



If you are looking for students

Look to us

GET SMAART MIDLANDS &
EAST ANGLIA

GET SMAART ONLINE



What is Get Smart?

Get Smart Midlands and East Anglia is a regional publication which provides information and advice to students aged between 16-19 to help them decide on subject/career options post GCSE or A Levels.

Aimhigher...

Get Smart is the most popular magazine in the market place (Aimhigher survey)* and an essential tool used by students during the decision making process.

*A survey undertaken by Aimhigher at their roadshow events, showed that Get Smart was the most recognized careers magazine in schools.



Get Smart Distribution

If you are a recruiter in FE, HE, commerce or industry, you can be sure Get Smart Magazine will give you unrivalled penetration in the youth market.

Over 50% of all schools and colleges are now subscribing to receive additional copies of each edition.

Print Distribution

25,000 copies distributed to every:

- School (both head of careers and head of sixth form)
- Sixth form college
- FE colleges
- Careers advisory service in the Midlands and East Anglia region

The only student recruitment magazine in the UK to have dedicated regional issues.

The largest print distribution to schools of any student recruitment magazine in the country..

On-Line Distribution

E-mailed out to every school and college regionally.

Sent directly to all www.getsmart.com student subscribers.

We offer a free subscription service for schools allowing additional copies of the publication to be made available to students.

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 Women 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 75 copies 100 copies 125 copies.

Get Smart **Regional Guides** tick appropriate region and quantity

LONDON & THE SOUTH MIDLANDS THE NORTH
 25 copies 50 copies 75 copies 100 copies

Smart **WOMEN** 25 copies 50 copies 75 copies 100 copies

Smart **TALENT** 25 copies 50 copies 75 copies 100 copies

Careers teachers read on...
Would you like to receive your own copy of Smart Advice, the only FREE national trade magazine 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? _____

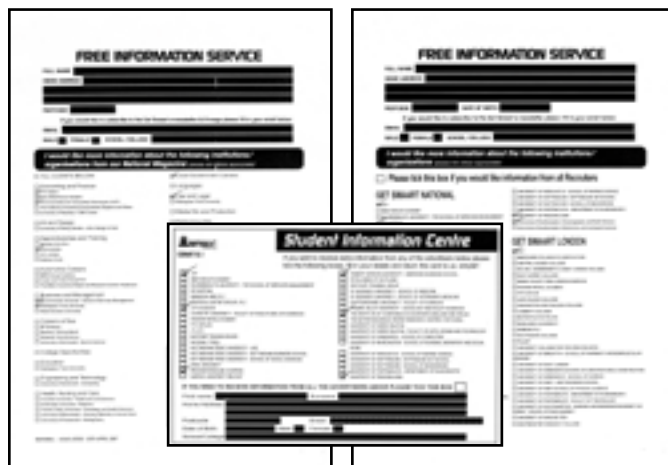
DON'T FORGET WWW.GETSMART.COM
for all the latest information on courses and careers advice.



Get Smart Get Response

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

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



Get Smart Editorial

Get Smart offers a wide spectrum of information covering Higher and Further education, Apprenticeships, training options and career opportunities.

Our topical life style section includes features on student life, competitions and news relevant to our student readership



Get Smart Exhibitions

The publication is also made available to students through careers exhibitions right across the U.K.

ICG | UCAS | MEDIA CAREERS | INFORMATION DAY | JARVIS | REGIONAL SKILLS

UCAS



JOB scene

Media Careers Information Day

Careers & Jobs Live

Regional Skills

Skills North East 3-4th October

Skills North West 13-15th November

Skills Midlands 5-6th March

Careers and Jobs Live

Earls Court 19-20th October

Glasgow - SECC 19-21st January

Edinburgh - Highland Hall 2-3rd March

London - ExCel - 11-12th April

Aberdeen 17-18th November

UCAS

Manchester 5-6th March

University of Exeter 19th March

South London 26th March

University of Kent April 29-30th April

Merseyside 19-20th June

University of Leeds 26 June

University of Sheffield 1 July

University of Surrey TBA

University of Hertfordshire TBA

National Graduate Recruitment Events

London 12-13th October

Birmingham 2-3rd November

Manchester 5-6th February

London 30-31st May

Birmingham 6-7th June

GET INSPIRED...
Inviting all 14 - 20 years olds, their parents, careers & teachers to visit one of the largest Skills and Careers events in the UK.

METRO RADIO ARENA, NEWCASTLE
WEDNESDAY 3 OCTOBER 10am - 11pm
THURSDAY 4 OCTOBER 10am - 11pm
www.northeasternskills.co.uk

MANCHESTER CENTRAL
TUESDAY 13 NOVEMBER 10am - 11pm
WEDNESDAY 14 NOVEMBER 10am - 11pm
THURSDAY 15 NOVEMBER 10am - 11pm
www.skillsnorthwest.co.uk

RICOH ARENA, COVENTRY
WEDNESDAY 5 MARCH 10am - 11pm
THURSDAY 6 MARCH 10am - 11pm
www.skillsmidlands.co.uk

WHY VISIT?

- High profile companies in one place at one time
- A great range of exhibitors including everything from employers, universities & local authority to health & fitness
- Open to experts, get great careers advice and find out what is needed to succeed in a chosen career
- Get to meet people doing well jobs
- Meet a lot of exciting opportunities and challenges
- Competitions, stage performances and much more

To pre-register to visit and for more information visit:
www.regionalskills.co.uk

HIT THE GROUND RUNNING
THOUSANDS OF JOB VACANCIES NATIONAL, REGIONAL & LOCAL

CAREER & JOB OPPORTUNITIES

FORTHCOMING EXHIBITIONS
EARLS COURT 19-20th OCTOBER 2007
ABERDEEN 17-18th NOVEMBER 2007

LIVE

www.jarvis-exhibitions.com

Get Smart Portfolio

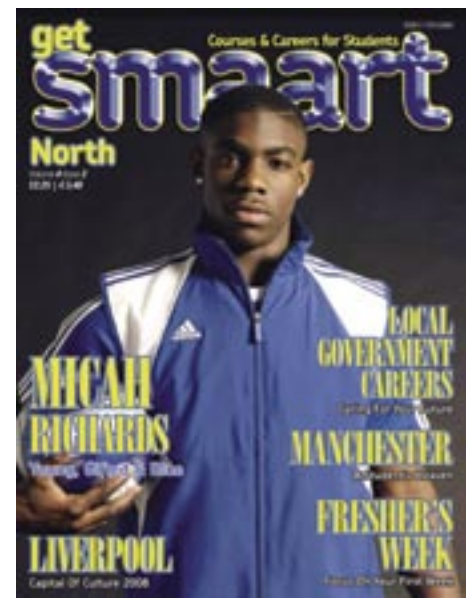
Get Smart delivering excellence in careers guidance information.



NATIONAL



LONDON AND THE SOUTH



NORTH



PARENTS



YOUNG ENGINEERS



CAREERS PROFESSIONALS

Get Smart Clients



Get Smart Frequency

Get Smart Midlands and East Anglia is produced twice a year, Spring and Autumn.

Get Smart Rates

Double Page Spread	£4,480
Page	£2,800
Half	£1,980
Reply Card	£1,480



Get Smart Spec Sheets

www.smaartpublishing.co.uk

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E-mail: production@getsmaart.com



MECHANICAL SPECIFICATIONS FOR GET SMART MAGAZINES: NATIONAL, LONDON & SE, MIDLANDS AND ANGLIA, NORTH, SCOTLAND, N. IRELAND, SMAART TALENT, SMAART WOMAN, YOUNG ENGINEERS

(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)

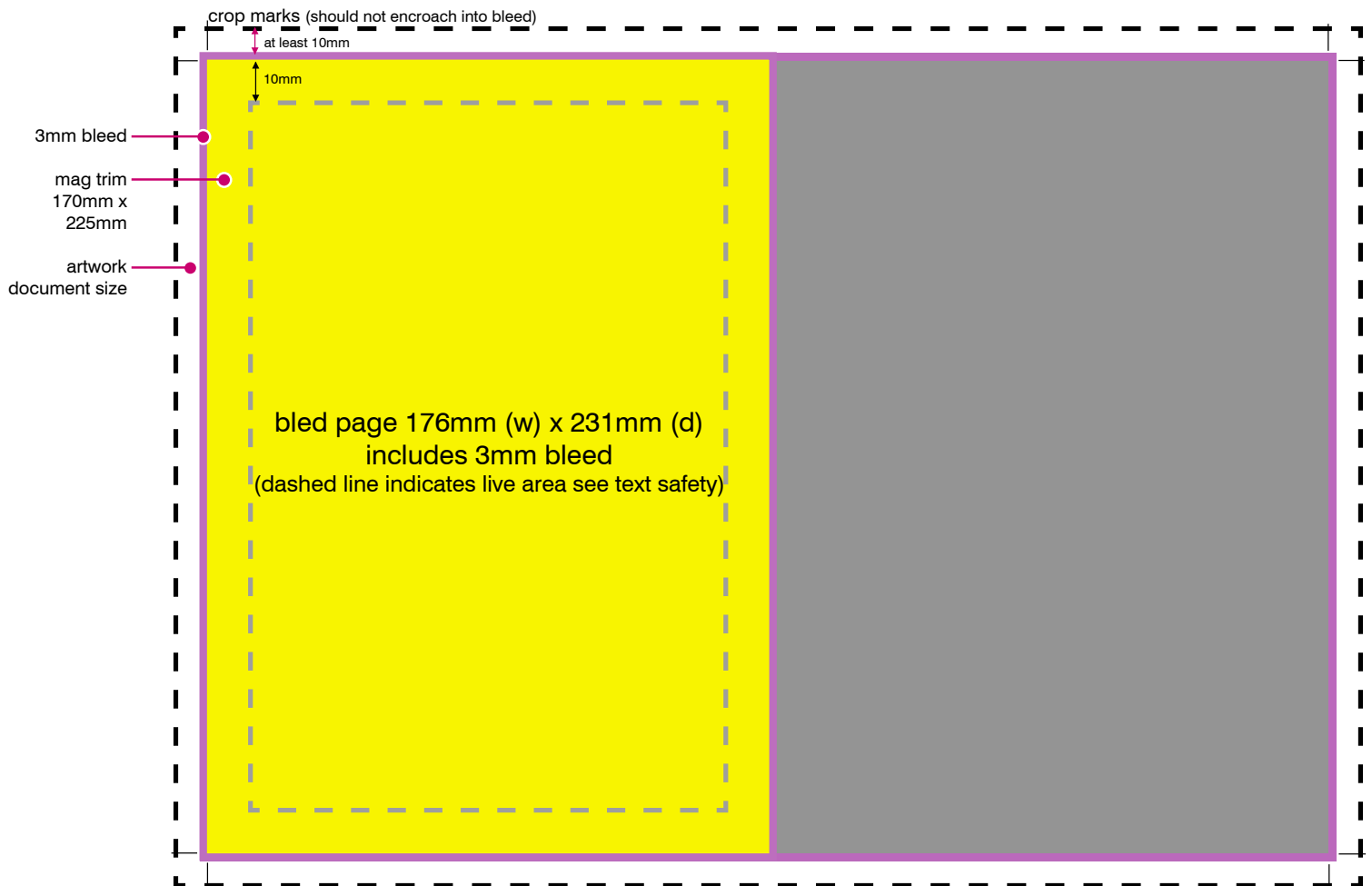
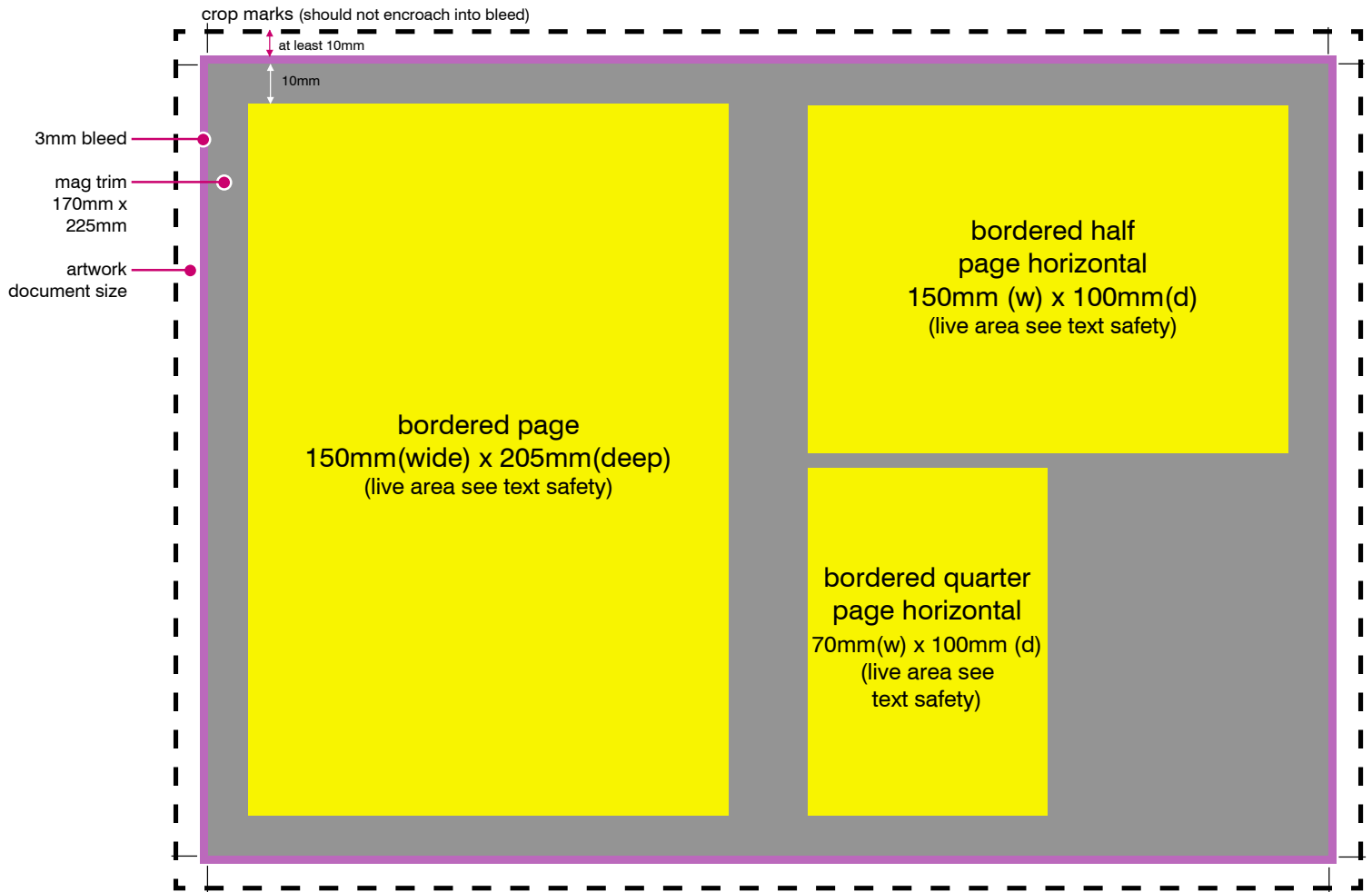
***Live matter and type safety:**

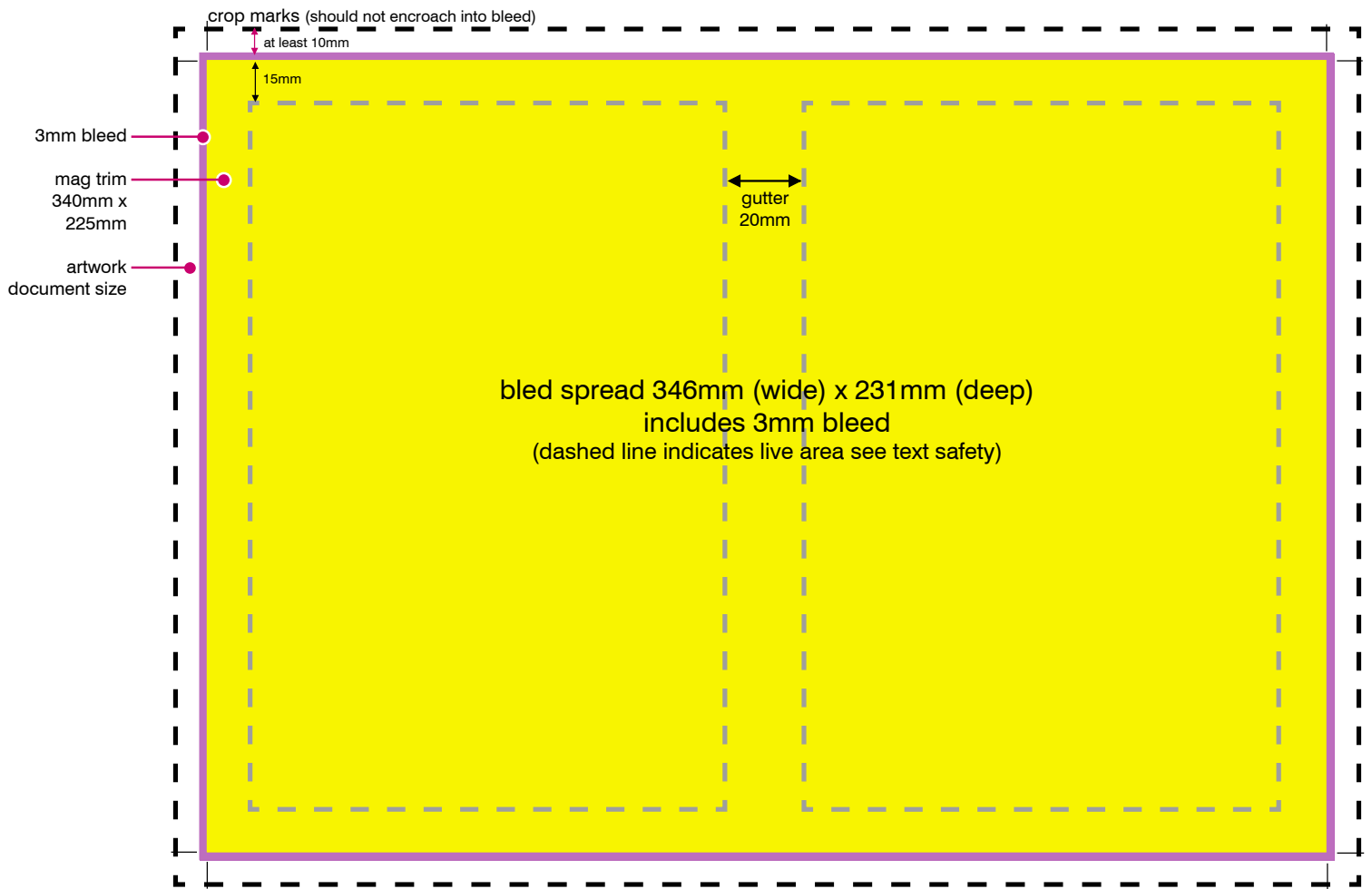
Allow 10mm from trim and 13mm from bleed

****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







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