

# Delivering Diplomas

The UK's only magazine dedicated to the 14-19 Diploma

Delivering  
Diplomas *digital*

Delivering  
Diplomas *supplements*

Delivering  
Diplomas *conferences*

## Media Information

## Size specifications

Size (width x height)	Trim size (mm)	Type area (mm)	Bleed area (mm)
Double page spread	460 x 297	430 x 262	466 x 303
Full page	230 x 297	195 x 262	236 x 303
Half page (horizontal)		195 x 126	236 x 147
Half page (vertical)		95 x 262	116 x 303
Welcome page of digital edition	160 x 202		

## Copy specifications

Artwork must be supplied as a CMYK, press-optimised PDF. Any PDFs with RGB embedded images are not acceptable as these can cause reproduction problems and output colour cannot be guaranteed. All fonts must be embedded.

We can also accept documents in InDesign or Quark. Please ensure you include the relevant hi-res images and logos together with fonts, including a colour proof of your advert so we can accurately check it for any glitches. All digital photographs must be supplied at 300dpi resolution, at the same size or larger than the printed image size. Images taken from the web are of an inferior quality and should be avoided. Adverts created in Photoshop and Illustrator are also acceptable.

We will need to re-work any adverts created in Microsoft Publisher, Word, Word Art or similar programs. If supplying us with hard copy photos or logos please do not fold, mark or fax them.

Files can be accepted via email (below 15MB), CDs, zip disks, or FTP. (Connection details of the FTP site can be provided on request).

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**SecEd**  
The ONLY weekly title for secondary education



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### What is **Delivering Diplomas**?

**Delivering Diplomas** is the only publication dedicated exclusively to Diplomas. The publication provides practical advice and support for all involved in the delivery of Diplomas, including teachers, employers, FE Colleges, universities and those in the wider consortia.

**Delivering Diplomas** launches in September 2009 and is published by MA Education Limited, the independently owned educational specialist publishing company, part of the Mark Allen Group which publishes other education titles including SecEd.

### What will **Delivering Diplomas** include?

- Practical advice and support for consortia
- Comprehensive case studies
- Detailed information on all delivery phases
- Line specific information
- Comment from key bodies including the Specialist Schools & Academies Trust (SSAT), Qualifications & Curriculum Authority (QCA), Department for Children, Schools & Families (DCSF), awarding bodies & Diploma Delivery Partnerships (DDPs)
- Platform for debate and discussion on key issues

### How is **Delivering Diplomas** distributed?

**Delivering Diplomas** will be distributed to all those involved in the Diploma consortia as a hard copy or as a digital edition. The overall distribution will include:

- Up to 3 copies to every secondary school
- Copies to every FE college
- Copies to every university
- Copies to every employer who has registered an interest
- 20,000 individual teachers
- Policy makers
- Local Authorities

### Why advertise in **Delivering Diplomas**?

MA Education Limited has vast experience in publishing Diploma specific supplements and articles alongside the QCA, DCSF and Edexcel amongst others.

**Delivering Diplomas** will allow all those involved in the Diploma to convey their own message to their key target audience. From governing bodies with integral roles in the development of the Diploma, to employers with an interest in the provision of practical work-based experience, this publication will provide an ideal platform from which to advertise.

**Delivering Diplomas** will be an independent, authoritative and credible source of information, debate and comment on all aspects of the Diploma.

### **Delivering Diplomas** conferences

**Delivering Diplomas** will be supported by a series of conferences to complement the content of the magazine. Each conference will contain various workshops specifically catering for the individual components of the consortia, including employer based workshops as well as line specific workshops for teachers and other roles, including careers advisors.

This template is built on the successful one day events previously held that have offered invaluable support and guidance to those involved at all levels from the gateway process through to delivery.

### **Delivering Diplomas** supplements

MA Education Limited, through its range of education publications including **SecEd**, publishes a number of bespoke, standalone supplements throughout the year in association with key education organisations and bodies all of which have a specific education agenda.

Sponsored supplements allow these companies and organisations to work closely with our editorial team to convey their own messages about major topics of

interest in secondary education in detail to our readership.

A sponsored supplement, distributed alongside **Delivering Diplomas**, will allow the sponsor to deliver their information not only in association with the publication but also in association with the overall ethos and brand of **Delivering Diplomas**, in an editorial environment that is engaging and independent.

Sponsored supplements can be produced to a variety of specifications, the most popular of which are either 8 page A3 or 16 page A4.

**Delivering Diplomas** magazine is produced on oversized A4 in a full colour, glossy format.

#### Display Advertising Rates:

Double page spread:	£3500
Full page:	£2100
Half page:	£1600
Welcome page of digital edition	£3200

#### Inserts:

Loose inserts can be run in **Delivering Diplomas**. Costs available on request.

*All prices exclude VAT and are per insertion*

*Cancellation terms: Six weeks prior to publishing in writing.*