

Studying in the UK booklet 2015

Booking form

Advertising opportunity to reach out to prospective students in Singapore

We published our first edition of "Studying in the United Kingdom" education special, in partnership with Campus magazine in Feb 2012. Packed with useful information for anyone looking to study in the UK, the brochure has been a hit with the students and school counsellors. Published in March each year, this annual brochure is used for all outreach events between March and February of the following year, including our Education UK exhibition.

This is the only guide of its kind, and is therefore an ideal marketing platform for you to reach your targeted audience in Singapore.

We have a limited number of **Profile Pages** available for the UK institutions.



Why should your institution be part of this publication?

- ✓ **Relevant information for the right audience, so students will read**
- ✓ **Lots of colourful pictures to make it attractive**
- ✓ **Profile Pages - Advertorial style & fun layout, appealing to the target audience**
- ✓ **Extensive circulation! This will be used for our Exhibition and outreach events. It is marketing for the entire year!**

Circulation and readership

Print Run of 10,000 copies and distribution channels include:

- All secondary schools, international schools and junior colleges (including the ones offering integrated programmes)
- Visitors of Education UK Exhibition on Saturday 7 March 2015
- Outreach events that British Council Singapore attends (from March 2015 to Feb 2016)
- A [downloadable version](#) available on our [Education UK website](#)

Contents - Relevant articles on studying in the UK

- Why the UK
- Where and what to study – factors to consider
- Practical information on accommodation, costs
- Application process through UCAS
- Fun things to do and fun facts to know
- Quotes from Singaporeans
- Profile pages that will bolster awareness and attract interest from prospective students

Sample pages



Studying in the UK booklet 2015

Booking form

Your Institution Profile Page will include:

- ✓ Facts and Figures of the institution (Basic information that will be organised into a table/chart/box)
- ✓ “Three things you MUST know about this institution”
- ✓ Two students’ quotes (with photos)
- ✓ Photos of the campus/city

Sample Profile Pages from 2014 edition : (The pdf version can be found on [FlipSnack](#))

The London School of Economics and Political Science

Founded in 1895, LSE is one of the foremost social science universities in the world. The School is a cosmopolitan institution with 45 per cent of its 10,000 students and 45 per cent of its 3,000 staff coming from outside the UK. It welcomes around 300 Singaporean students to its vibrant central London campus every year.

Location: London, England
Setting: Campus in the heart of the city
Number of Students: About 9,800 full-time, 900 part-time
Accommodation: Guaranteed to all first year undergraduate students (UK and international) and available for graduate students.
Website: lse.ac.uk/internationalstudents014
Email: info.international@lse.ac.uk

AWARDS AVAILABLE FOR INTERNATIONAL STUDENTS:

Undergraduate Support Scheme
The Undergraduate Support Scheme (USSS) is designed to help overseas students who do not have the necessary funds to meet all their costs. The amount of assistance will vary according to individual financial needs and in 2013, ranged between £3,000 and £28,000. These awards are renewable for the second and third year of study, subject to satisfactory academic performance.

Graduate Support Scheme
Around £2 million is available annually in the form of awards from the Graduate Support Scheme (GSS). The Scheme is designed to help students who do not have the necessary funds to meet all their costs of study. GSS awards range in value from £3,000 to a maximum of £12,000 and have an average value of £7,000.

Graduate Awards
The School also offers a wide range of programme related and LSE named awards for taught master's and research students. Award values vary.

LSE PhD Studentships
The School is offering 95 full studentships for new PhD students. The studentships cover fees and living expenses of £18,000 each year for four years. They are available to any student undertaking full-time research in any LSE discipline.

3 things you must know about LSE

- International student help: more than 150 nationalities represented on campus.
- Situated in the heart of London, one of the most cosmopolitan and vibrant cities in the world.
- Employed graduate career prospects: LSE graduates have the highest starting salary of all UK university graduates.

WHAT STUDENTS SAY

"I am amazed by some of the best and brightest students in the country, all of whom are passionate about their subjects and above the average range of any world. The fact that LSE is an international research centre that I can experience what UK culture is like but also get to experience many of its best research and colleges."

— **Wai Lung Ip**, MSc: History of International Relations

Aston University Birmingham

Aston University offers Undergraduate programmes in Business, Law, Health, Languages, Science, Social Sciences and Engineering. Aston's graduate employment record is excellent as our programmes include a year's paid industrial placement. Aston is a top 30 ranked U.K. university.

Aston has over 10,200 students including 8,500 undergraduates, 23% of students come from 120 countries outside the UK. Birmingham is the UK's second city (pop 1.3 million) and is 90 minutes from London. All University facilities are based on our city-centre campus. We are proud of our safe, friendly campus which provides the perfect environment for academic success and a fantastic social life.

Location: Aston University is located in the centre of the UK's second city, the City of Birmingham. We are a single site campus university offering excellent facilities, accommodation, sports and social facilities on one green campus in the heart of the city.
Number of Students: Aston has over 10,200 students including 8,500 undergraduates. 23% of students come from 120 countries outside the UK.
Accommodation: Aston guarantees international students accommodation on campus for the duration of their studies and we offer a range of rental periods from 48 to 84 weeks in duration. All our accommodation is made up of single bedroom accommodation with private bathrooms and shared kitchens and were built within the last 14 months.
Website: www1.aston.ac.uk/international-students
Email: international@aston.ac.uk

3 things you must know

- Aston is a top 30 ranked UK university in the Complete University Guide 2014 and the Guardian University Guide 2014.
- Aston is a top 10 UK university for "Student Life" and employment success and all Aston undergraduates can complete an optional work or study placement as part of their degree.
- Birmingham is home to Cadbury's Chocolate, Aston Villa football club and Jaguar & Land Rover cars.

WHAT STUDENTS SAY

"I chose Aston University because of its respectable reputation in commerce and industry. It ranges especially in business-related fields are consistently high and Aston graduates are widely sought after. The placement year is also another advantage for Aston graduates. The placement will allow students to graduate with valuable work experience which makes the Aston degree appealing to graduate employers."

— **Jinshu Ming, Jun Woo, Singapore**
BSc: International Business and Economics

Publication details

Audience: Students, parents, teachers, school career counsellors
 Distribution: Free, through various channels of British Council Singapore (see section on Circulation & Readership)
 On Education UK Singapore's and British Council Singapore websites
 Print run: 10,000 copies
 Size: 297mm x 210mm (A4 when closed)
 Extent – 32 pages

Booking information

Booking deadline: **28 November 2014**
 Material Submission: **15 December 2014**
 Expected Publication date: mid February 2015

Contact the Education UK Team for more details at (65) 6470 7151 or email susan.tan@britishcouncil.org.sg.

Studying in the UK booklet 2015

Booking form

Select the package/position you wish to book by ticking in the appropriate boxes

Premium positions	<i>Rate (GBP)</i>
Inside Front Cover (IFC)	820 <input type="checkbox"/>
Inside Back Cover (IBC)	780 <input type="checkbox"/>

Run on page positions	
Full Page	720 <input type="checkbox"/>

Prices include

Please complete the details below

Name of University/ Institution:		Company stamp:
Name:		Signature:
Designation:		Date:

Terms and Conditions

1. All accounts must be settled within 30 days of invoice date. Invoices will be issued upon receipt of booking.
2. Cancellations will not be accepted once the completed booking form is received.
3. Advertisements, photographs and profiles are to be provided by advertisers in electronic format and delivered to us by the stipulated deadlines. The British Council reserves the right to exclude from the publication any materials that are received after the stipulated deadlines.
4. All advertisement materials, including photographs, are to be submitted in electronic format according to our mechanical data and will not be returned. All materials received shall only be used for the purposes of this publication.
5. The British Council reserves the right to edit any text, and exclude any editorial material from this publication.
6. Once advertisers receive the copy, all amendments must be received within 5 working days. Copy will be considered final if we do not hear from you within 5 working days.
7. Payments should be made to "British Council (Limited) Singapore" for local organisations.

Please return completed form to:

British Council
 30 Napier Road
 Singapore 258509
 Fax: 6472 1010
 Email: susan.tan@britishcouncil.org.sg