

## **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 2013 edition, which will be published on 24 June 2013.

Summer is the time when parents in Hong Kong are searching for schools – some for the 2013-14 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 23 per cent of the total. **In 2011-12 there were 6,064 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, ESF and international 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 103,328 copies sold daily (HKABC, Jul - Dec 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 396,000 readers (Nielsen Media Index Hong Kong Year-End Report 2011).

**Participation fee**

	<b>Full colour</b>
Full Page Bleed size: 283mm(H) x 219mm(W) Trimmed size: 277mm(H) x 213mm(W)	GBP 2500 +VAT
Half Page  128mm(H)X200mm(W)	GBP 1500 +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 16 May 2013  
At 100 per cent of the full cost for withdrawals received on or after 24 May 2013

**How to apply**

Please complete the application form below and return it by **24 May, 2013** to:

Sheryl Leung  
Assistant Manager, Education  
British Council  
3 Supreme Court Road  
Admiralty, Hong Kong  
E-mail: [bc-siem@britishcouncil.org.hk](mailto:bc-siem@britishcouncil.org.hk)

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

We would like to advertise in the **Good Schools Guide** on **24 June, 2013** with the following particulars as (✓):

**Size :**            ( ) Full Page            ( ) Half Page

**Total Advertising Cost:** \_\_\_\_\_

Name of institution: \_\_\_\_\_

Name of contact person (in block letters): \_\_\_\_\_

Position: \_\_\_\_\_ Department: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\* \* \* \* \*

**Completed form to be returned to:**

British Council Hong Kong, 3 Supreme Court, Admiralty, Hong Kong  
E-mail [bc-siem@britishcouncil.org.hk](mailto:bc-siem@britishcouncil.org.hk)

**by Friday 24 May 2013**

**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 2013**
- 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 will 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.

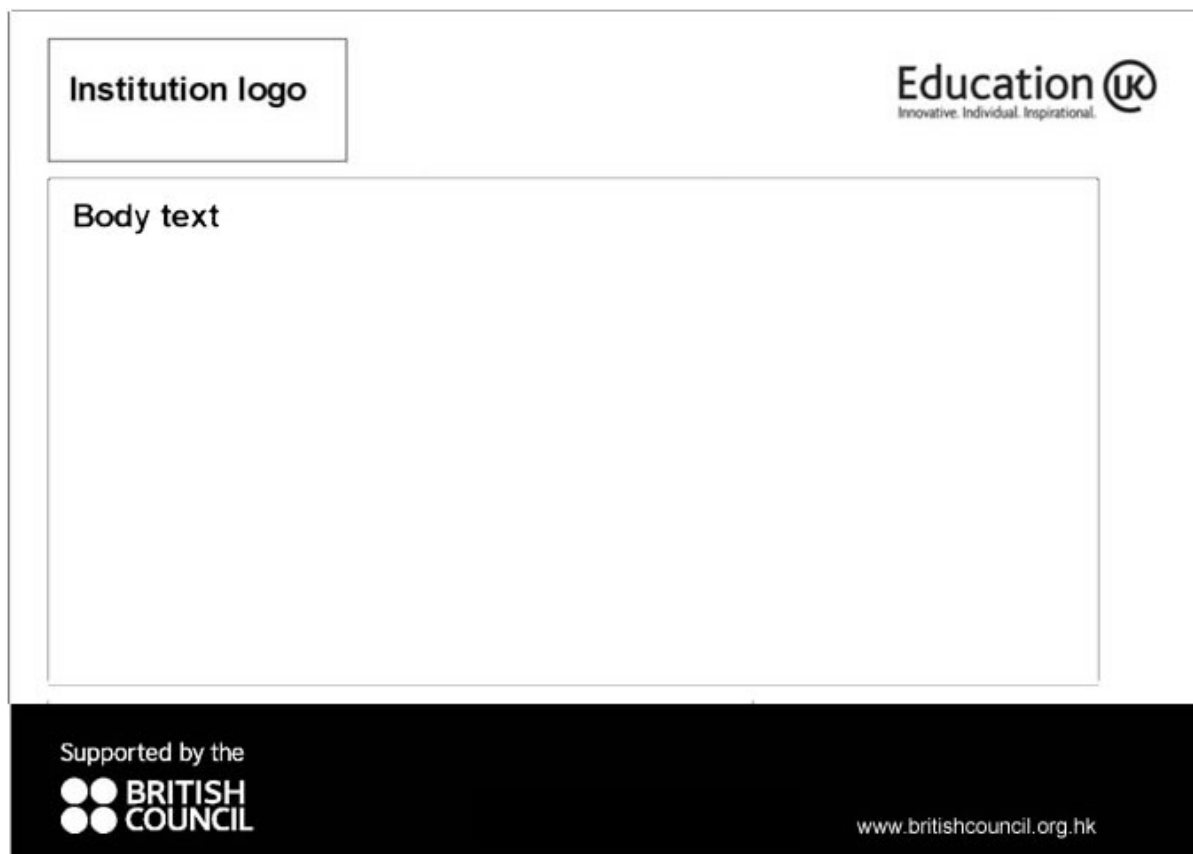
**Sample 1 (Vertical)**

Full page: approx. 277mm(H) X 213mm(W)

<b>Institution logo</b>	<b>Education</b>  <small>Innovative. Individual. Inspirational.</small>
<b>Body text</b>	
<p>Supported by the  <b>BRITISH COUNCIL</b></p> <p><a href="http://www.britishcouncil.org.hk">www.britishcouncil.org.hk</a></p>	

**Sample size 2 (Horizontal)**

Half page: approx. 128mm(H) X 200mm(W)



The sample advertisement layout is contained within a large rectangular frame. In the top-left corner, there is a smaller rectangular box labeled "Institution logo". In the top-right corner, the text "Education UK" is displayed, with "Education" in a larger font and "UK" in a smaller font inside a circle. Below "Education UK" is the tagline "Innovative. Individual. Inspirational." in a smaller font. The central area of the frame is a large, empty rectangular box 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 positioned above the British Council logo. On the right side of the bar, the website address "www.britishcouncil.org.hk" is displayed.

Institution logo

Education UK

Innovative. Individual. Inspirational.

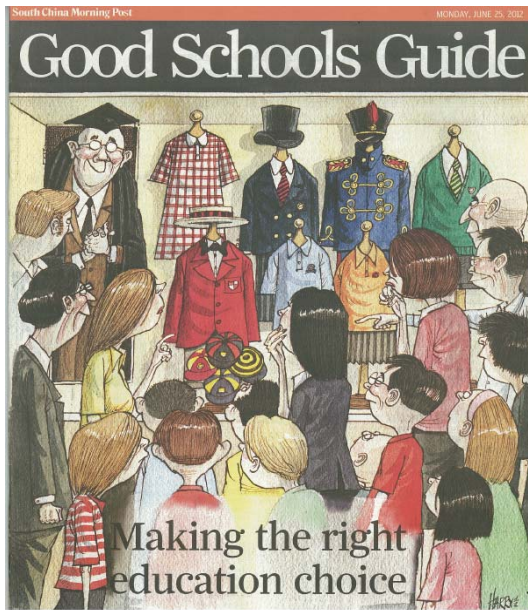
Body text

Supported by the

[www.britishcouncil.org.hk](http://www.britishcouncil.org.hk)

## Appendix Good Schools Guide 2012

### Cover



### Full page ad

**Queen Ethelburga's College**

Queen Ethelburga's is the North of England's leading academic centre and home to more than 1,000 children aged from 3 months to 20 years. Set in over 700 acres of beautiful North Yorkshire countryside, it is a loving and caring establishment in which CBIS can learn.

Academic results speak for themselves: the college is the top school for student-achieved British university points and 98% of pupils leaving the College go on to university or specialist colleges.

The motto of the school is simple: "to be the best that I can with the gifts that I have."

Children are worked with individually to assess how best they can learn. From the age of five years old pupils can expect to study a whole range of subjects such as French, dance, music, arts, sports alongside the more traditional subjects such as literature, history and reading.

Once young ladies and gentlemen reach the Sixth Form, there is an outstanding range of courses on offer including A Levels, and BTECs.

We have a special liaison officer who helps with the pastoral care of our Chinese children. Extra help is given to overcome initial difficulties with language and communicating with staff and other pupils. Chinese students can take their exams in their own language.

Queen Ethelburga's College, Thorpe Underwood Hall, Ouseburn, York, YO26 9SS  
Telephone: +44 1423 33 33 30 | Fax: +44 1423 33 14 44 | Email: info@qe.org  
[www.qe.org](http://www.qe.org)

Supported by the  
**BRITISH COUNCIL**

[www.britishcouncil.org.hk](http://www.britishcouncil.org.hk)

### Half page ads

**FRENCH INTERNATIONAL SCHOOL**  
Boulogne-sur-Mer, France  
Tel: 33 (0)3 20 41 11 11  
Primary & Secondary  
Tel: 33 (0)3 20 41 11 11  
Secondary & High School  
Tel: 33 (0)3 20 41 11 11  
Website: [www.fis-boulogne.fr](http://www.fis-boulogne.fr)

**INTERNATIONAL MONASTERY SCHOOL**  
Widdowburn, North Yorkshire, UK  
Tel: 44 (0)1904 880 000  
Primary & Secondary  
Tel: 44 (0)1904 880 000  
Website: [www.imonastery.com](http://www.imonastery.com)

**HONG KONG ACADEMY**  
219 Yue Ma Road, Kowloon, Hong Kong  
Tel: 852 251 5342  
Website: [www.hkacademy.hk](http://www.hkacademy.hk)

**GERMAN DIPLOMATIC INTERNATIONAL SCHOOL**  
Sonderhof Road, The Wood, SC14 5LH, Kent, UK  
Tel: 44 (0)1852 850 000  
Website: [www.gdischool.co.uk](http://www.gdischool.co.uk)

**INTERNATIONAL SCHOOLS**

**INTERNATIONAL MONASTERY SCHOOL**  
Widdowburn, North Yorkshire, UK  
Tel: 44 (0)1904 880 000  
Primary & Secondary  
Tel: 44 (0)1904 880 000  
Website: [www.imonastery.com](http://www.imonastery.com)

**HONG KONG ACADEMY**  
219 Yue Ma Road, Kowloon, Hong Kong  
Tel: 852 251 5342  
Website: [www.hkacademy.hk](http://www.hkacademy.hk)

**GERMAN DIPLOMATIC INTERNATIONAL SCHOOL**  
Sonderhof Road, The Wood, SC14 5LH, Kent, UK  
Tel: 44 (0)1852 850 000  
Website: [www.gdischool.co.uk](http://www.gdischool.co.uk)

**University College FALMOUTH**

University College Falmouth specialises in contemporary art education and is a key player in the national and international creative scene. Our outstanding international reputation for excellence in art design, media, photography and writing has grown from over a century of nurturing original thinking, supported by highly talented and professional staff.

- Ranked 9<sup>th</sup> in the Sunday Times 2011 Subject Tables for Art & Design, we are on track to becoming one of the top five specialist creative institutions in the world.
- Over 40000 has been invested in music, dance, drama and the arts facilities at Falmouth in the last 8 years with more major investment plans for the future.
- Industrial and educational partnerships, commercial projects, start-ups, enterprises and professional placements with global institutions such as the BBC, Warner Brothers, Google & SAP are an integral part of studying at Falmouth and create the best possible employment prospects for our graduates. Nike, Burberry, M&S, Ford, Levi's and Coca-Cola are just some of the world's most brands our graduates have gone on to work for.
- "Tightly trusted" sponsor
- Proving and creative writing in Cornwall, the most visited county in the UK, plus 45 miles of of the Looe estuary.

For more information please visit:  
[www.falmouth.ac.uk](http://www.falmouth.ac.uk) / 01564 (international) study-17.8888  
Email: [international@falmouth.ac.uk](mailto:international@falmouth.ac.uk)  
Telephone: +44 0 1326 313794 / 234250

Supported by the  
**BRITISH COUNCIL**

[www.britishcouncil.org.hk](http://www.britishcouncil.org.hk)

**INTERNATIONAL MONASTERY SCHOOL**  
Widdowburn, North Yorkshire, UK  
Tel: 44 (0)1904 880 000  
Primary & Secondary  
Tel: 44 (0)1904 880 000  
Website: [www.imonastery.com](http://www.imonastery.com)

**HONG KONG ACADEMY**  
219 Yue Ma Road, Kowloon, Hong Kong  
Tel: 852 251 5342  
Website: [www.hkacademy.hk](http://www.hkacademy.hk)

**GERMAN DIPLOMATIC INTERNATIONAL SCHOOL**  
Sonderhof Road, The Wood, SC14 5LH, Kent, UK  
Tel: 44 (0)1852 850 000  
Website: [www.gdischool.co.uk](http://www.gdischool.co.uk)