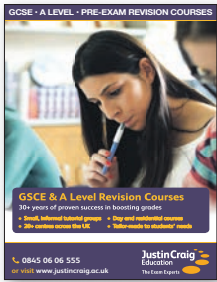


Education & Schooling



Distributed with the **London Evening Standard** Tuesday 11 September 2018

Education & Schooling is a full-colour, tabloid-sized newspaper, distributed with *The Evening Standard* and packed with inspiration and advice for both parents and individuals looking to make the best educational choices available. Covering everything from pre-school, right through to secondary school and university or college, as well as further education later on in life.

This supplement is a must-read for those looking to consider the many educational options available for all ages from pre-school right through to going back to school in later life.

For parents with young children, *Education & Schooling* will offer tips and advice on how to choose and prepare your child for a pre-school, prep school or nursery. Meanwhile, the section on secondary schools will look at some of the best private and boarding schools in the UK, why they are highly regarded and the advantages of boarding.

Of course, many students will want to go on to continue their education at university, and *Education & Schooling* takes a look at some of the best options around the country to suit each kind of student. Many adults also want to continue learning later on in life, some to achieve specific or basic qualifications, and others for their own enjoyment or fulfillment.

To supplement their studies and to optimise their chances to get the best results possible, many students take on private tuition. This newspaper explores what kinds of different private tuition there are and what the benefits are.

Editorial features

EDUCATION & SCHOOLING

Top tips and advice on all ages of schooling from pre-school age to the secondary years

FURTHER EDUCATION

A look at some of the best options available around the country, plus adult education

PRIVATE TUITION

How to make the most of your studies with one-on-one or group tuition

RATE CARD

Double page spread	£15,950
One full colour page	£9,950
Half page	£4,950
Quarter page	£2,950
15% premium for advertorial features Premium position sponsorship is subject to availability	

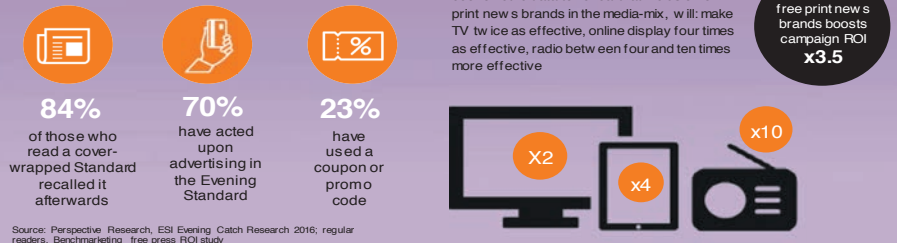
DISTRIBUTION

- 250,000 printed copies distributed with *The Evening Standard* 11 September 2018
- 250,000 electronic copies
- Distributed within the London and Carlton regions

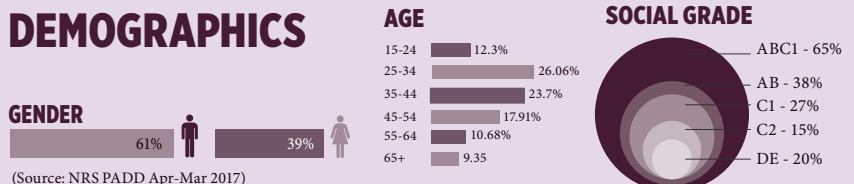
Unique audience



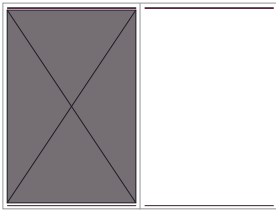
Effectiveness



DEMOGRAPHICS



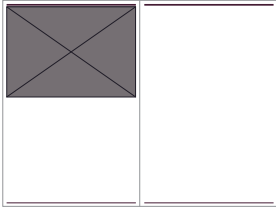
Advertisement sizes



FULL PAGE

DIMENSIONS

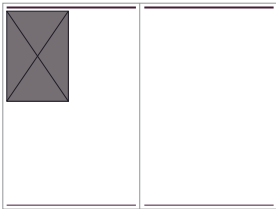
- Height 340mm
- Width 268mm



HALF PAGE

DIMENSIONS

- Height 159mm
- Width 252mm



QUARTER PAGE

DIMENSIONS

- Height 159mm
- Width 124mm

SUPPLYING FINAL ARTWORK

NAMING FILES

Artwork should be supplied with a colour proof and be clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser. eg. ESED0918_YOURCLIENTNAME.pdf

DIGITAL FILE SPECIFICATIONS

- Our preferred method of delivery is Adobe Acrobat PDF's sent via email. Standard: PDF/X-1a:2001 Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISOnewsaper26v4
- All images are high resolution (at least 300dpi) & CMYK colour.
- Avoid RGB and spot colours.
- Ink density is no higher than 245%
- Single colour text is no smaller than 6pt and is not tinted or screened as they will not be legible.
- Coloured text or reversed out white text on coloured background is no smaller than 8pt bold
- Avoid using fine serif type faces, line weight must not be less than 1pt

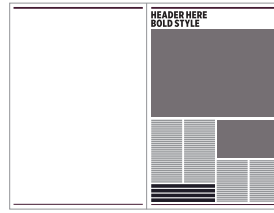
We cannot guarantee the quality of the final print for files supplied outside of these specifications. Colours variations will occur if your files do not utilise the colour profile and respect the ink density limit outlined above.

FILE TRANSFER

Files less than 8Mb can be emailed directly to production@aplmedia.co.uk.

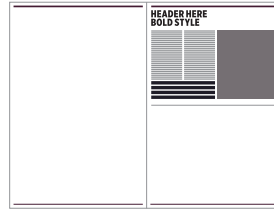
For larger files please call the Production Department on +44 (0) 20 7553 7372 for further information.

Advertorial feature requirements



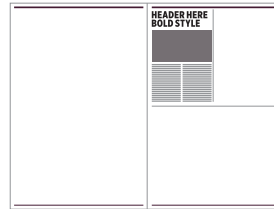
FULL PAGE

- Headline: 10-30 characters
- Main body copy: 480-530 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 2-5 high resolution images*



HALF PAGE

- Headline: 10-30 characters
- Main body copy: 160-350 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 1-2 high resolution images*



QUARTER PAGE

- Headline: 10-30 characters
- Main body copy: 120-150 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 1-2 high resolution images*

ADVERTORIAL SUBMISSIONS

DESIGN PROCESS

Once all material is submitted according to specification. APL Media Ltd will layout/design your advertorial within the house style of the publication. Layouts may vary depending on images and/or text supplied. APL Media Ltd reserves the right to make changes to make grammatical changes and corrections to ensure it meets house style.

APPROVALS & AMENDMENTS

- APL Media Ltd will provide a PDF for client approval.
- The client will have the option of two sets of amendments before final approval.
- The final third PDF is for fact checking and approval/records only.
- Amendments over and above the two rounds of amendments, will incur extra charge of £45 per round of changes / per hour. As such please ensure any amendments are clear and concise.
- Approval is required within 48 hours.

Where a client cannot provide the advertisement/advertorial material and requires the Publisher to create this content, this will incur a production charge of 25% of the value of the contract, unless otherwise agreed, or a minimum charge of £600†. The service provided is outlined in this Media Pack and online.

IMAGE SPECIFICATIONS

Please supply images as high resolution (300dpi) CMYK JPEGs. We can not use images from a client website as these are too low resolution for print.

*Image use subject to editorial discretion and may vary depending quality, size and layout. Full pages: 2-5 used; half pages and smaller, may use just one image.

† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour