

Advertising opportunity with top English-language annual schools guide in Hong Kong

South China Morning Post's Good Schools Guide has established itself as a valuable guide for Hong Kong parents as they make the crucial decision of choosing the best school for their children. While the main focus of the newspaper magazine-format guide is schools in Hong Kong, there is useful coverage of overseas options, including the UK. In the last few years, the British Council invited schools to advertise in this publication in order to build exposure of UK school education. Based on the positive feedback from the schools that advertised in the Guide, we would like to continue this in the 2012 edition, which will be published on 25 June 2012.

Summer is the time when parents in Hong Kong are searching for schools – some for the 2012-13 academic year, others for the year ahead. The publication date coincides with the time when parents learn if they have found a suitable local school for children entering Primary One and Secondary One.

Hong Kong is the leading source of international students in UK independent schools, accounting for around 24 per cent of the total. In 2010-11 there were 5,859 Hong Kong students in UK schools. This compares with about 74,000 studying in the fee-paying schools sector in Hong Kong – equivalent to one sixth of the total. The UK remains a key option for Hong Kong families looking for quality education. Advertising in the Good Schools Guide published in the leading English language newspaper in Hong Kong provides access to this market.

The Good Schools Guide includes the following key content:

- **Comprehensive listings of fee-paying schools and international pre-schools in Hong Kong**
- **Editorials to ease the decision-making**

Articles written by writers with specialist knowledge of education will address many of the questions that parents have when choosing schools, from the first kindergarten to senior secondary school. For these articles, comments will be sought from school and pre-school leaders, as well as academic experts and those providing supporting education services – from languages to learning skills.

- **Overseas options**

Overseas options will be covered as one of the key components of the guide, with article/s dedicated to education in the UK, and important reference information included in separate boxes. UK advertisers will be given priority for the possibility of an additional interview for an editorial that the British Council may facilitate in preparing. However, editorial content in the guide is independent and coverage cannot be guaranteed.

With over 101,892 copies sold daily (HKABC, Jan - Jun 2011), and an extra 30,000 copies distributed at the Hong Kong Book Fair and redemption at convenience stores, the South China Morning Post reaches 388,000 readers (Nielsen Media Index Hong Kong Year-End Report 2010).

Participation fee

	B/W	Full colour
Full Page Bleed size: 316mm(H) x 261mm(W) Trimmed size: 310mm(H) x 255mm(W)	GBP 1960 +VAT	GBP 2520 +VAT
Half Page Horizontal: 140mm(H)X230mm(W) Vertical: 286mm(H)X113mm(W)	GBP 1090 +VAT	GBP 1390 +VAT
Quarter page 140mm(H)X113mm(W)	GBP 670 +VAT	GBP 830 +VAT

Cancellation deadline

Cancellation fees will be charged for withdrawal from the advertising opportunity as of the date of receipt of notice of withdrawal:

At 50 per cent of the full cost for withdrawals received on or after 18 May 2012
At 100 per cent of the full cost for withdrawals received on or after 22 May 2012

How to apply

Please complete the application form below and return it by **24 May, 2012** to:

May Yuk Lee
Assistant Manager, Education
British Council
3 Supreme Court Road
Admiralty, Hong Kong
E-mail: bc-siem@britishcouncil.org.hk
Fax : +852 2913 5166

Application form**Advertising opportunity with top English-language schools guide in Hong Kong**

We would like to advertise in the **Good Schools Guide** on **25 June, 2012** with the following particulars as (✓):

Size : () Full Page () Half Page () Quarter Page

Colour : () B&W () Full Colour

Total Advertising Cost: _____

Name of institution: _____

Name of contact person (in block letters): _____

Position: _____ Department: _____

Telephone: _____ Fax: _____ E-mail: _____

Signature: _____ Date: _____

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Completed form to be returned to:

British Council Hong Kong, 3 Supreme Court, Admiralty, Hong Kong

E-mail bc-siem@britishcouncil.org.hk

Fax +852 2913 5166

by Thursday 24 May 2012

Note on advertisement placements made by British Council on behalf of UK institutions:

The above cost includes film production and placement, and will be invoiced on the publication date of the Good Schools Guide.

Clippings of the advertisement will be sent back for reference. You can make a maximum of two amendments on each layout. Please take note of the following requirements:

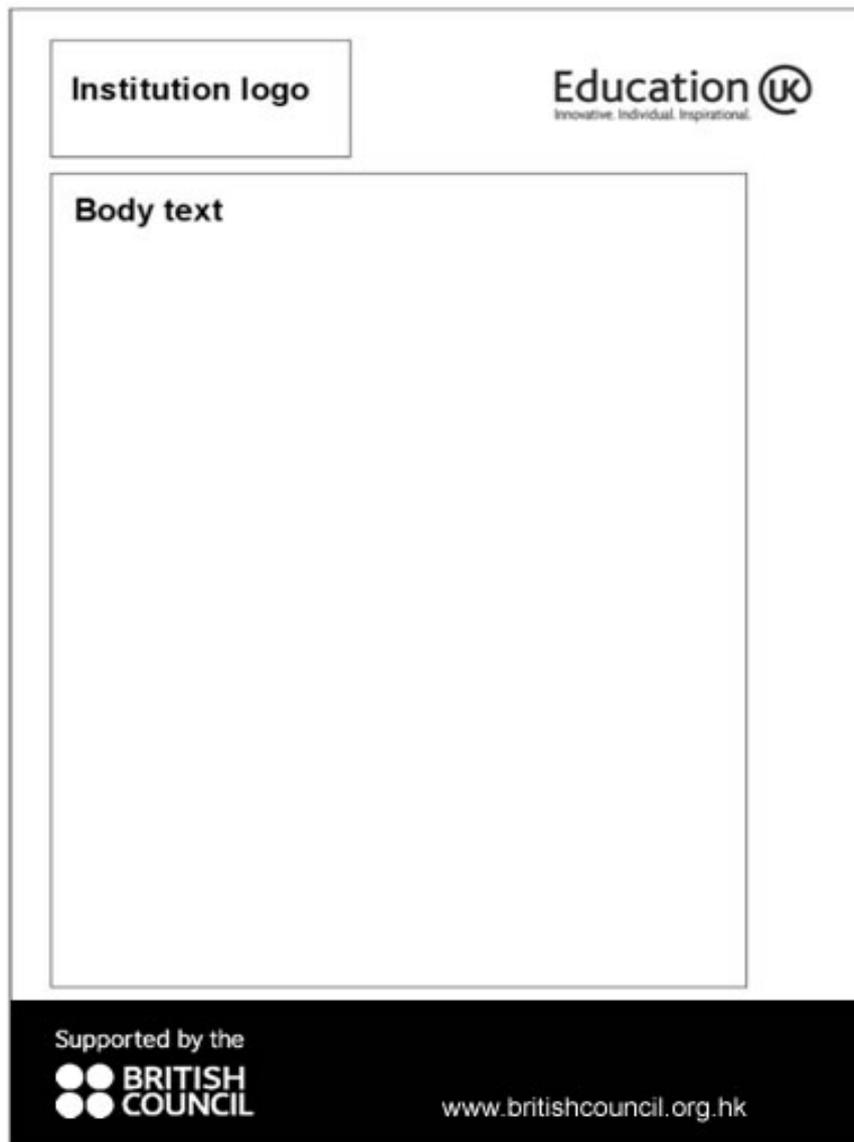
- Content (e.g. text, logo and photos) should reach us by **28 May 2012**
- The Education UK logo will be placed on the top right hand corner if the institutions have subscribed to the brand license.
- You can opt to maintain your institutions' house style but additional fees may be applied. In all instances where you adopt your house style the British Council's logo will be excluded.

All layouts of advertisements will be approved by you prior to output of film.

Sample 1 (Vertical)

Quarter page: approx. 140mm(H)X113mm(W)

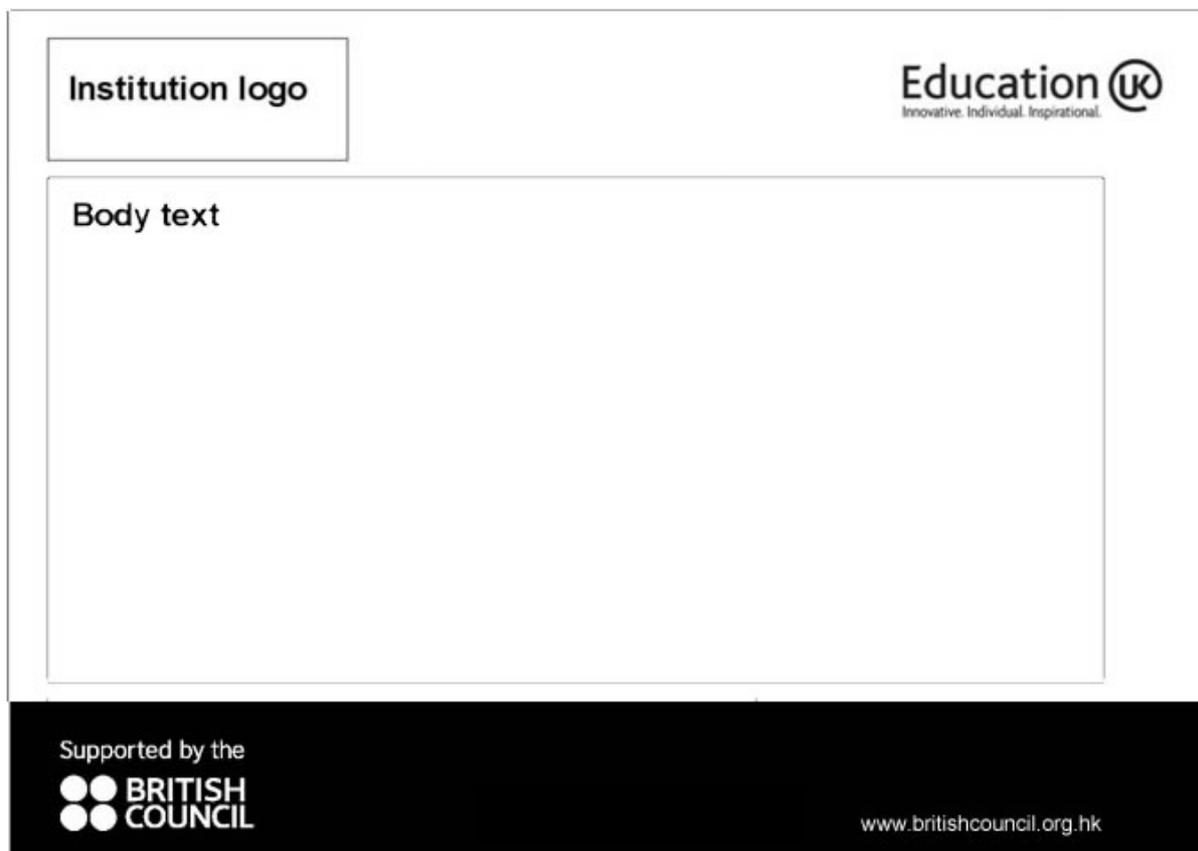
Half page: approx. 286mm(H)X113mm(W)



The diagram illustrates the layout for a vertical advertisement. It features a large rectangular frame with a thin border. In the top-left corner, there is a smaller rectangular box labeled "Institution logo". In the top-right corner, the text "Education" is displayed in a large font, followed by a circular logo containing the letters "UK". Below "Education" is the tagline "Innovative. Individual. Inspirational." in a smaller font. The central area of the frame is a large empty rectangle labeled "Body text". At the bottom of the frame, there is a solid black horizontal bar. On the left side of this bar, the text "Supported by the" is written above the British Council logo and name. On the right side of the bar, the website address "www.britishcouncil.org.hk" is displayed.

Sample size 2 (Horizontal)

Half page: approx. 140mm(H)X230mm(W)



The diagram shows a rectangular layout for an advertisement. In the top left corner, there is a box labeled "Institution logo". In the top right corner, the text "Education UK" is displayed with the tagline "Innovative. Individual. Inspirational." below it. The central area is a large rectangle labeled "Body text". At the bottom, there is a black horizontal bar containing the text "Supported by the" above the "BRITISH COUNCIL" logo and the website address "www.britishcouncil.org.hk" on the right side.

