

# Wealden Times & Surrey Homes | Education 2020

We are committed to high-quality coverage of all aspects of education.



## Print Coverage and Opportunities

Education is one of the main drivers luring young families out of the city and into the green spaces of Kent, Sussex & Surrey. Our magazines are the perfect marketing platform for schools to target those hard-to-reach affluent family households. Our readers are loyal and discerning and with a high disposable income are more likely to want to give their children a head start to a successful future.

	Wealden Times	Surrey Homes
	20,500	16,000
<b>Full Page</b>	£915	£686
<b>Half Page</b>	£565	£420
<b>Quarter Page</b>	£325	£245

Rates include your display ad in the digital edition including click through to your website. All rates exclude VAT & are on a per issue basis.

## Digital Opportunities

As well as Banners & Buttons we offer a tailor-made Education Directory to make the search for your school's details even easier for our readers.

**£99** for 12 months when booked with any other advertisement.  
**£249** when booked as Directory only.

We require a logo, image, 100 words and 'contact us' details.  
 Your URL will link directly to your site.

## Fair Guides 2021

Wealden Summer Fair Guide 55,000 distribution  
 Wealden Midwinter Fair Guide 55,000 distribution



# Education Annual Magazine June 2020

Publication Date: 26th May | Deadline: 7th May



Education is our dedicated annual magazine produced and distributed by Wealden Times & Surrey Homes in response to demand from parents and grandparents for more information on the many types of education available in Kent, Sussex & Surrey.

## Editorial Synopsis 2020

Editorial Copy deadline 9th March

Advertisers in the Annual have the opportunity to be included in the editorial topic of their choice and to have their school included in the Art Gallery pages.

- Pre-prep advice. Nursery to pre-prep – how to make a success for the first year
- Pre-prep book reviews
- Prep topic
- Prep book reviews
- Senior school topic
- Major achievements – we celebrate pupils' highlights
- Bursaries & scholarships
- Careers and lifeskills
- Meet the head boy/girl
- SEN provision and support
- What's new in education
- Parent guide to online safety & teenagers. Tuning into your teenager and how schools can help
- Art gallery

## Distribution & Circulation

The Education Annual is strategically distributed to reach the right audience. 15,000 copies (50,000 readers est) will be bagged with the June issues of both.

## 2020 Education Annual Ratecard

<b>Full Page</b>	£869	<i>Excl VAT. Rates include your display ad in the digital edition and include a click through to your website.</i>
<b>Half Page</b>	£539	
<b>Quarter Page</b>	£385	
<b>Back Cover</b>	£1100	
<b>IFC. IBC. Pg1.</b>	£990	
<b>DPS</b>	£1,430	

Early booking is recommended to ensure securing your preferred topic.

# Editorial coverage 2020



## March 2020 Education Feature

Topic Motivation for tests & exams – all ages.

## April 2020 Education Column

Our monthly column by Hilary Wilce, former senior editor The Times Educational Supplement.

## May 2020 Education Feature

Topic Re-focusing on languages what & why are they being taught.

## June 2020 Education Column

Our monthly column by Hilary Wilce, former senior editor The Times Educational Supplement.



## June Annual

48-page stand-alone magazine dedicated to education, covering Kent, Surrey & Sussex.

Topic See separate Editorial

## July 2020 Education Column.

Our monthly column by Hilary Wilce, former senior editor The Times Educational Supplement.

## August 2020 Education Column

Our monthly column by Hilary Wilce, former senior editor The Times Educational Supplement.

## September 2020 Education Supplement

Bound into the September issue, with its own front cover, all pages have colour-trimmed edges to make it easily identifiable within the magazine.

## October 2020 Education Feature

Topic A parent's guide to an open day. What to look for and ask about at an Open Day.

## November 2020

Sixth form choices