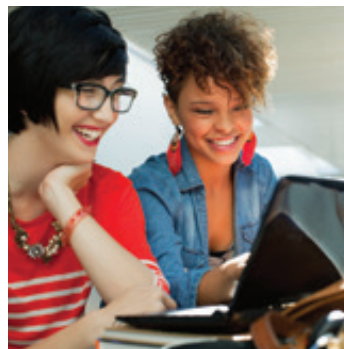


# Education Central | FutureFocus

Informs. Inspires. Educates.



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

A *New Zealand Herald* publication, EC FutureFocus will have 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 four 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.



A NZME Custom Publication | 2018

## Issue 1: 15 February

### Skills: what you need and how to get them

- The skills employers want, including digital skills
- The skills shortage and trade training opportunities
- The degrees that count in the job market
- Why soft skills will get you the job

#### Deadlines

Booking and material	2 February
Press-ready artwork	8 February

## Issue 2: 24 May

### Tertiary education

- The new ICT Grad schools
- Scholarships aimed at First-in-Family and other groups
- Links between tertiary institutions and industry
- Flexible learning and research opportunities

#### Deadlines

Booking and material	11 May
Press-ready artwork	17 May

## Issue 3: 9 August

### Innovation and technology in education

- Devices and apps for teaching and learning
- MLEs, including classroom furnishings and layouts
- Global edtech trends and how they'll work in NZ
- The new digital technologies curriculum

#### Deadlines

Booking and material	27 July
Press-ready artwork	2 August

## Issue 4: 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	18 October



## Advertising options

All full and half-page advertisers will automatically receive as part of their media investment up to eight weeks of advertising on EducationCentral.co.nz/futurefocus via one of three ad formats – a leaderboard, MREC or sidebar skyscraper.

Size	Dimensions	Direct rate
DPS: 1 full page editorial + 1 full page ad + 8 weeks share of voice digital campaign	254mm(w) x 366mm(h) x2	\$8,000
Full page + 8 weeks share of voice digital campaign	254mm(w) x 366mm(h)	\$5,000
1/2 page + 4 weeks share of voice digital campaign	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](http://www.nzme-ed.co.nz/about).

## Find out more

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