



# If you are looking for female students

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

## Look to us

smart woman  
published  
in association  
with



SMAART WOMAN  
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# What is Smaart 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 Smaart 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

Smart 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



## On-Line Distribution

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

- [www.smaartwoman.com](http://www.smaartwoman.com)
- [www.flippymag.com](http://www.flippymag.com)
- [www.ukrc4setwomen.org](http://www.ukrc4setwomen.org)

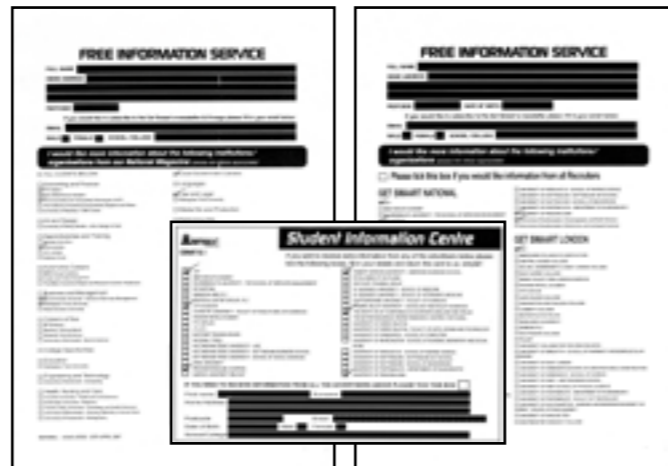
E-mailed out to all subscribing female students



# 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

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

Smaart 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



# 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 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@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)

### 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)

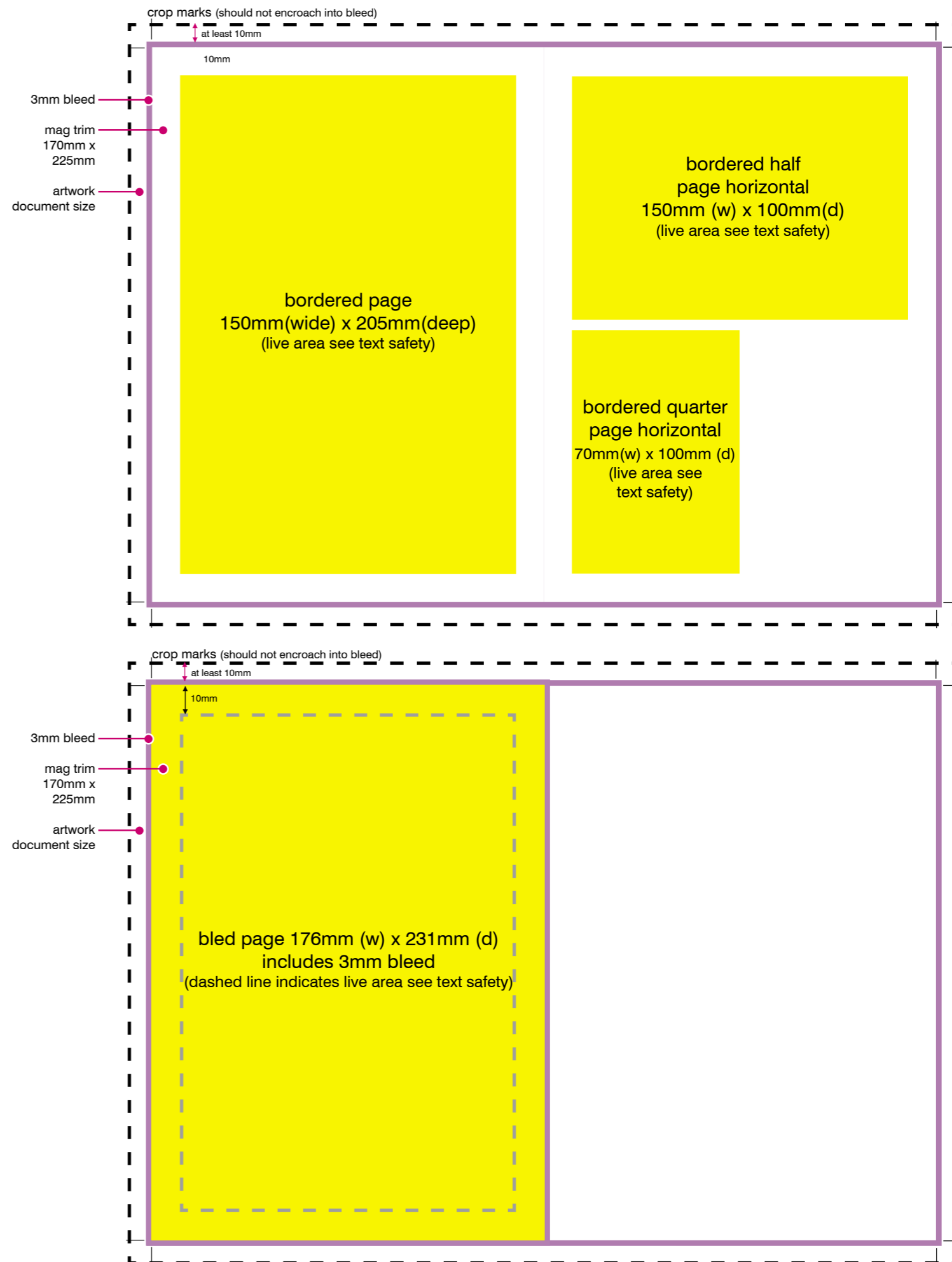
### \*Live matter and type safety:

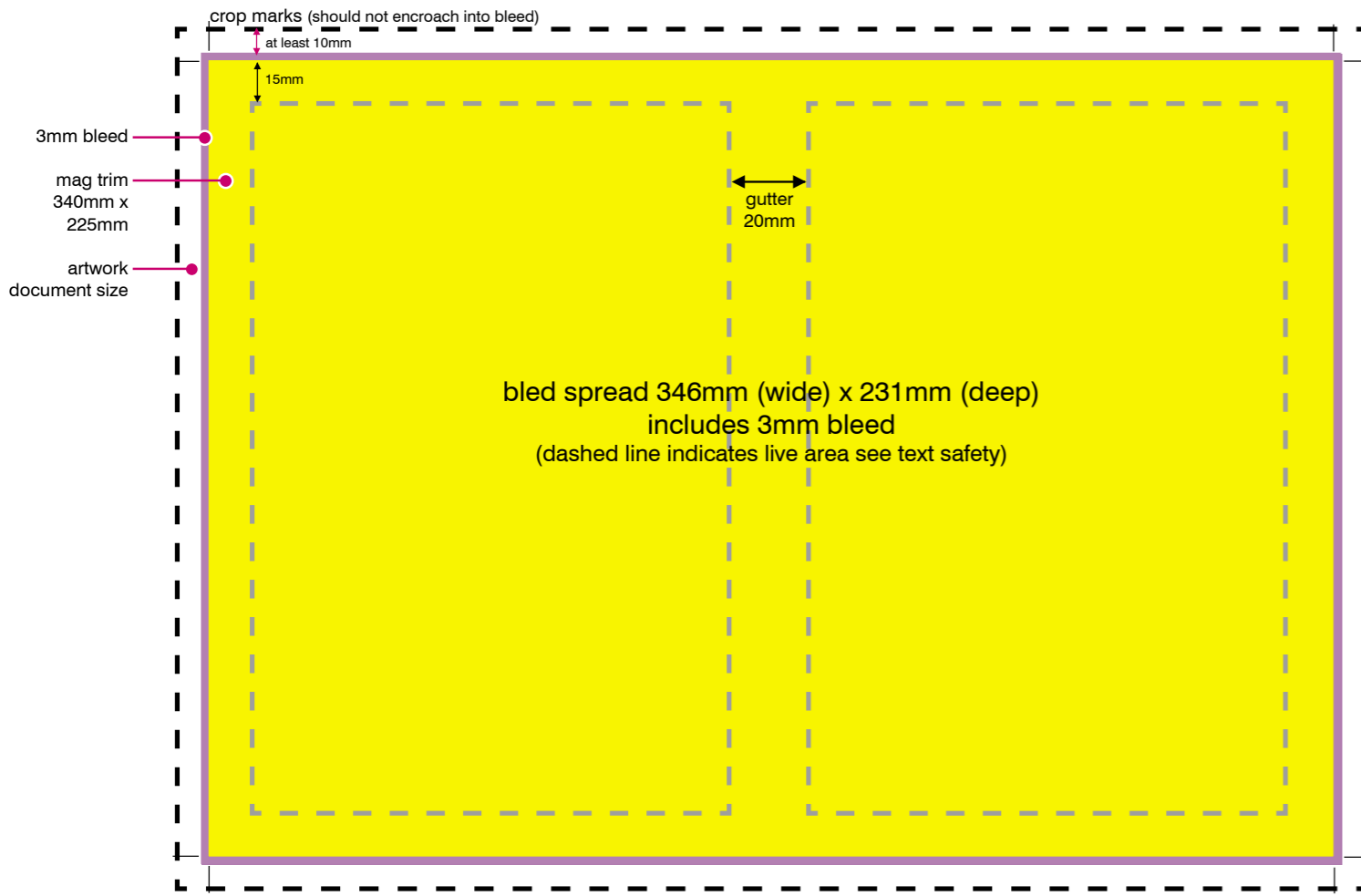
Allow 10mm from trim and 13mm from bleed

### \*\*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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