



If you are looking for students

Look to us

GET SMAART **NORTH**
GET SMAART **ONLINE**

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get **smart**

Courses & Careers for Students

North

Volume 4 Issue 2
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MICAH RICHARDS

Young, Gifted & Blue

LIVERPOOL

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LOCAL GOVERNMENT CAREERS

Caring For Your Future

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What is Get Smart?

Get Smart North 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 Smaart Distribution

If you are a recruiter in FE, HE, commerce or industry, you can be sure Get Smaart 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 North

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

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

getsmaarter
Smart Publishing's National and Regional school and college publications give information and advice to your students about their future.
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Which month do you have your Parents open evening? _____

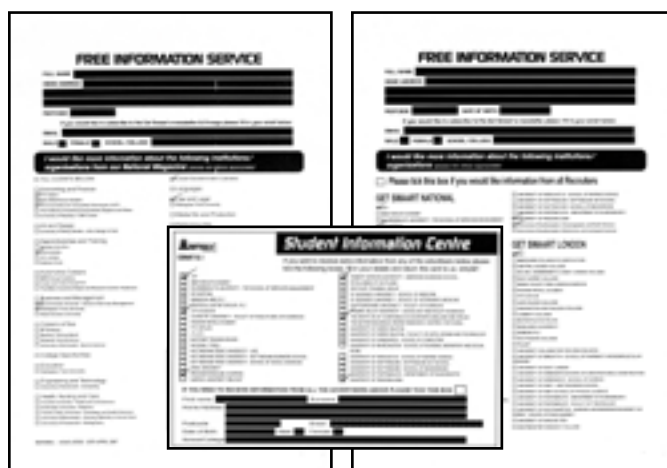
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for all the latest information on courses and careers advice.



Get Smart Get Response

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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 Smaart 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

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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 - 5pm
THURSDAY 4 OCTOBER 10am - 5pm
www.northeasternskills.co.uk

MANCHESTER CENTRAL
TUESDAY 13 NOVEMBER 10am - 5pm
WEDNESDAY 14 NOVEMBER 10am - 5pm
THURSDAY 15 NOVEMBER 10am - 5pm
www.skillsnorthwest.co.uk

RICOH ARENA, COVENTRY
WEDNESDAY 5 MARCH 10am - 5pm
THURSDAY 6 MARCH 10am - 5pm
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- High profile companies in one place at one time
- A great range of exhibitors including everything from employers, universities & local authority to health & fitness
- Speak to experts, get great careers advice and find out what is needed to succeed in a chosen career
- Get to meet people doing real jobs
- Meet a lot of exciting organisations and challenges
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NATIONAL



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MIDLANDS



PARENTS



YOUNG ENGINEERS



CAREERS PROFESSIONALS

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Get Smart Frequency

Get Smart Northern 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

For all artwork/copy enquiries please contact:
Smart Publishing Production Dept.

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

Tel: 0208 427 6336 Fax: 0208 861 4456

E-mail: production@getsmaart.com



MECHANICAL SPECIFICATIONS FOR GET SMART MAGS: NATIONAL, LONDON & SE, MIDLANDS, NORTH, SCOTLAND, N. IRELAND, SMART TALENT, SMART 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)

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QUARTER PAGE SPECS (bordered ads only)

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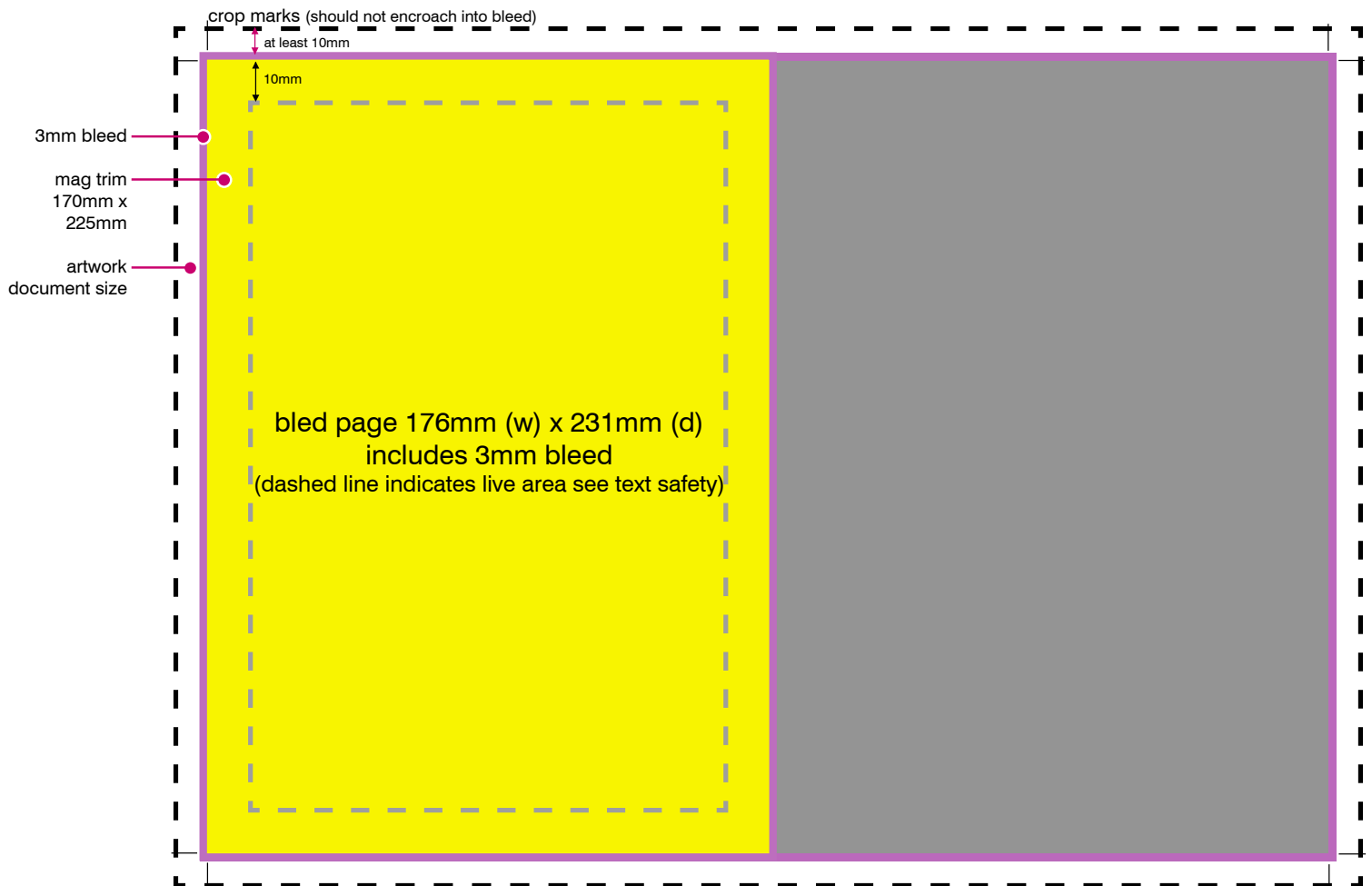
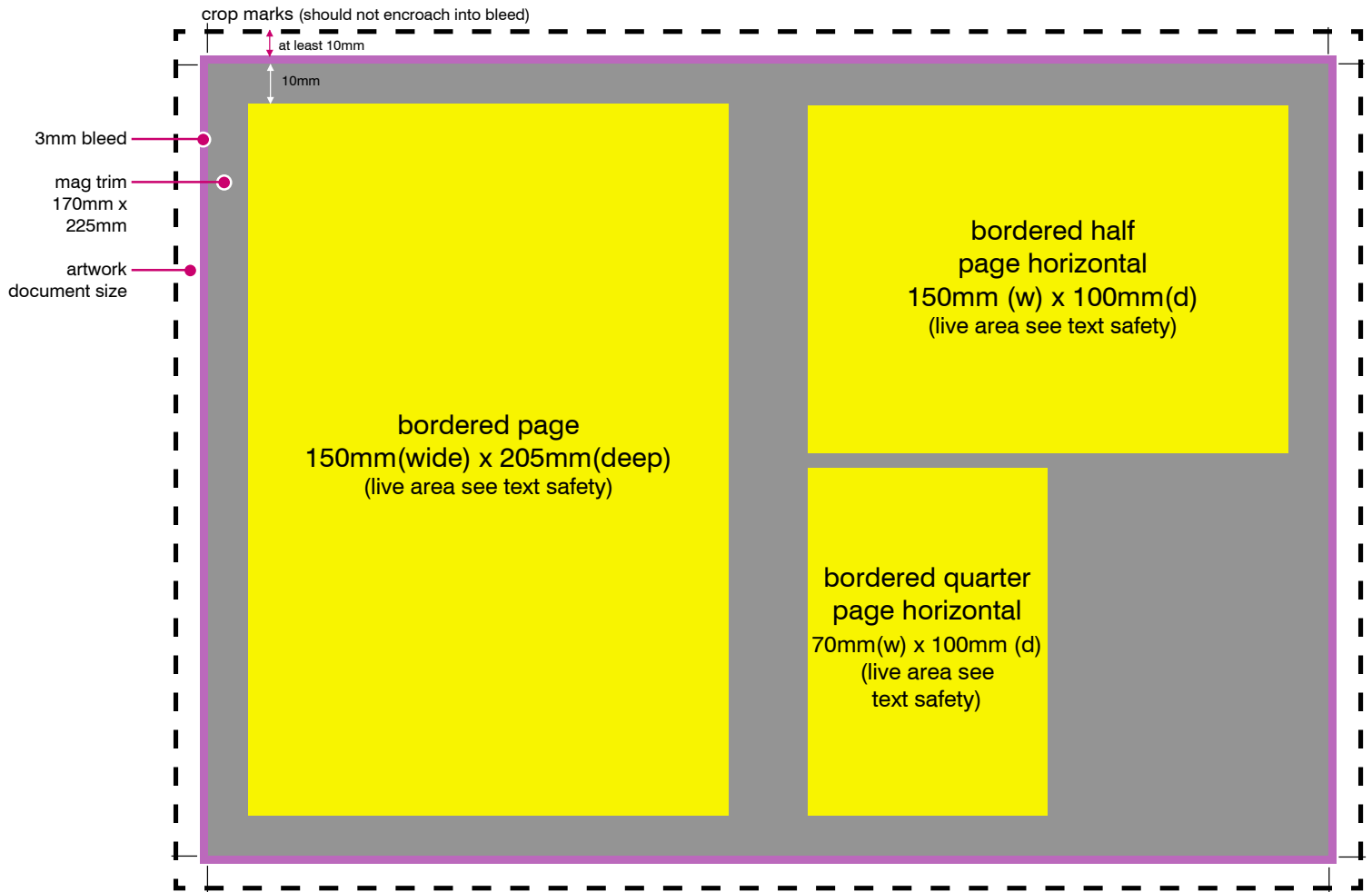
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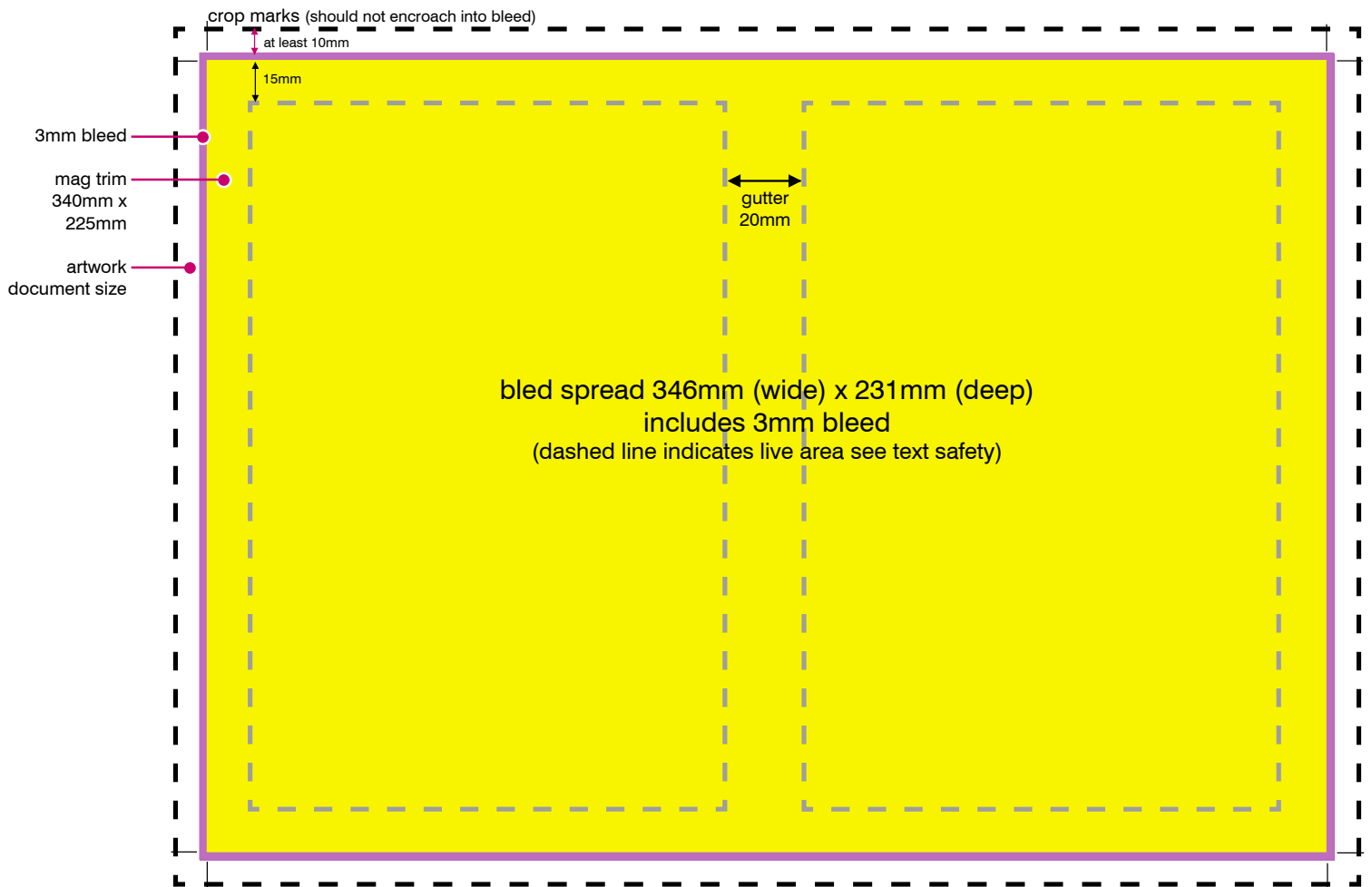
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****Gutter**

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contact details:

Smaart Publishing
Flint Glass Works, 64 Jersey Street, Manchester, M4 6JW
Tel: 0161 205 2266
Fax: 0161 205 2277

(Head Office)

Smaart Publishing
Marlborough House, 159 High Street, Wealdstone,
Middlesex HA3 5DX
Tel: 020 8427 6336
Fax: 020 8861 4456



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