

Education Central | FutureFocus

Informs. Inspires. Educates.



EducationCentral FutureFocus is a multi-platform guide aimed at school leavers, parents, adult learners and influencers.

A New Zealand Herald publication, EC FutureFocus has a print run of 80,000 copies and will be inserted into the *Northern Advocate*, *Bay of Plenty Times*, *Daily Post*, *Hawkes Bay Today*, *Wanganui Chronicle* as well as the *NZ Herald*, attracting a combined average issue readership of 525,000 Monday–Friday readers.

Comprehensively covering five distinct themes to encourage lifelong learning, tips on education, trends and impartial advice, EC FutureFocus is published as a dedicated section on EducationCentral.co.nz (New Zealand's leading independent and impartial education news site), which extends the national audience and advertising reach.



An NZME custom publication | 2018

Issue 1: 15 February

Published

Skills: what you need and how to get them

Deadlines

Booking and material	2 February
Press-ready artwork	8 February

Issue 2: 24 May

Published

Tertiary education

Deadlines

Booking and material	11 May
Press-ready artwork	17 May

Issue 3: 9 August

Published

Innovation and technology in education

Deadlines

Booking and material	27 July
Press-ready artwork	30 July

Issue 4: 20 September

Published

The early years

Deadlines

Booking and material	7 September
Press-ready artwork	12 September

Issue 5: 25 October

Secondary school and beyond

- Final NCEA exams and careers guidance
- Transitioning to university or vocational training
- Vocational Pathways and Youth Guarantee programmes
- School-tertiary partnerships and industry training

Deadlines

Booking and material	12 October
Press-ready artwork	17 October



Advertising options

Size	Dimensions	Direct rate
DPS: 1 full page editorial + 1 full page advertising	254mm(w) x 366mm(h) x2	\$8,000
Full page	254mm(w) x 366mm(h)	\$5,000
1/2 page	254mm(w) x 182mm(h)	\$2,800
1/4 page horizontal	254mm(w) x 90mm(h)	\$1,750
1/4 page island	126mm(w) x 182mm(h)	\$1,750

Supplied material

Please ensure all supplied material is 300dpi and CMYK. PDFs should have fonts embedded or text converted to paths/outlines and bleed supplied where required.

For in-house design

Send your text document and images attached via email. Images and logos should be as high quality as possible and attached as a TIFF, JPG or EPS file.

Rates

All rates are per placement and exclude GST. Accredited agency commission is 20 per cent.

Terms and conditions

All advertising is booked under the current terms and conditions of NZME. Educational Media. www.nzme-ed.co.nz/about.

Find out more

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