



SMAART PUBLISHING DIVERSITY PORTFOLIO

**SMAART
TALENT**

smart
woman

OUTSMAART

IN ASSOCIATION WITH

WINDSOR FELLOWSHIP
Enriching education, employment and citizenship





WINDSOR FELLOWSHIP
 Enriching education, employment and citizenship



Who is Smaart Publishing?

Smaart Publishing are market leaders in producing national and regional student recruitment magazines together with newspapers targeting careers professionals, parents and the wider community. We also have a very highly regarded on-line brochure recruitment design service.

Smaart Publishing's expertise and penetration in this market is unrivaled and is supported by an extensive range of partnerships that have been forged with a variety of prestigious organisations, including The Windsor Fellowship, The UK Resource Centre for Women, The Young Engineers, The Institute of Careers Guidance, Wellplaced Consultancy, The Careers Research Advisory Council and Stonewall, these partnerships allow us to ensure that our distribution networks are unique and highly targeted within their specific market sectors.

Smaart Publishing's Diversity Portfolio (Smaart Talent, Smaart Woman and OutSmaart) aims to ensure that developing a diverse workforce is no longer an ideal but a prerequisite for all forward thinking companies and strives to deliver on this objective by providing organisations with an outlet to strengthen their focus on diversity and attract high calibre individuals into their institutions and workforce.



Developing a diverse workforce is no longer an ideal but a prerequisite for all forward thinking companies.

What is Smart Talent?

Smart TALENT is a national publication which provides information and advice to Black, Asian and Minority Ethnic (BAME) students aged between 16-24 to help them decide on subject/ career options post GCSE, A levels or University.

Smart TALENT is published by Smart Publishing Ltd in conjunction with The Windsor Fellowship. Together we have drawn on each other's expertise in order to produce a quality product that guarantees you reach your target audience.

Smart TALENT offers you the opportunity to profile your company, course or training scheme to encourage applications from the widest pool of talent and show your commitment to diversity.

WINDSOR FELLOWSHIP

Enriching education, employment and citizenship

Who is The Windsor Fellowship?

The Windsor Fellowship (WF) was created in 1986 as a means of ensuring the ethnic diversity of senior management positions reflect our modern society.

The WF is a unique organisation that runs personal development and training programmes targeting talented Black and Asian students in the UK.

The WF do this by partnering with leading organisations from the private and public sectors as well as developing relationships with schools and universities throughout the UK.

The WF ultimate objective is to ensure that the brightest and best can become leaders irrespective of colour or creed. The WF does this by facilitating excellence in education, employment and citizenship

In combining Smart Publishing's extensive experience in student recruitment with The Windsor Fellowship's wealth of knowledge and experience in recognizing and nurturing individual talent, gives us a formidable edge in helping you recruit the right people.

Smaart Talent Distribution

Smaart Talent is produced in print format as well as an on-line web magazine thus allowing you the opportunity to promote with one advert both on-line and through a traditional magazine

Print Distribution

35,000 copies distributed as follows;

- To all WF Fellows (students) allowing them to distribute extra copies within their peer group
- To student societies within the university sector such as the Afro-Caribbean, Hindu, Sikh, Islamic societies etc,
- WF contacts within the community
- Schools, Colleges, Universities and The Career Service.
- Diversity fairs

The largest print distribution of a diversity publication

On-Line Distribution

Smaart Talent is electronically reproduced in an e-book format including live links and appears on

www.smaarttalent.com

www.flippymag.com

www.windsor-fellowship.org

E-mailed out to all subscribing students

get smaarter
Smart Publishing's National and Regional school and college publications give information and advice to your students about their future.
We are offering your school/college the chance to request additional copies of Get Smart, Smart-Mag, Smart Talent and Smart Women FREE of charge.

NAME: _____ JOB TITLE: _____
SCHOOL/COLLEGE: _____
ADDRESS: _____
POSTCODE: _____

Fax this form back to us on 020 8861 4456

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Get Smart **Regional Guides** tick appropriate region and quantity
 LONDON & THE SOUTH MIDLANDS THE NORTH
 10 copies 25 copies 50 copies 100 copies
Smart **TALENT** 10 copies 25 copies 50 copies 100 copies
Smart **WOMEN** 10 copies 25 copies 50 copies 100 copies

Careers teachers read on...
Would you like to receive your own copy of Smart Talents, the only FREE national trade newspaper for careers professionals? YES NO
New for 2007
Would your school/college be prepared to distribute copies of our new Parents Newspaper at open evening? YES NO
Which month do you have your Parents open evening? _____

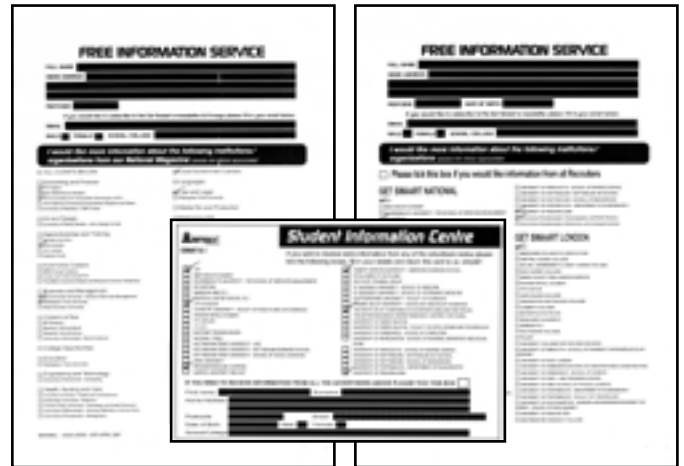
DON'T FORGET WWW.GETSMAART.COM
for all the latest information on courses and careers advice.



Smaart Talent Response

All advertisers are included on our freepost reader enquiry service cards within the publication.

Our on-line web-zine has its own automated response mechanism



Smaart Talent Editorial

Smart Talent offers a wide spectrum of information covering Higher and Further education, Apprenticeships, Graduate Opportunities etc.

Smart Talent profiles not just young people starting out on their careers but also highly successful individuals who have reached the top in their chosen field.



A Selection of Smaart Talent Clients



Bank of America



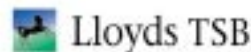
Bloomberg



PRICEWATERHOUSECOOPERS



ERNST & YOUNG



Imperial College
London

NOTTINGHAM
TRENT UNIVERSITY

Smaart Talent Frequency

October, January and April

Smaart Talent Rates

Double page spread	£6,000
Page	£3,500
Half Page	£2,400
Personalised Reply Card	£1,880

Discounts available on series bookings.



SMAART PUBLISHING Complete Portfolio

www.smaartpublishing.co.uk



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GET SMAART REGIONALS
LONDON & SOUTH EAST,
MIDLANDS & NORTH EDITIONS



YOUNG ENGINEERS



SMAART FINANCE,
ACCOUNTANCY &
BUSINESS



SMAART WOMAN



SMAART TALENT



OUTSMAART



BLACK HISTORY 365



SMAART GRADUATE



SMAART ADVICE



SMAART PARENTS PAPER

THE UK'S FAVOURITE EDUCATION PUBLICATIONS

WWW.SMAARTPUBLISHING.CO.UK



Developing a diverse workforce is no longer an ideal but a prerequisite for all forward thinking companies.

What is Smart Woman?

Smart Woman is a national recruitment publication targeting female students aged between 16-24 to help them decide on subject/career options post GCSE, A Levels or University.

Smart Woman offers you the opportunity to profile your company, course or training scheme to positively attract and develop female talent to your organisation.

Smart Woman encourages more women to pursue jobs, courses or training schemes in industry sectors where they are historically under-represented.

Smart Woman provides case studies of successful women in both business and educational fields within male dominated sectors such as engineering, construction, IT, science etc.

Smart Woman is produced in association with the UK Resource Centre for Woman in SET (UKRC).



Who is The UKRC?

The aim of the UKRC is to increase the participation and position of women in science, engineering and technology. Its mission is to establish a dynamic centre that provides accessible, high quality information and advisory services to industry, academia, professional institutes, education and Research Councils within the SET and built environment professions, whilst supporting women entering, returning and progressing in SET careers.

In combining Smart Publishing's extensive experience in student recruitment with The UKRC's wealth of knowledge in helping and nurturing female talent and expectations especially within SET careers, gives us a formidable edge in helping you recruit the right people.

Smaart Woman Distribution

Smaart Woman is produced in print format as well as an on-line web magazine thus allowing you the opportunity to promote with one advert both on line and through a traditional magazine

Print Distribution

35,000 copies distributed as follows;

- Schools, Colleges, Universities and The Career Service
- Extra bulk supplies delivered to Girls schools and female university organisations.
- Student recruitment fairs
- Named course directors at the top scientific, engineering, IT and business based university faculties.
- UKRC database, contacts and returners

getsmarter
Smart Publishing's National and Regional school and college publications give information and advice to your students about their future.
We are offering your school/college the chance to request additional copies of Get Smart, Smart-Mag, Smart Talent and Smart Woman FREE of charge.

NAME: _____ JOB TITLE: _____
SCHOOL/COLLEGE: _____
ADDRESS: _____
POSTCODE: _____

Fax this form back to us on 020 8861 4456

Get Smart **NATIONAL** 25 copies 50 copies 100 copies 250 copies.
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 LONDON & THE SOUTH MIDLANDS THE NORTH
 25 copies 50 copies 100 copies 250 copies.
Smart **TALENT** 25 copies 50 copies 100 copies 250 copies.
Smart **WOMAN** 25 copies 50 copies 100 copies 250 copies.

Careers teachers read on...
Would you like to receive your own copy of Smart Talent, the only FREE national trade newspaper for careers professionals? YES NO
New for 2007
Would your school/college be prepared to distribute copies of our new Parents Newspaper at open evening? YES NO
Which month do you have your Parents open evening? _____

DON'T FORGET WWW.GETSMART.COM
for all the latest information on courses and careers advice.

On-Line Distribution

Smaart Woman is electronically reproduced in an e-book format including live links and appears on

www.smaartwoman.com
www.flippymag.com
www.ukrc4setwomen.org

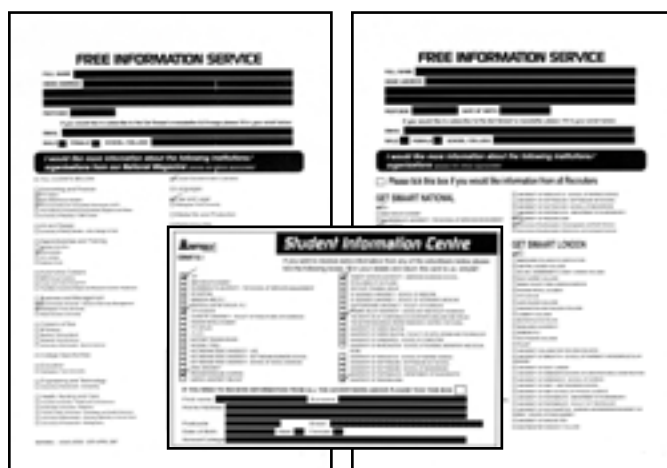
E-mailed out to all subscribing female students



Smaart Woman Response

All advertisers are included on our freepost reader enquiry service cards within the publication.

Our on-line web-zine has its own automated response mechanism



Smaart Woman Editorial

Smart Woman offers a wide spectrum of information covering Higher and Further education, Apprenticeships, Graduate Opportunities etc.

Smart Woman profiles not just young people starting out on their careers but also highly successful women who have reached the top in their chosen field.



A Selection of Smaart Woman Clients

ALSTOM

ATKINS



CITY

The City Law School
London



Schlumberger



Smaart Woman Frequency

October & March

Smaart Woman Rates

Double page spread	£6,000
Page	£3,500
Half Page	£2,400
Personalised Reply Card	£1,880



Smaart Talent / Smaart Woman Spec Sheets

www.smaartpublishing.co.uk

For all artwork/copy enquiries please contact:

Smaart Publishing Production Dept.

159 High Street, Wealdstone, Harrow, Middlesex. HA3 5EP

Tel: 0208 427 6336 Fax: 0208 861 4456

E-mail: production@smaartpublishing.co.uk



MECHANICAL SPECIFICATIONS FOR: SMAART TALENT, SMAART WOMAN

(Dimensions are listed Width x Depth in mm)

FULL PAGE SPECS (bled & bordered ads)

Full page trim 170mm (w) x 225mm (d)

Full page type area 150mm (w) x 205mm (d)

Full page bled ad 176mm (w) x 231mm (d)* (includes 3mm bleed)

Full page bordered ad 150mm (w) x 205mm (d)

SPREAD SPECS (bled & bordered ads)

Spread trim 340mm (w) x 225mm (d)

Spread bled ad 346mm (w) x 231mm (d)* (**allow 20mm gutter)

HALF PAGE SPECS (bordered ads only)

1/2 Horizontal bordered 150mm (w) x 100mm(d)

QUARTER PAGE SPECS (bordered ads only)

1/4 Horizontal bordered 70mm (w) x 100mm(d)

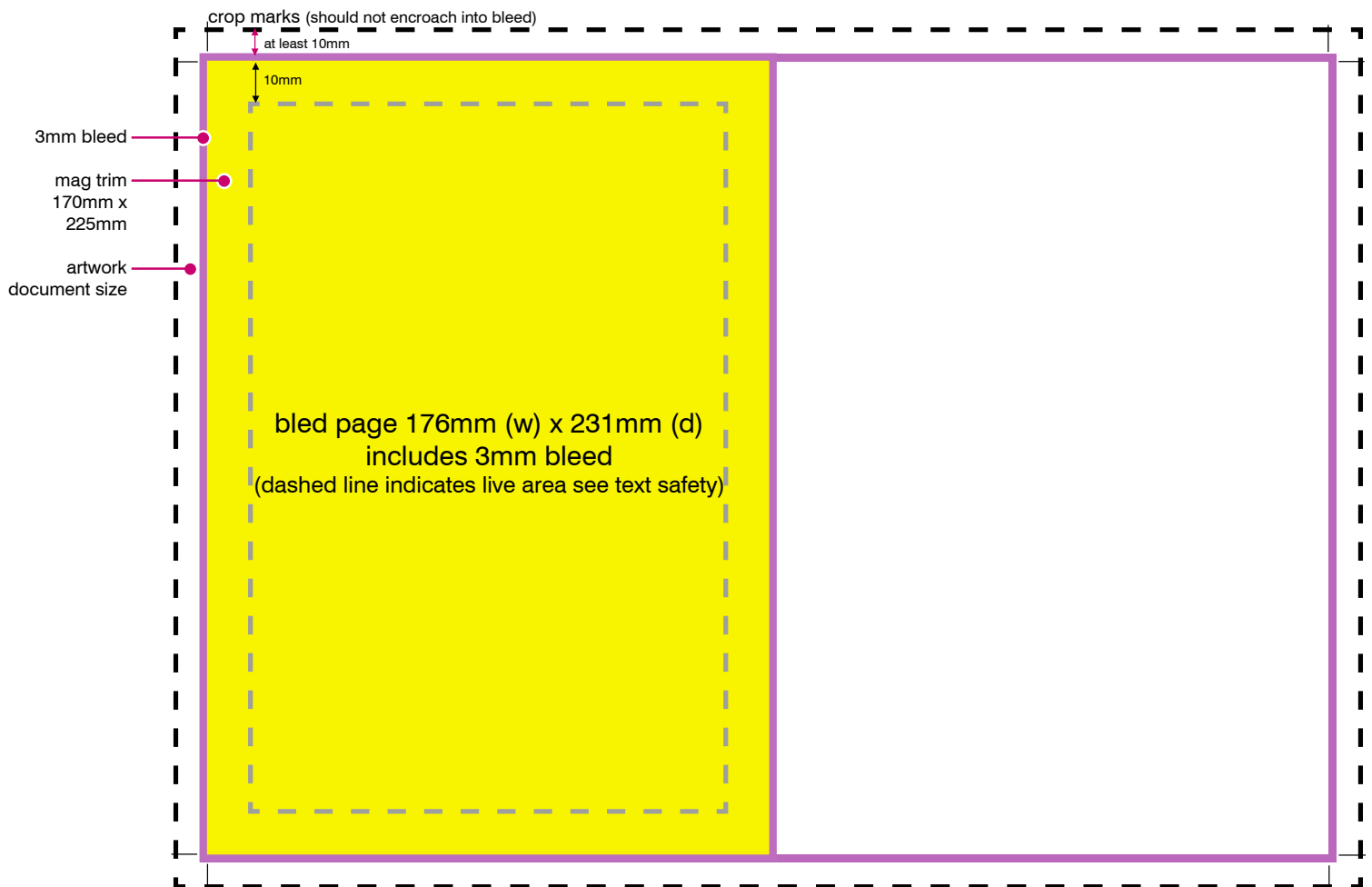
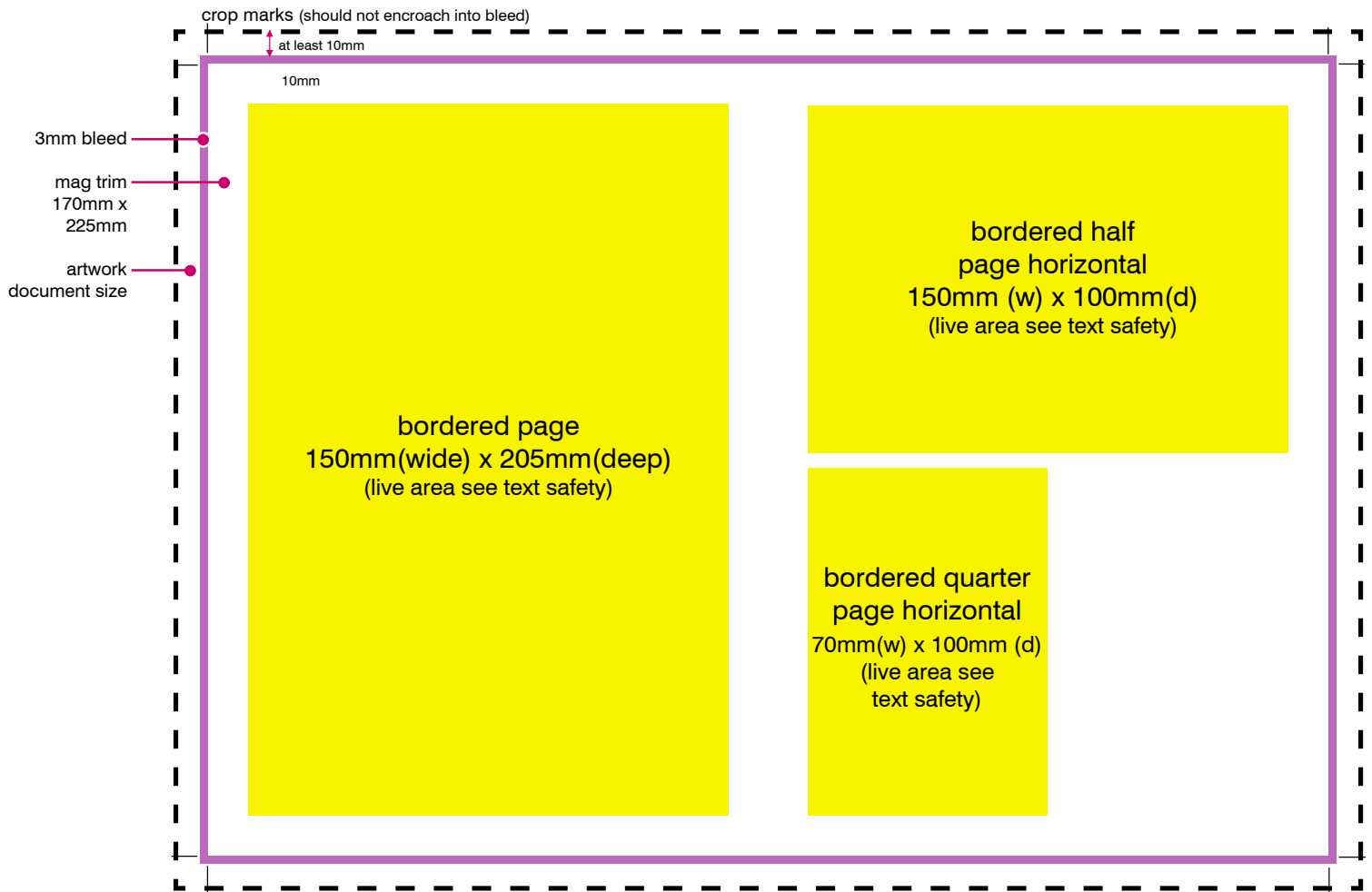
***Live matter and type safety:**

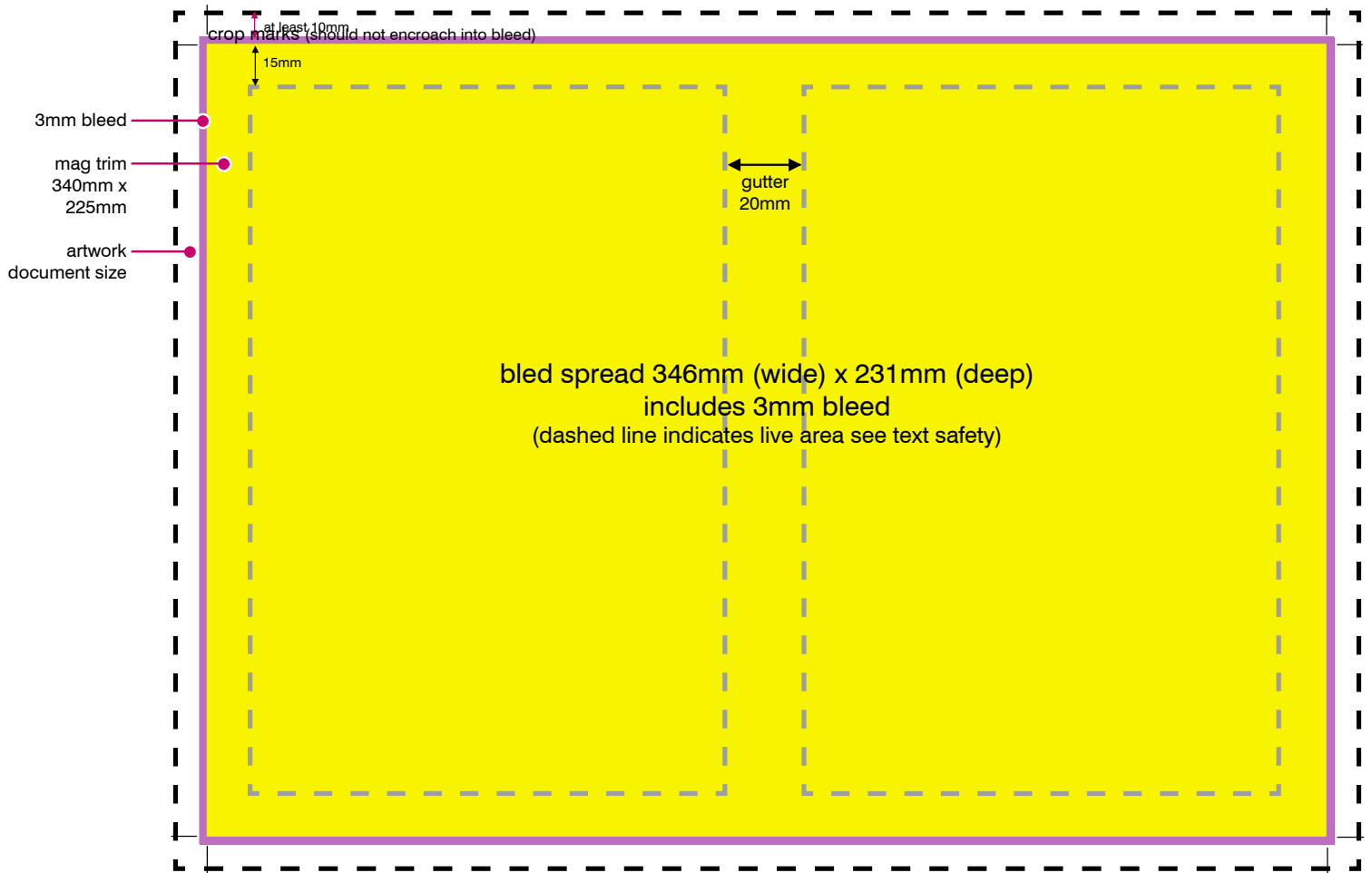
Allow 10mm from trim and 13mm from bleed

****Gutter**

No type should appear within 15mm either side of gutter on a Spread.

PLEASE SEE GRAPHICAL SPEC SHEET FOR AN ILLUSTRATED VERSION OF THE ABOVE GUIDE





OUTSMAART

ISSUE 1.1 - SPRING 2009
FREE

CAREERS MAGAZINE FOR LESBIANS, GAY MEN & BISEXUALS

**THE
BOYS
ARE
BACK
IN
TOWN**

CAREERS
TEACHING
POLICE
LAW



ADVICE
COURSES
CAREERS
UNIVERSITIES
COLLEGES

IN ASSOCIATION WITH  **Stonewall**

OUTSMAART

IN ASSOCIATION WITH



Foreword from Stonewall

Being able to be out at work has, over the past few years, become a reality for many of Britain's estimated 1.7 million lesbian, gay and bisexual employees. Just a few short years ago it would have seemed impossible. We at Stonewall believe passionately that people perform better at work when they can be themselves and are delighted to be working with over 450 of the country's leading employers who agree with us.

Our Starting Out recruitment guides, Diversity Champions programme and our Workplace Equality Index are now the most influential tools used by lesbians, gay men and bisexual people when making career decisions. They are also a crucial way for employers to showcase their best practice and benchmark their performances as they strive to create work environments free of discrimination.

Stonewall is delighted to be able to work with Smaart Publishing in bringing OutSmaart to many young lesbian, gay and bisexual students and graduates and hope this will help and inspire them make the best decisions as they start out on their working lives.



Ben Summerskill
Chief Executive



What is OutSmaart?

OutSmaart is an A3 national recruitment publication which provides information, advice and support to lesbian, gay and bisexual (LGB) students aged between 17 – 24 to help them decide on course and career opportunities post A levels or University.

OutSmaart is produced in association with Stonewall, the UK's leading lesbian, gay and bisexual charity. Together, we have drawn on each other's expertise in order to produce a quality product that guarantees you reach your target audience.

OutSmaart offers you the opportunity to profile your company, course or training scheme and enables you to attract high calibre LGB talent towards your organisation.

OutSmaart also allows your organisation to reinforce your commitment to diversity and to strengthen your gay-friendly credentials.

OutSmaart has been designed to provide LGB students with the opportunity to feel confident in their career/course choices, identify with like-minded role models and to empower them to excel in whatever field they choose to pursue.

Who is Stonewall?

Stonewall was set up in 1989 as a response to the introduction of Section 28 of the Local Government Act, a law which prohibited the so called 'promotion' of homosexuality in schools.

Stonewall's aim from the beginning was to create a professional lobbying group that would prevent any further attacks against the lesbian and gay community from happening again. Over the years the organisation has lobbied over the many and often major discriminatory laws that gay men and women faced.

Some of the charity's major successes have included helping to achieve the equalisation of the age of consent, lifting the ban on gay people serving in the military, securing legislation allowing same-sex people to adopt and the repeal of Section 28.

Stonewall helped to secure Civil Partnerships 2005 and, more recently, campaigned successfully for the introduction of laws prohibiting incitement to hatred against gay people.

Stonewall also works with a whole range of organisations that meet the needs of gay and bisexual people, whether tackling homophobic bullying in schools through its Education for All campaign or leading the way in improving lesbian, gay and bisexual diversity in the workplace through the Diversity Champions programme.

The charity currently works with over 450 of the country's leading employers reaching over 4.5 million people, helping them to deliver the best working practice for all their gay and lesbian staff.

OutSmaart Distribution

20,000 copies are produced in print as well as an on-line web newspaper thus allowing you the opportunity to promote with one advert both on line and through traditional print

Print Distribution

- Participating Schools and Colleges offering A-Levels
- Universities
- The Careers Service
- Extra bulk supplies delivered to LGB Clubs and Societies.
- LGB NUS Society
- Student Recruitment Fairs
- Diversity fairs and LGB events.
- All Stonewall members and contacts within the community.



On-Line Distribution

OutSmaart is electronically reproduced in an e-book format including live links and appears on:

www.outsmaart.com
www.flippymag.com
www.stonewall.org.uk

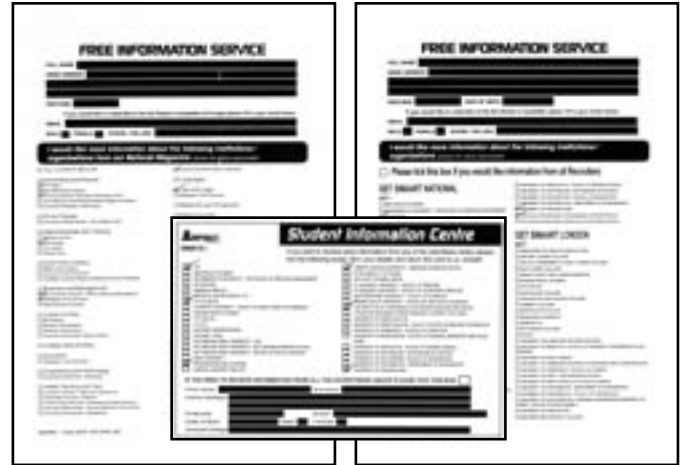
OutSmaart is emailed out to all subscribing LGB students.



OutSmaart Response

All advertisers are included on our free post reader inquiry service cards within the publication.

Our online web-zine has its own automated response mechanism.



OutSmaart Editorial

OutSmaart offers a wide spectrum of information covering Higher and Further education, Apprenticeship and Graduate Career Opportunities for LGB individuals.

OutSmaart not only profiles young people experiencing their first steps on the career ladder, but also identifies successful LGB role models who have overcome stigmatisation to excel within their chosen field.



A Selection of Smaart Publishing Clients

Agusta Westland, Alstom, Atkins, Baillie Gifford, Barratt, Bank of America, Bloomberg, BMW, BNP Paribas, British Gas, CISCO, City Law School London, EDF Energy, Ernst & Young, Imperial College London, Lloyds TSB, Metropolitan Police, Nottingham Trent University, Police Service Northern Ireland, PriceWaterhouseCoopers, Royal Navy, Schlumberger, Staffordshire University, University of Cambridge, University of Southampton, Welsh Assembly Government.

Outsmaart Frequency

February & October

Outsmaart Rates

DPS (2 x A3 PORTRAIT)	=	£8,980
PAGE (1x A3 PORTRAIT)	=	£4,980
HALF (A4 LANDSCAPE)	=	£2,980
QUARTER (A5 PORTRAIT)	=	£1,780
EIGHTH (A6 LANDSCAPE)	=	£980

Discounts available on series bookings.

Free copy design if required.

Mechanical Data



www.smaartpublishing.co.uk

159 High Street, Wealdstone, Harrow, Middlesex. HA3 5EP

Tel: 0208 427 6336 Fax: 0208 861 4456

E-mail: info@smaartpublishing.co.uk | artwork: production@smaartpublishing.co.uk please cc to sales person

MECHANICAL SPECIFICATIONS FOR OUT SMART (Dimensions are listed Depth & Width in mm)

PAPER SIZE SPECS (bled & bordered ads)

Full page trim 420mm deep x 297mm wide (A3 portrait)

Full page type area 390mm deep x 267mm wide

Full page bled ad 426mm deep x 303mm wide* (includes 3mm bleed)

Full page bordered ad 390mm deep x 267mm wide

SPREAD SPECS (bled ads only)

Spread trim 420mm deep x 594mm wide (A2 landscape)

Spread bled ad 426mm deep x 600mm wide** (includes 3mm bleed)

HALF PAGE SPECS (bordered ads only)

1/2 Horizontal bordered 185mm deep x 267mm wide

1/2 Vertical bordered 390mm deep x 122mm wide

QUARTER PAGE SPECS (bordered ads only)

1/4 Vertical bordered 185mm deep x 122mm wide

1/4 Horizontal Banner bordered 90mm deep x 267mm wide

EIGHTH PAGE SPECS (bordered ads only)

1/8 Horizontal bordered 87.5 mm deep x 122mm wide

SIXTEENTH PAGE SPECS (bordered ads only)

1/16 Portrait bordered 87.5 mm deep x 57mm wide

*Live matter and type safety:

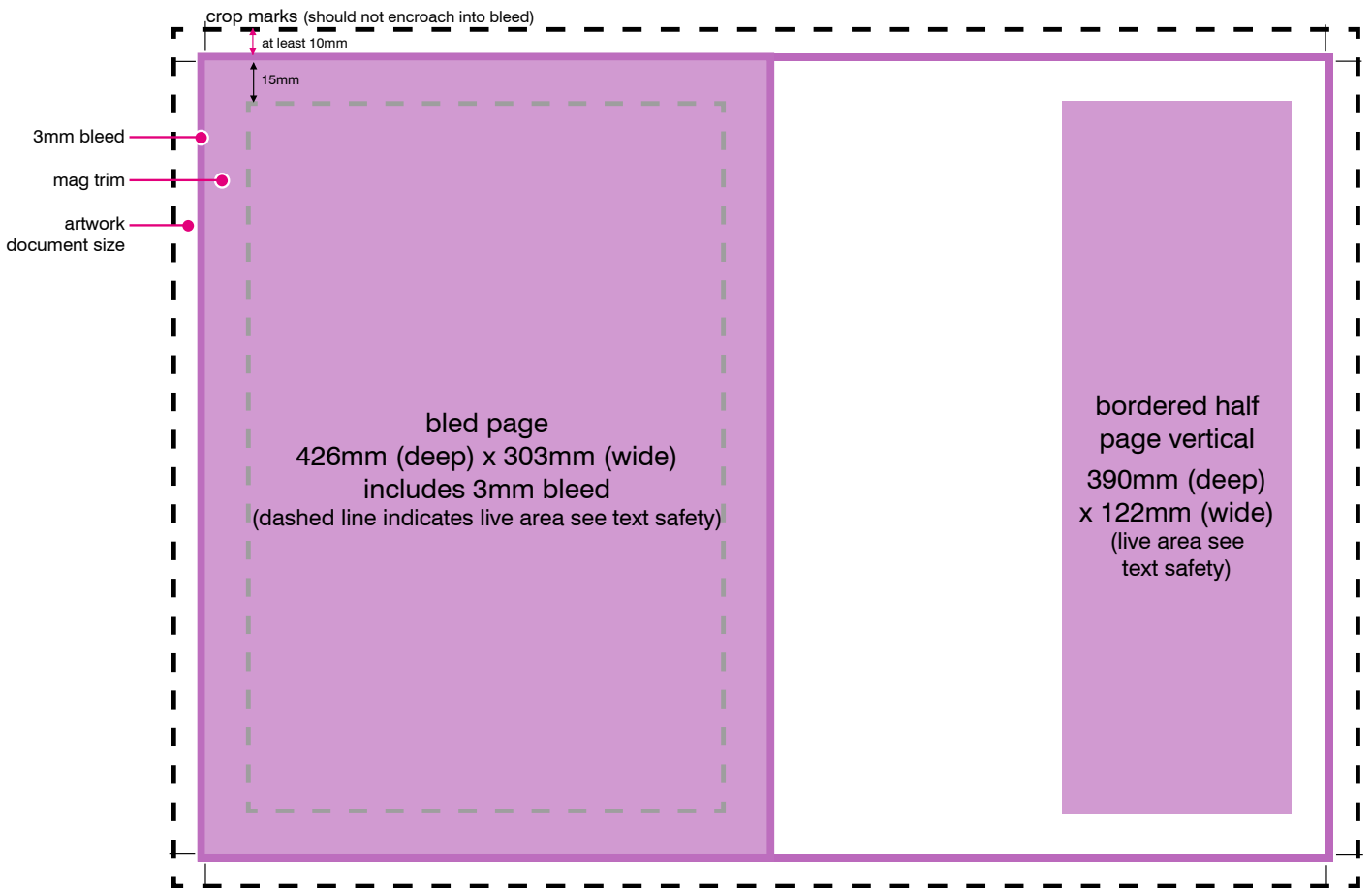
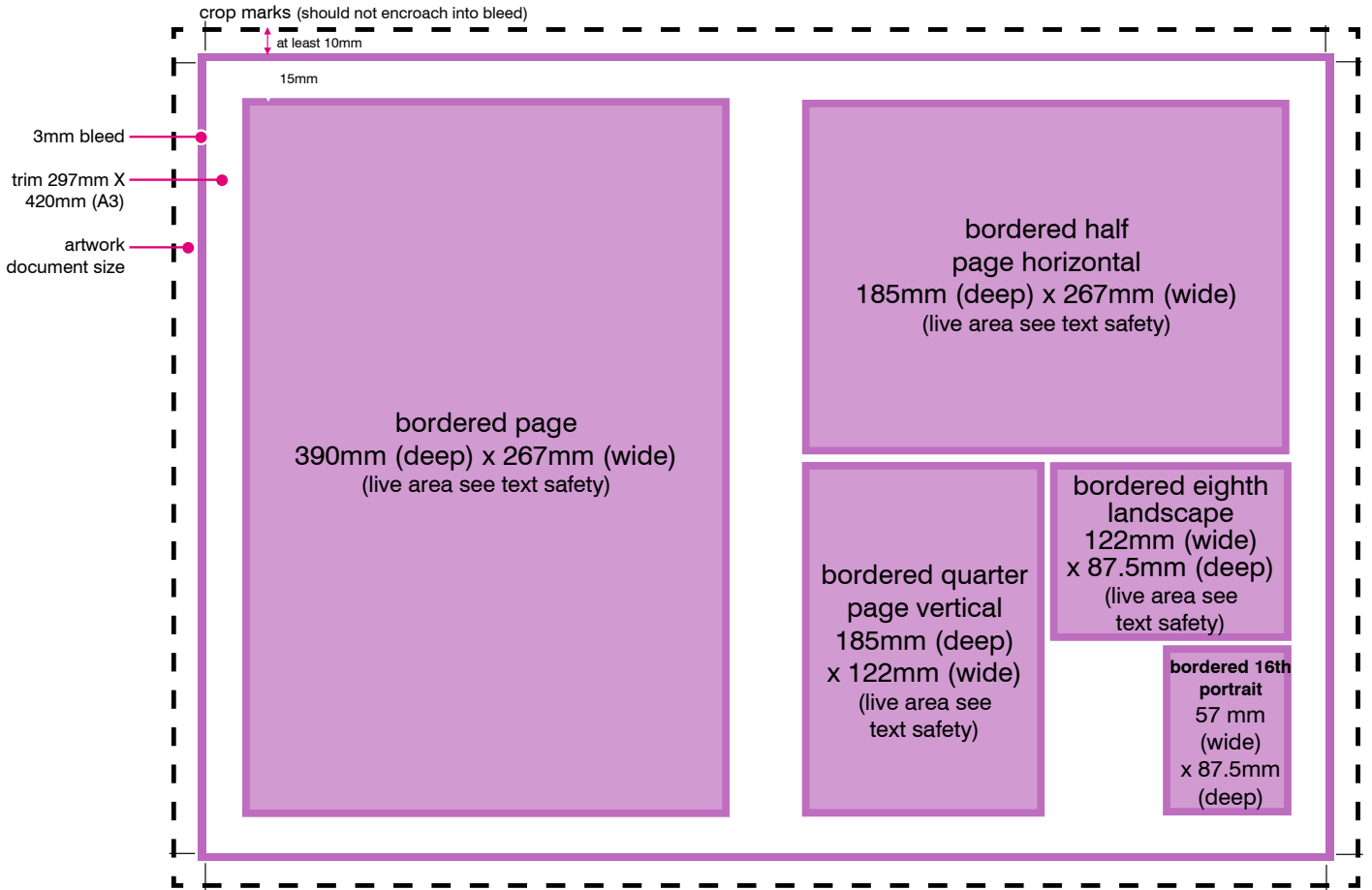
Allow 15mm from trim and 18mm from bleed

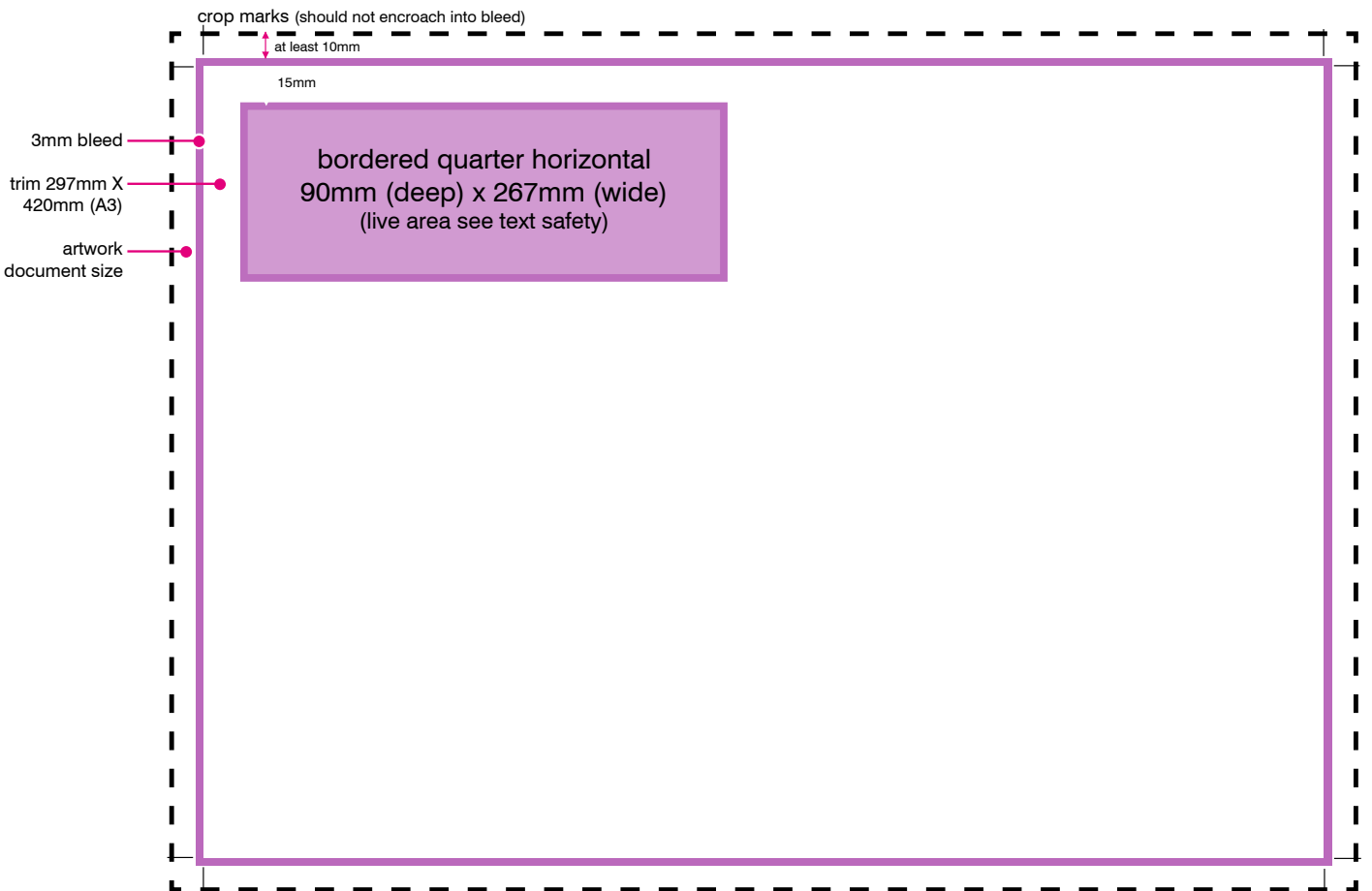
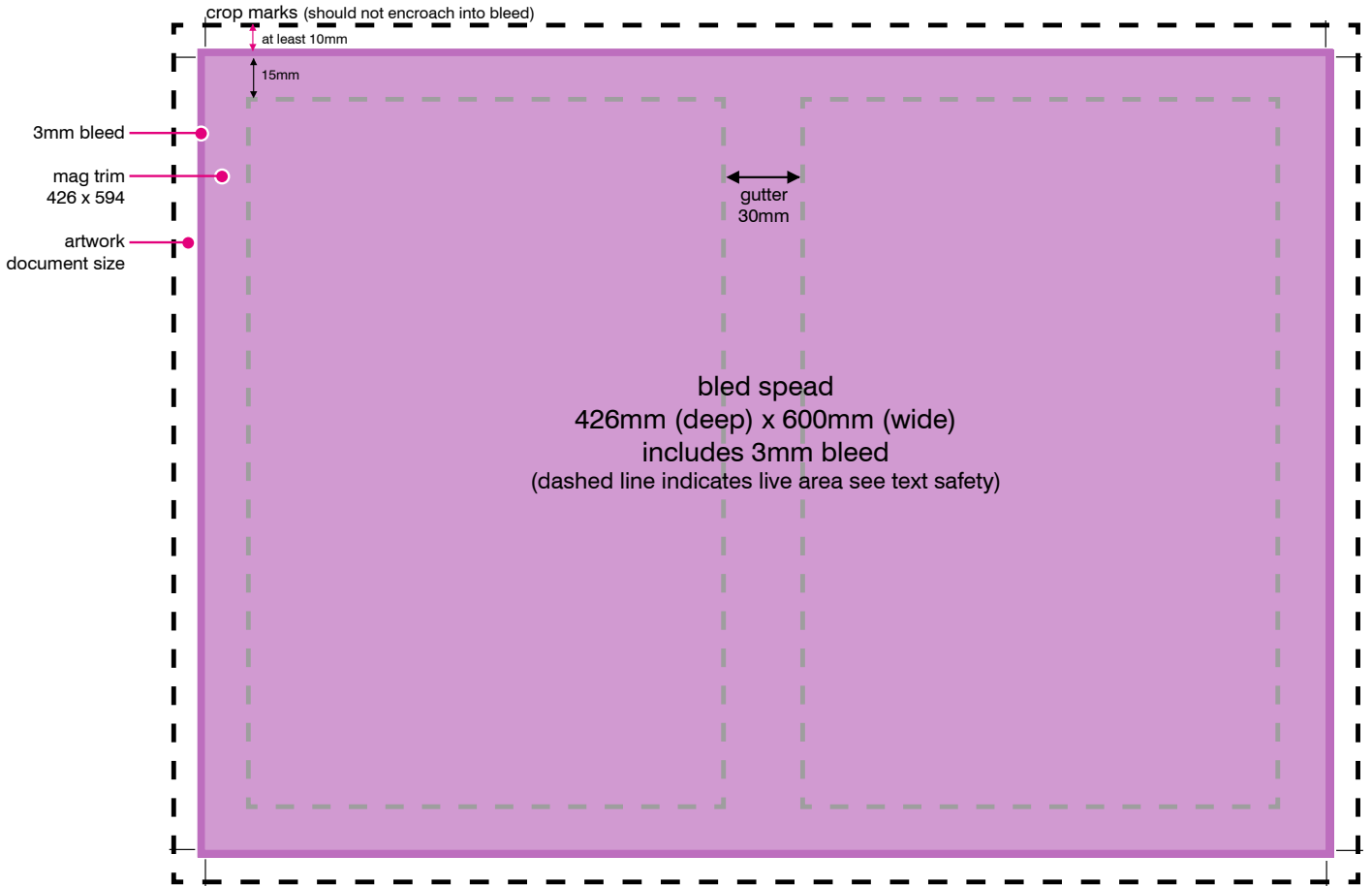
**Gutter and type safety on spreads

Allow 15mm from trim and 18mm from bleed

No type should appear within 15mm either side of gutter on a Spread.

PLEASE SEE GRAPHICAL SPEC SHEET ON FOLLOWING PAGES FOR AN ILLUSTRATED VERSION OF THE ABOVE GUIDE







WINDSOR FELLOWSHIP
 Enriching education, employment and citizenship





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

WINDSOR TALENT

smart **woman** **OUT**SMART

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