

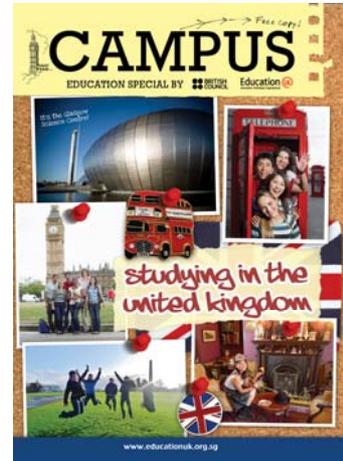
Studying in the UK booklet 2013
Booking form

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. It was distributed at the recent Education UK Exhibition and will be used for all outreach events between March 2012 and February 2013.

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 24 March 2013
- Outreach events that British Council Singapore attends (from March 2013 to Feb 2014)
- Uploaded to our [Education UK website](http://www.educationuk.org.sg) (under Useful Downloads)

Sample pages

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



We interviewed some students to ask for their feedback on the Profile Pages and so for 2013, we have tweaked the contents to ensure the information provided are important to the target audience.

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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 2012 edition

(The pdf version can be found on www.educationuk.org.sg under Useful Downloads)

School of Oriental and African Studies
University of London

About SOAS
Specialising in law, politics, economics (especially development economics), literature and language concerning Asia, Africa and the Middle East, SOAS currently offers over 100 undergraduate Bachelor's degree combinations and over 100 master's (including taught Master's degrees) and over 100 research degrees for the study of a highly diverse range of subject areas with Asia, Africa and the Middle East.

Why SOAS?
SOAS is consistently ranked in the world's top 50 Universities for Arts & Humanities, according to the QS World University Rankings, while The Times Higher Education World Rankings place SOAS 14th in the world, 5th in the United Kingdom, and 11th in Europe.

SOAS is also regarded for its focus on small group teaching with a student-staff ratio of only 11:3 and some 400 courses.

SOAS has produced several heads of state, government ministers, academics, diplomats, Supreme Court judges, a Nobel Peace Prize Laureate, and many other notable leaders in emerging markets. Former ambassadors and to the New Ebon.

STUFF THAT YOU MAY OR MAY NOT KNOW

- 80% of the degrees involve studying in another country
- SOAS Library is one of UK's five National Research Libraries.
- The student to staff ratio is one of the best in the world.
- Student satisfaction is at 87% - above national average.
- SOAS has 6,000+ students from 130+ countries.
- SOAS was established in 1968.

HERE'S WHAT THEY SAY

"When I started at SOAS I was one of the first students to be based in London. I found the city very exciting and the staff very helpful. The facilities and growing world-class library are things that I will always remember. I am looking forward to my 10th anniversary at SOAS."

Neil King, BA Business Administration, Class of 2011

"Thanks for everything at SOAS which made my year so special. SOAS is a special place to be in the heart of London. I couldn't wait to start my first year at SOAS and I will always remember the staff who made my first year so special. I am looking forward to my 10th anniversary at SOAS."

Michael King, BA Business Administration, Class of 2011

"Studying at SOAS has allowed me to take a year break from my home country and to experience a new way of life. SOAS has provided me with a great education and a great experience. I will always remember the staff who made my first year so special. I am looking forward to my 10th anniversary at SOAS."

Michael King, BA Business Administration, Class of 2011

W: www.soas.ac.uk
E: study@soas.ac.uk
T: +44 (0) 20 7977 4026

Newcastle University

Welcome to the UK's Number One Student City*

Newcastle has a long-standing reputation for its first-class teaching and the warmth of its people. Among many other reasons, students love Newcastle for its green spaces, beautiful architecture, Newcastle United, and the nearby Alnwick Castle where some of the scenes for the Harry Potter films were filmed.

Newcastle University has a tradition of welcoming students from all over the world, currently around 3,000 international students from over 100 countries.

***QS World Student City 2012 - 2011**

W: www.newcastle.ac.uk
Tel: +44 (0) 191 209 5333

DID YOU KNOW!..

- Our students enjoy an excellent success rate in finding employment after graduation and the University is a key employer of new recruits to many international companies.
- The University is currently ranked 10th in the UK (Sunday Times University Guide 2013).
- The University has two international branch campuses - Newcastle University Medicine in Malaysia and Newcastle University Marne International in Singapore.
- A focus on global research collaborations and continued success in attracting international students and academics has resulted in Newcastle University being in the world's top 50 universities for 'International Outlook'.
- Newcastle University has spent over £400 million investing in the city centre campus meaning great facilities and equipment for all the students.

WHAT OUR STUDENTS SAY

"It is not an exaggeration to say that Newcastle is my second home." **Sam, South Korea**
"Newcastle University gives you everything you need to take your university experience to the next level."

"The course at Newcastle offered me a wide variety of experiences. I had the opportunity to be involved in group projects and then the transport surgery afterwards, under the supervision of a leading transport surgery. This kind of experience is hard to come by."
Andy, Singapore

"If you are an international student and are thinking of coming to Newcastle, I would tell you to be brave and come here. Studying abroad is much more than the degree. It gives you three years of experience and makes you much better prepared and more independent."
Emily, Indonesia

"Newcastle appeared to me as the perfect location for my Cancer Research. I had a good reception and it was one of the best in the country for cancer research. My sister also studied here and she offered the International Family Discount which was also a factor in my decision."
Harish, Sri Lanka

"After graduation, I will be looking to work back home in Singapore, but I can use the knowledge gained here and apply the skills obtained while studying in Newcastle. I would recommend the Careers Service to everyone because they are very helpful in preparing you for an interview or just building up a good CV."
Hemant, Singapore

"I'm on a full business scholarship from the Singapore Armed Force. I chose Newcastle because it is one of the best engineering universities and a training city. I used every moment of studying here. I certainly would recommend Newcastle University to others."
Quen Tan, Singapore

"Newcastle has great amenities and facilities for its residents for example, Newcastle United FC, shopping areas, restaurants, shops and it has good transport links with the rest of the UK."
Korntana, Thailand

Publication details

Audience: Students, parents, teachers, school career counsellors

Distribution: Free, through various channels of British Council Singapore (see above)

On Education UK Singapore's website – www.educationuk.org.sg (under Useful Downloads)

Print run: 10,000 copies

Size: 297mm x 210mm (A4 when closed)

Extent – 40 pages

Booking information

Booking deadline: **30 September 2012**

Material Submission: **31 October 2012**

Published: **January 2013**

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

Studying in the UK booklet 2013

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)	750	<input type="checkbox"/>
Inside Back Cover (IBC)	700	<input type="checkbox"/>
Run on page positions		
Full Page	650	<input type="checkbox"/>
Half Page	500	<input type="checkbox"/>

Prices include

Please complete the details below

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

Terms and Conditions

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