

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**

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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.
- LGBT 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

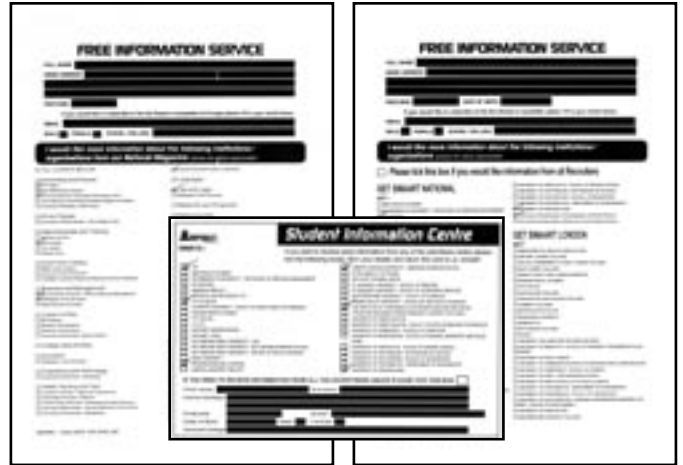
OutSmaart is emailed out to all subscribing LGB students.



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.



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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:

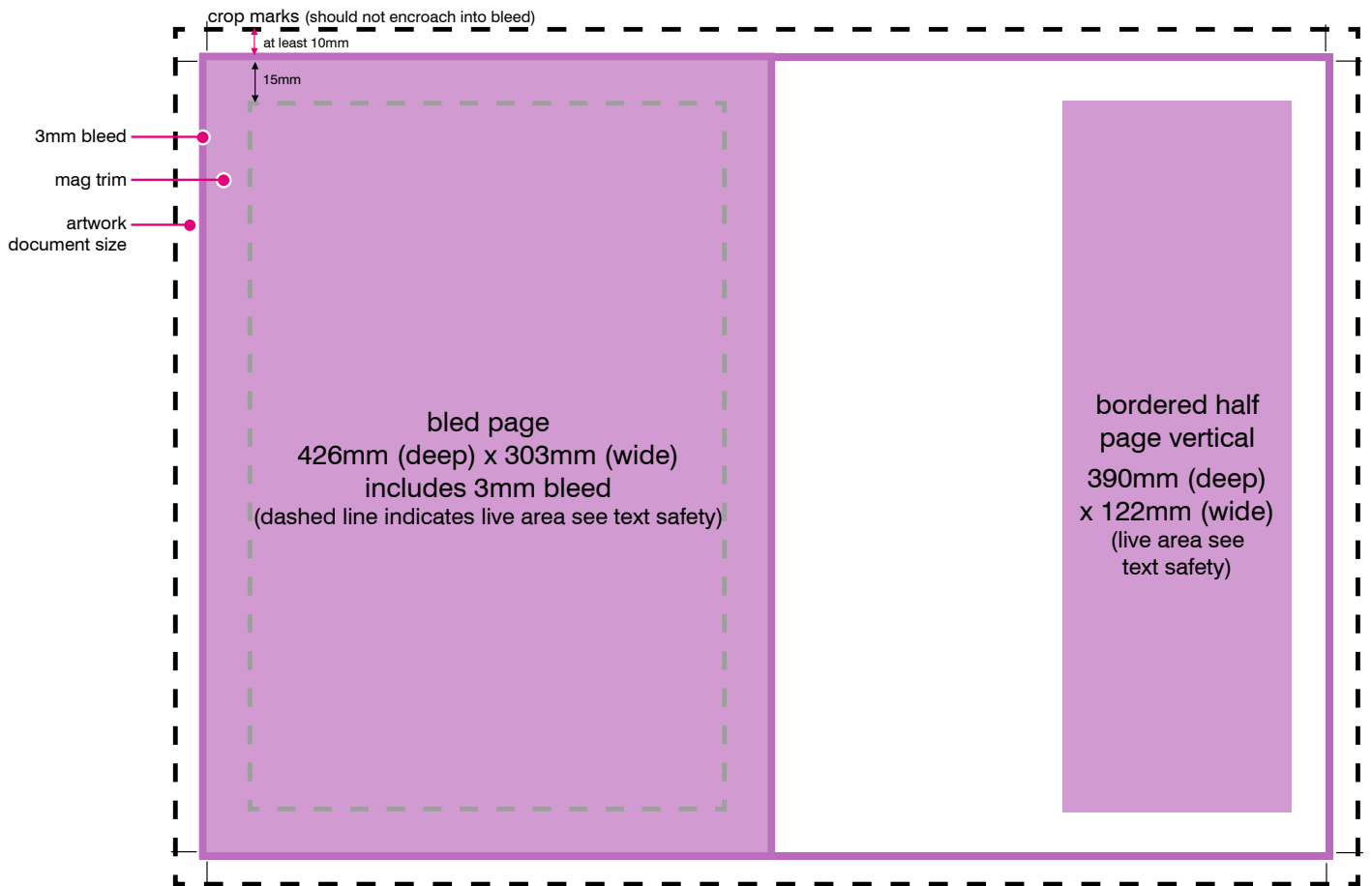
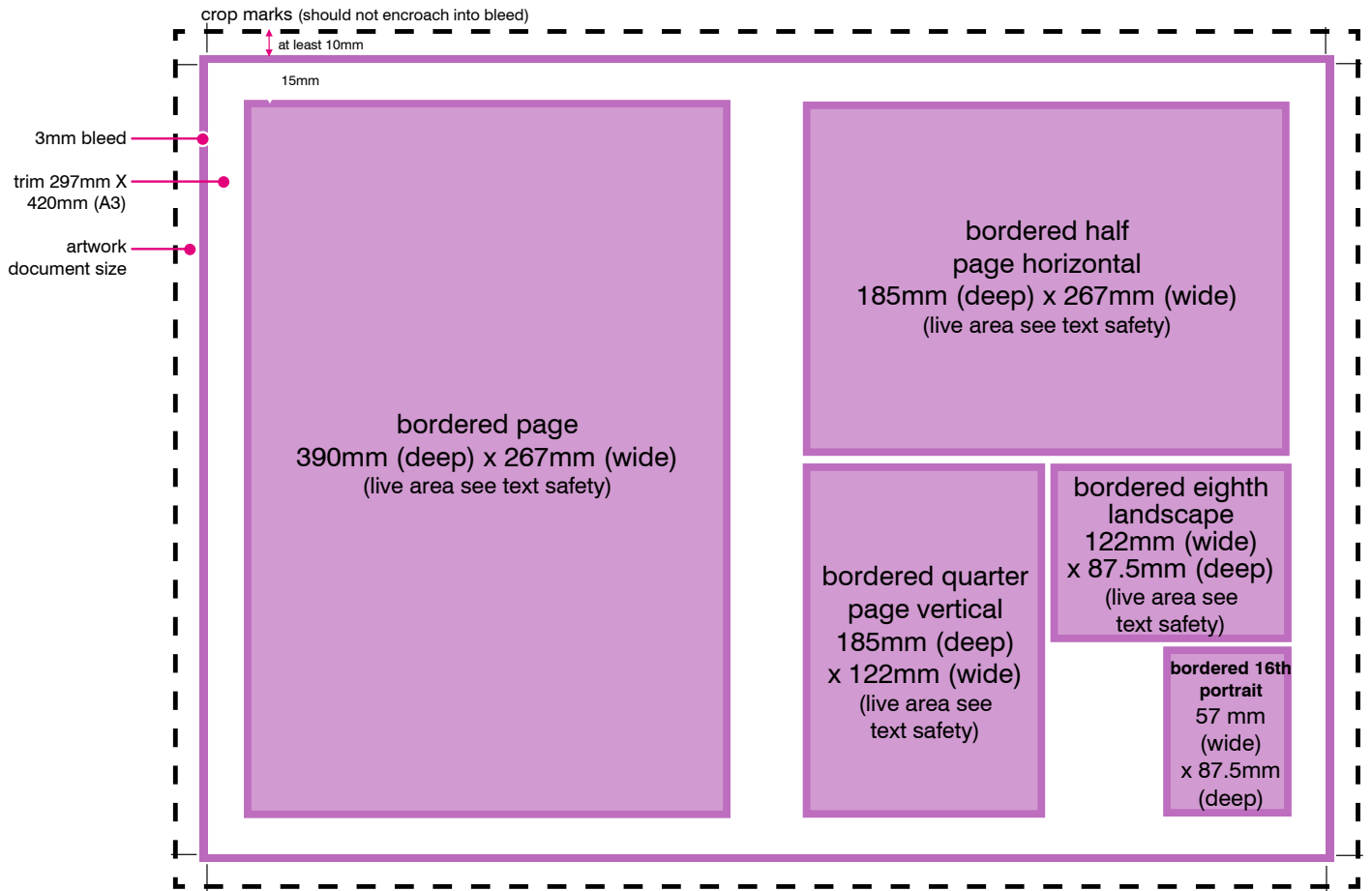
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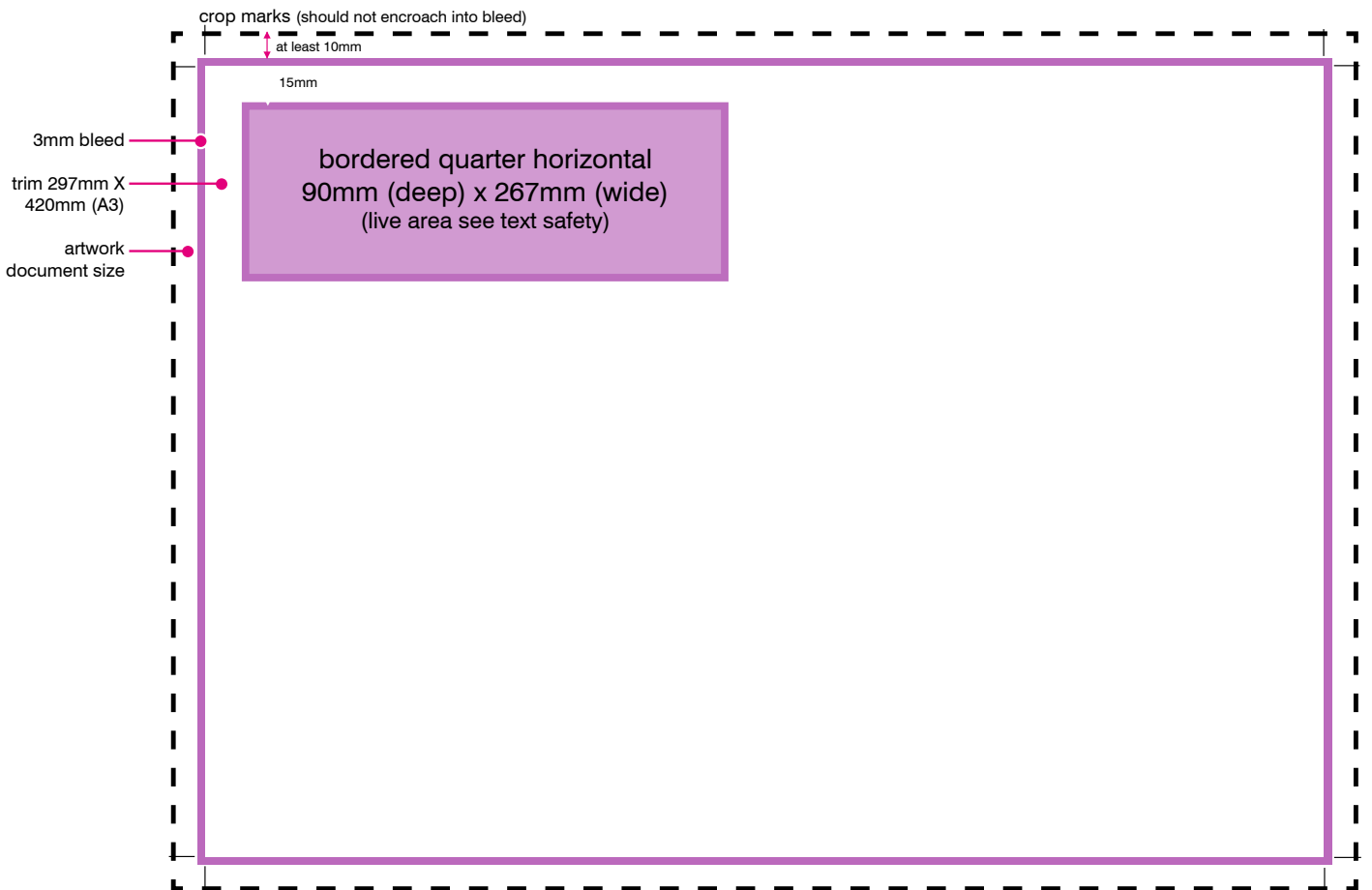
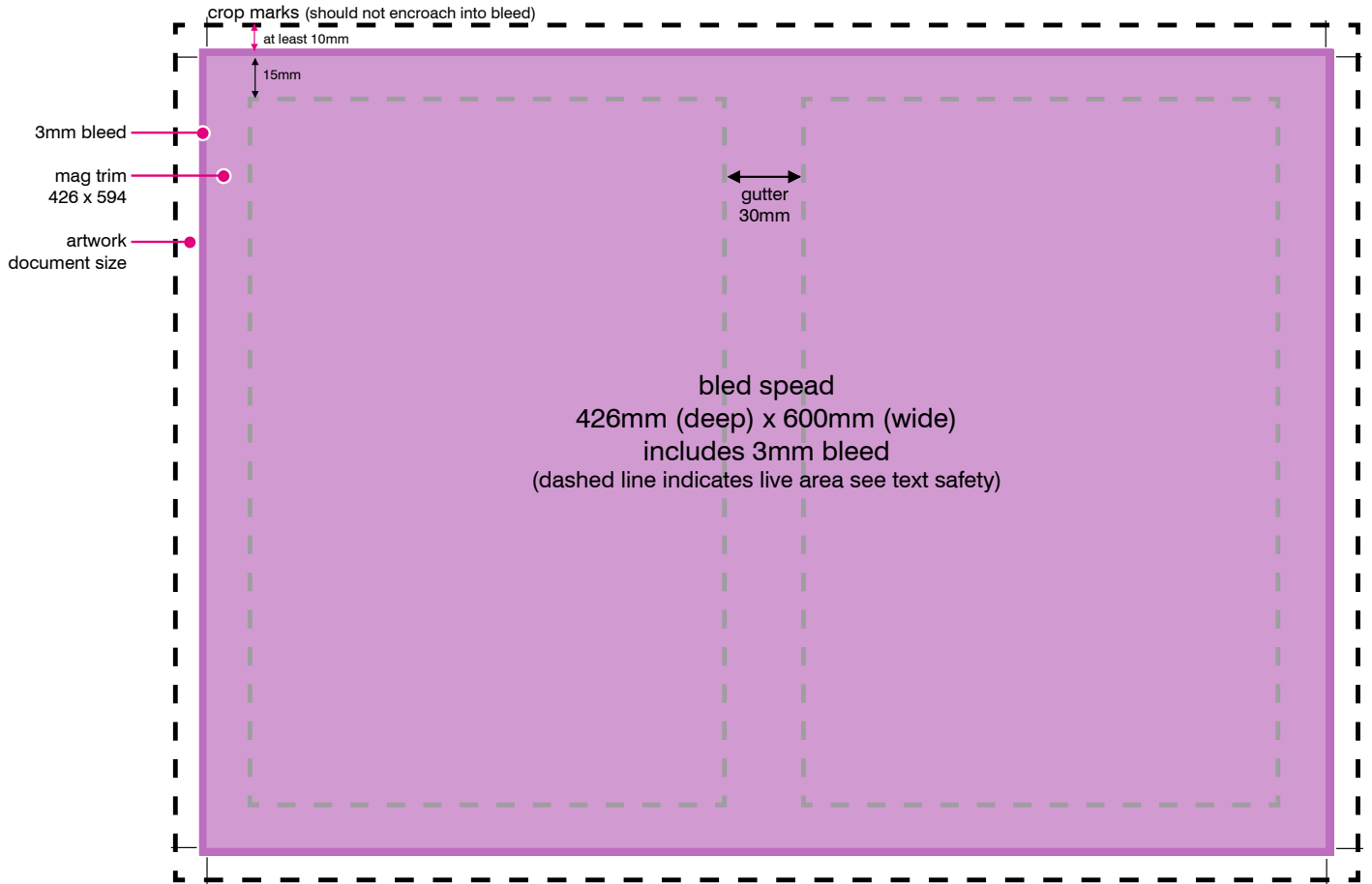
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No type should appear within 15mm either side of gutter on a Spread.

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





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