



SMAART

PARENTS PAPER



What is Parents Paper?

Parental encouragement, guidance and support are invaluable to students across the UK.

Recent Government surveys show that parents are the main influence on students decisions, with over 90% of all parents attending university open days targeting parents should be an essential part of any successful marketing campaign.

Smart Parents Paper is the UK's first national Parents Paper.



Smart Parents Paper 1.1



Smart Parents Paper 2.1

Parents Paper works in partnership with:



The National Confederation of Parent Teacher Associations (NCPTA) is a national charity representing over 13,000 PTAs across England, Wales and Northern Ireland.

Their charitable objectives are:

To advance education by encouraging the fullest co-operation between home and school, education authorities, central government and all other interested parties and bodies.

The NCPTA is both a company limited by guarantee and a registered charity and is, at its heart, a membership organisation which exists to serve its members by providing support, guidance and practical resources for PTAs. A team of seven Head Office based staff and eleven field based staff are led by the NCPTA's Chief Executive, David Butler.

Up to date news from ParentsCentre, the resource developed by the Department for Children, Schools and Families (DCSF) to support parents.



With over 1500 offices in the U.K Connexions remain the largest Government funded organisation providing careers advice.

Parents Paper is distributed to:

- * Distributed to every School and College throughout the UK
- * Available at Parents open evenings
- * Available through NCPTA networks
- * Available online free through www.getsmart.com
- * Available free through UK connexions offices
- * Available free of charge at all UK national student fairs

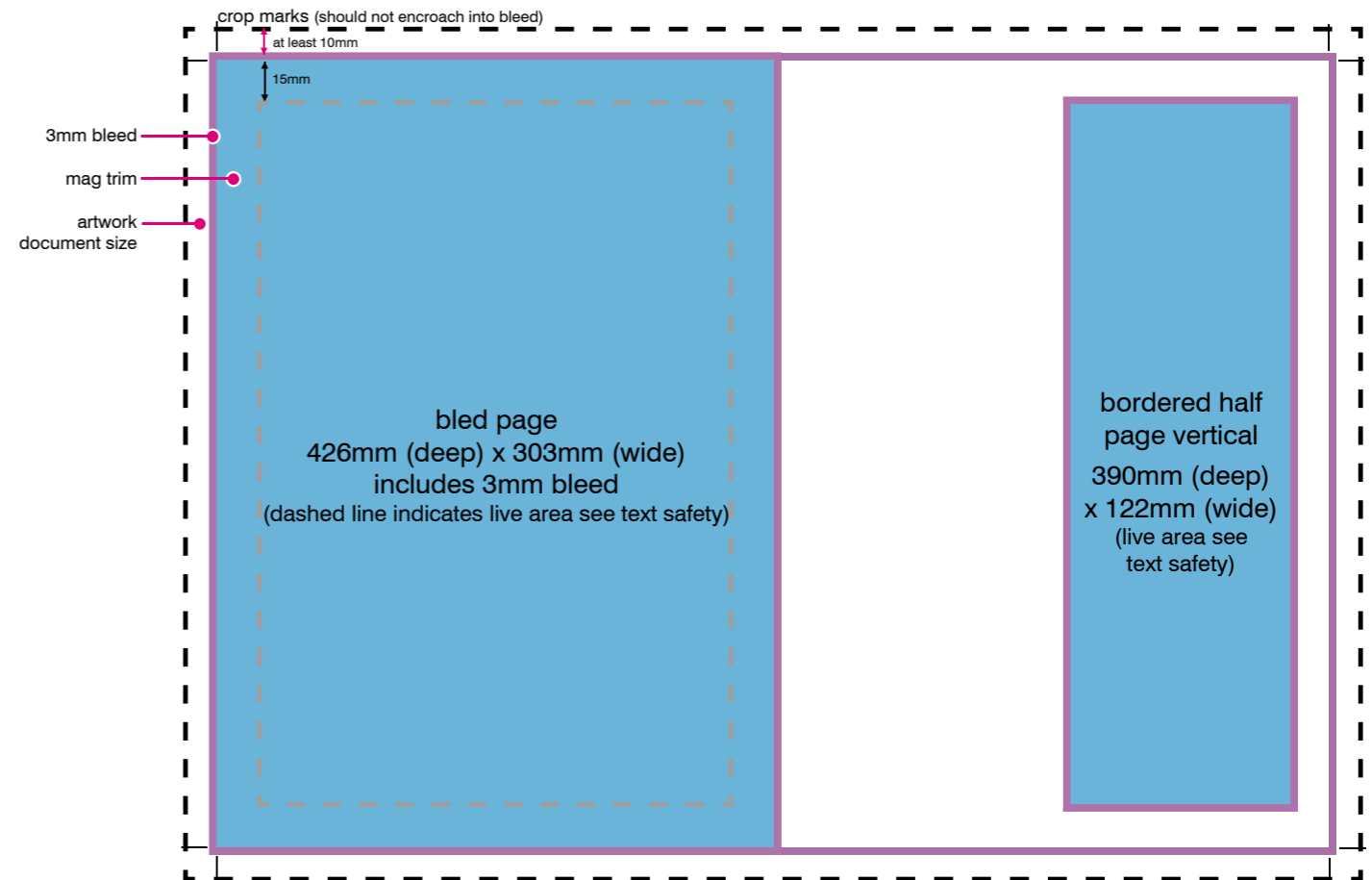
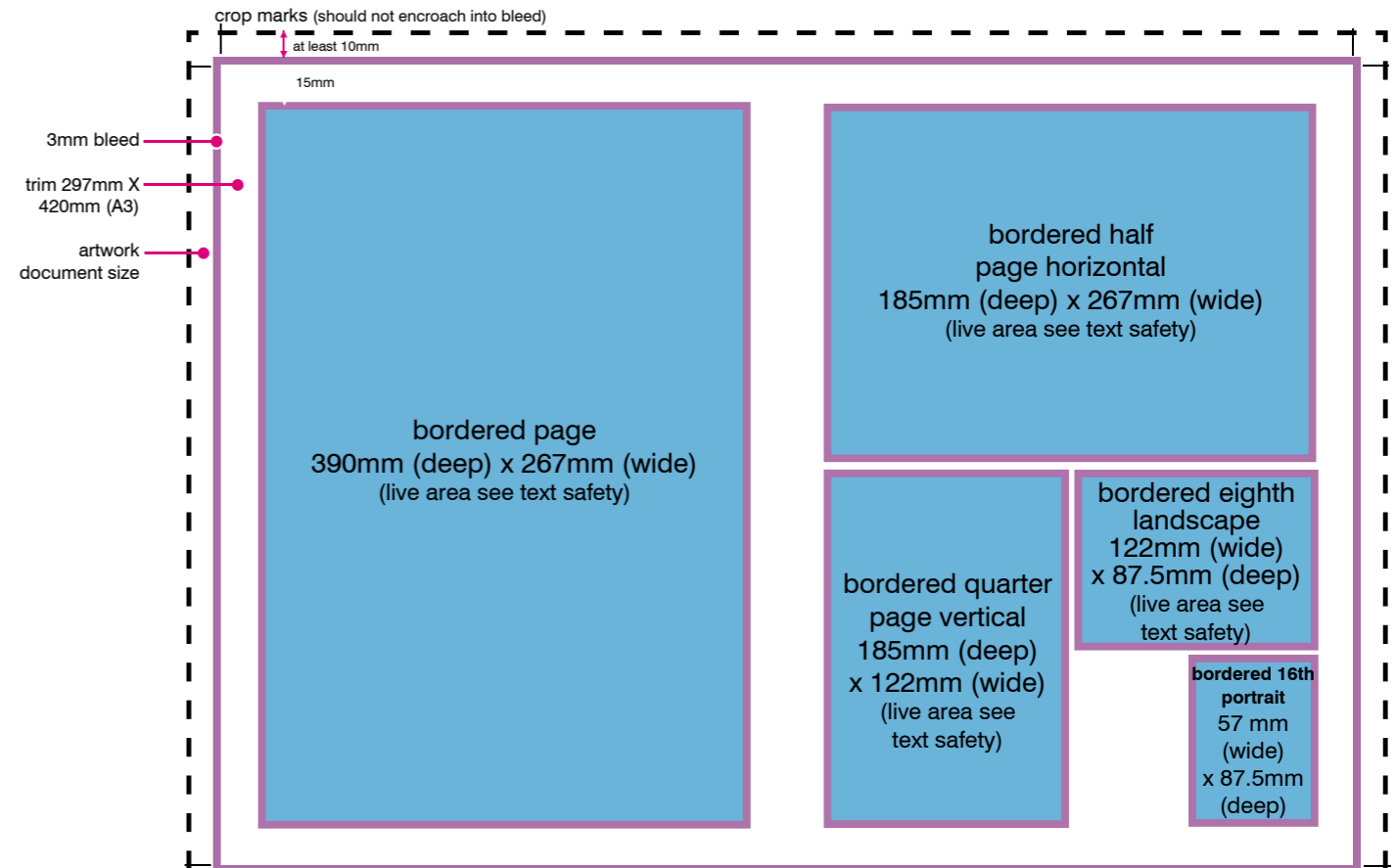
Parents Paper Frequency

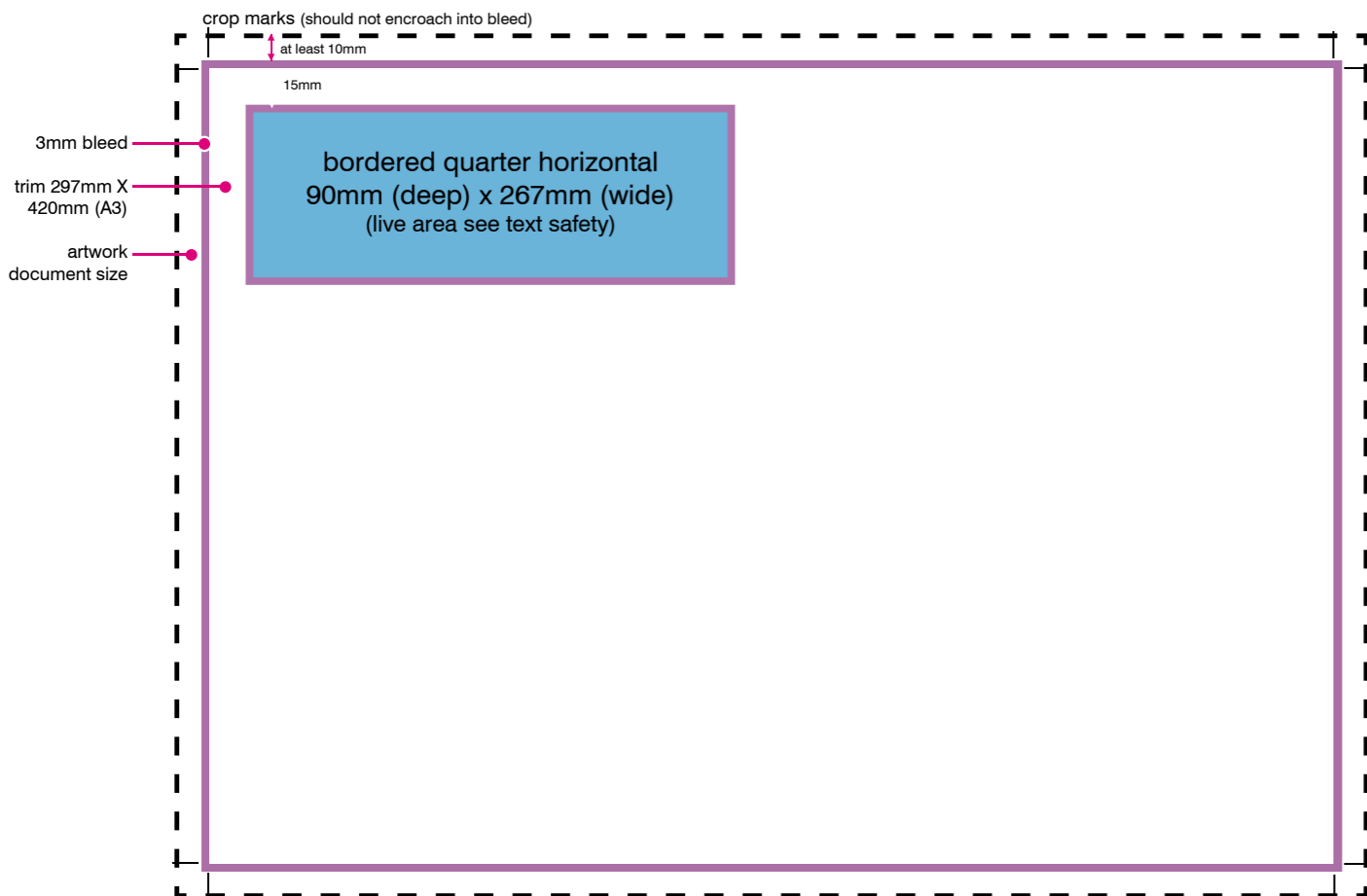
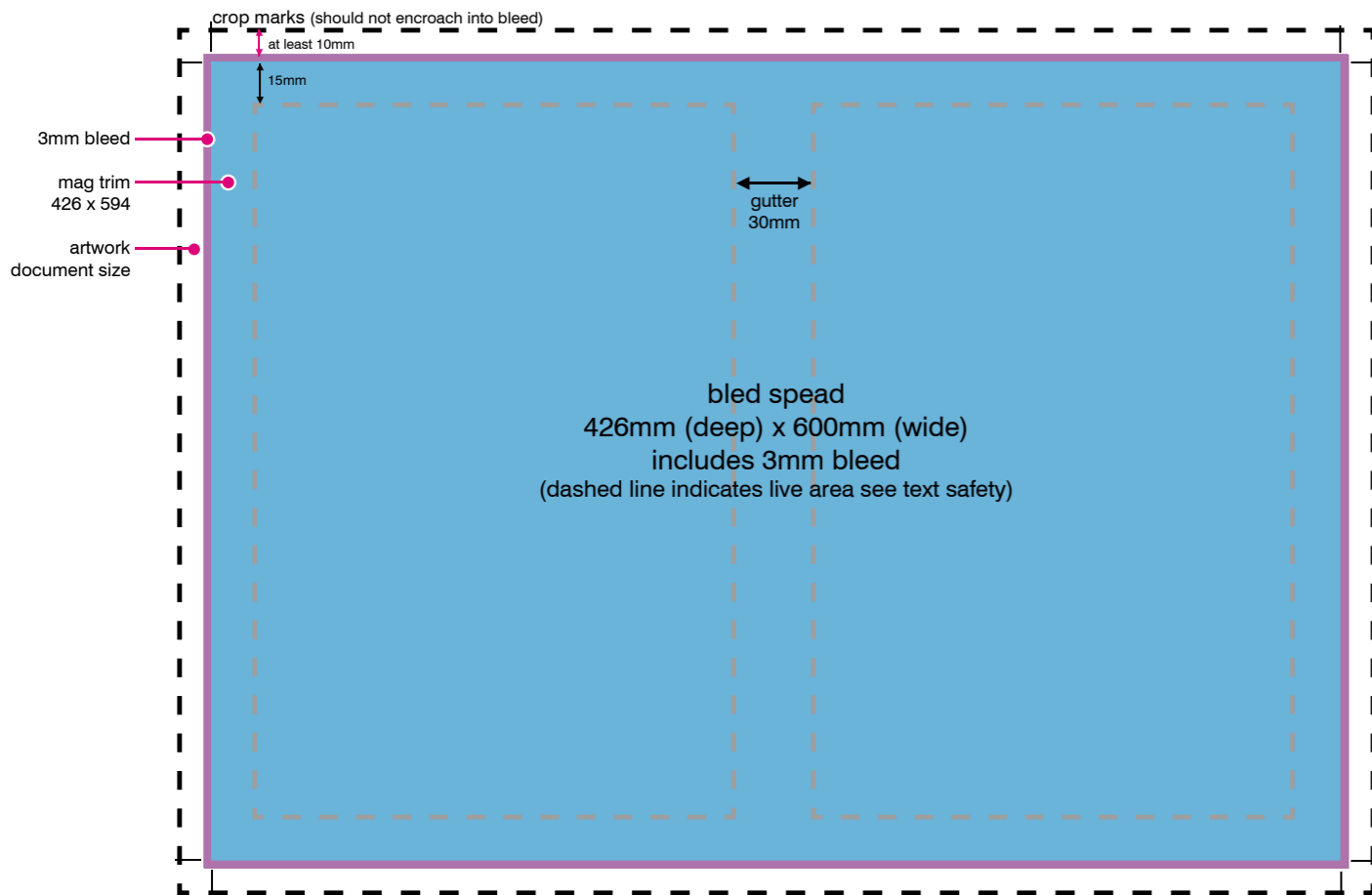
Smart Parents Paper is produced in March and October.

Parents Paper Editorial

Smart Parents Paper is packed full of high quality editorial, news and features including;

- A Guide to University Applications
- Subject Guide
- Apprenticeships
- Further Education
- Open Day Guide
- Student Finance
- Terminology Explained
- Parents Contributions
- Celebrity Parents





contact details:

Smart Publishing

Marlborough House, 159 High Street, Wealdstone,

Middlesex HA3 5DX

Tel: 020 8427 6336

Fax: 020 8861 4456

Email: info@smartpublishing.co.uk

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