



SMAART PUBLISHING SMAART TALENT

**STUDENT
TALENT**

IN ASSOCIATION WITH

WINDSOR

FELLOWSHIP

Enriching education, employment and citizenship

SMAART PUBLISHING Complete Portfolio

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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.



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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

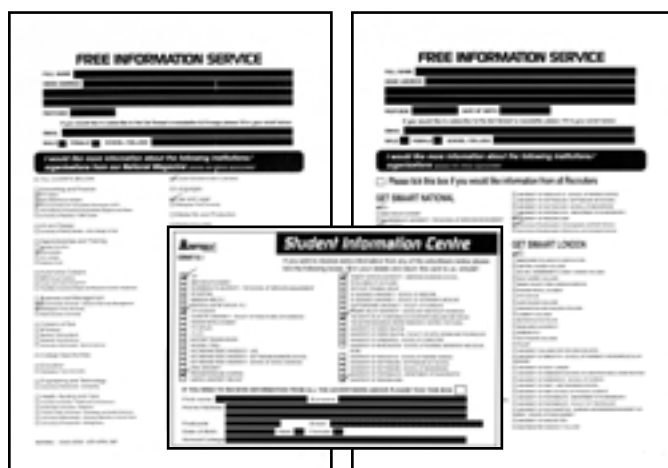
E-mailed out to all subscribing students



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



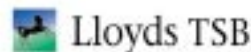
Bloomberg



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 Talent 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: SMART TALENT, SMART 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)

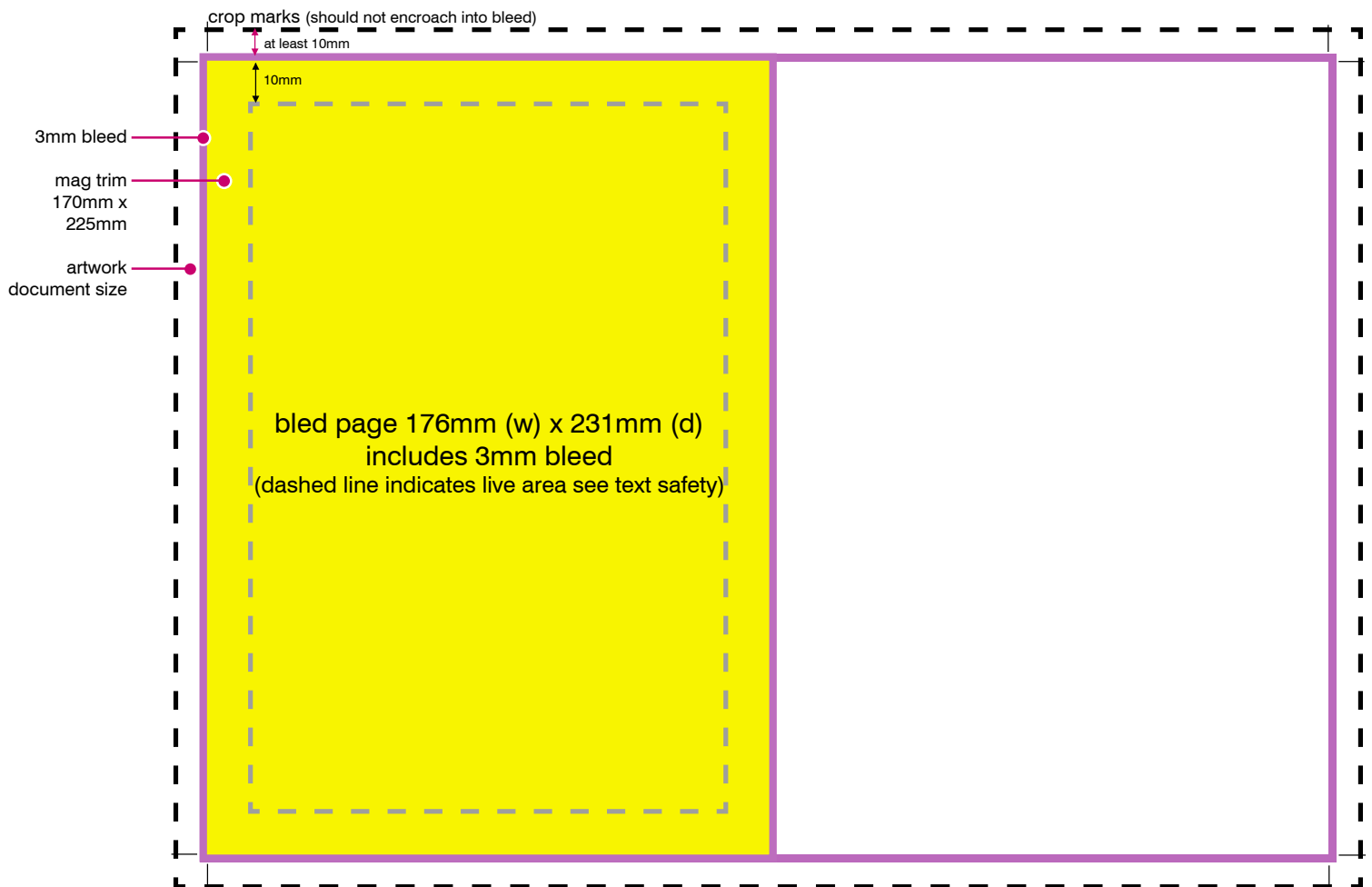
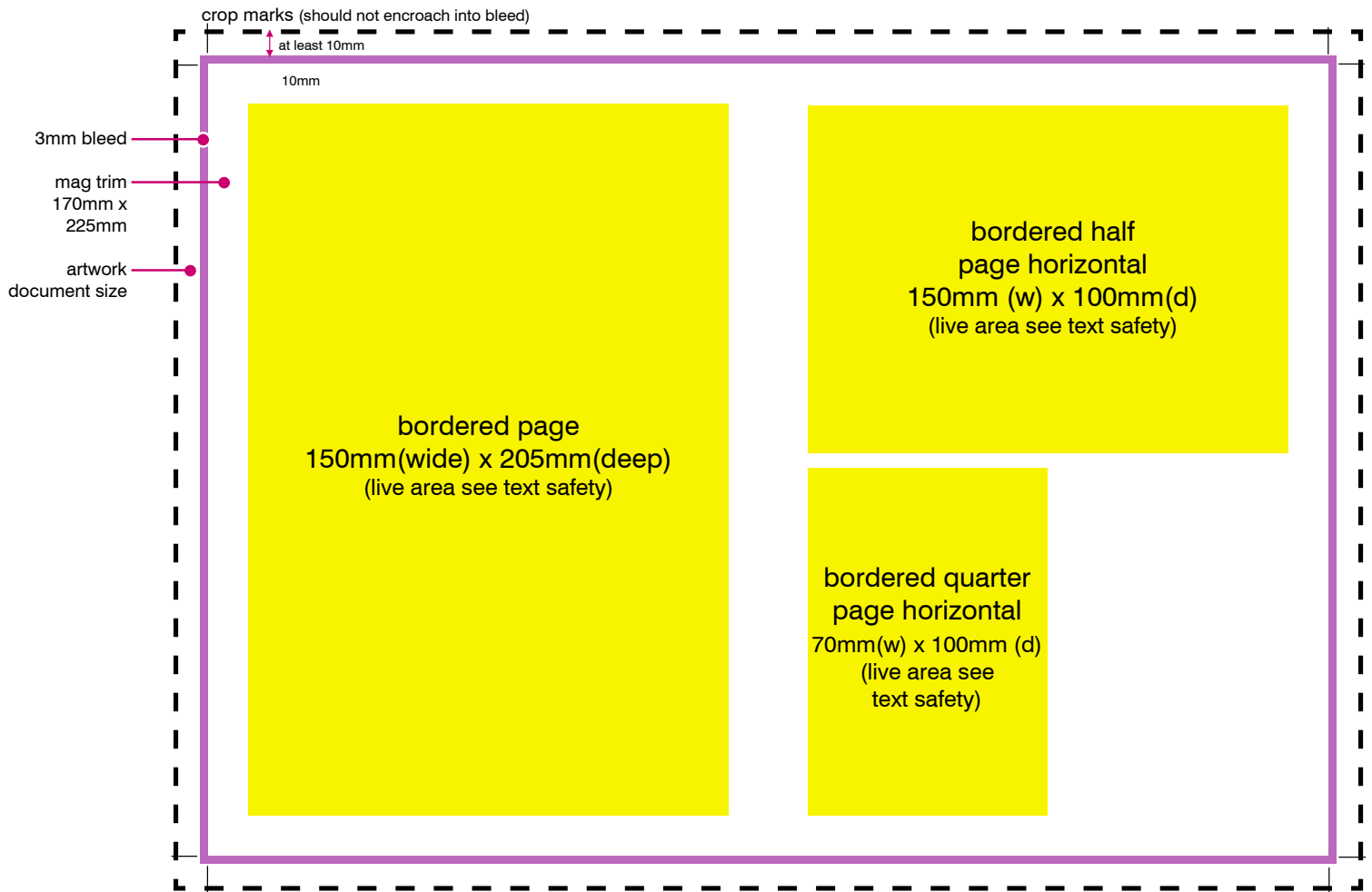
***Live matter and type safety:**

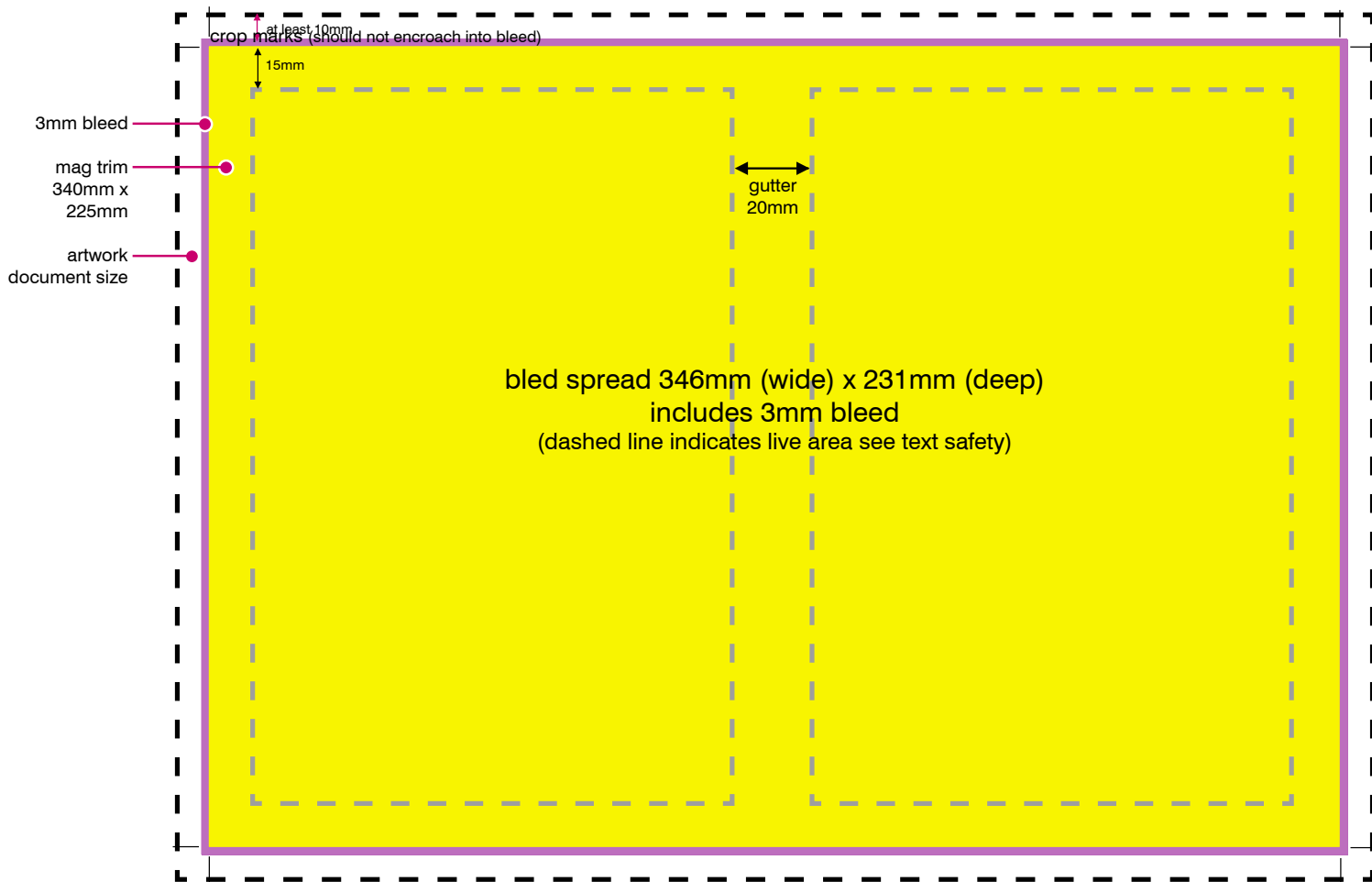
Allow 10mm from trim and 13mm from bleed

****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







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SECRET TALENT

IN ASSOCIATION WITH

WINDSOR FELLOWSHIP

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