



Studying in the UK booklet 2014

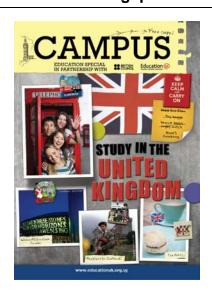
Booking form

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 15 March 2014
- Outreach events that British Council Singapore attends (from March 2014 to Feb 2015)
- Upload on **ISSUU** and share 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 2014

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 2013 edition: (The pdf version can be found on ISSUU)





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 - 40 pages

Booking information

Booking deadline: 31 October 2013

Material Submission: 28 November 2013

Expected Publication date: mid February 2014

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





Studying in the UK booklet 2014

Booking form

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

Premium positions Inside Front Cover (IFC) Inside Back Cover (IBC)	Rate (GBP) 820 ☐ 780 ☐		
Run on page positions Full Page	720		
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.
- 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.
- 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 institutions.

Please return completed form to:

British Council 30 Napier Road Singapore 258509 Fax: 6472 1010

Email: susan.tan@britishcouncil.org.sg