

Studying in the UK booklet 2013

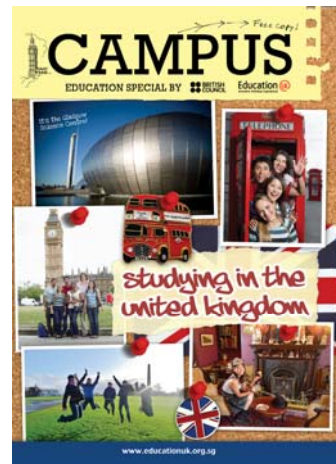
Booking form

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, specifically developed expertise in languages and languages concerning Asia, Africa and the Middle East, SOAS currently offers over 100 undergraduate, postgraduate, research degrees and over 70 research intensive taught Masters' degrees. SOAS is world famous as a 'leading centre for the study of a highly diverse range of subject matter with Asia, Africa and the Middle East.'

Why SOAS?
SOAS is currently 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.

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 at 1:1.1
- Student satisfaction is at 87% - above national average
- SOAS has 6,000+ students from 120+ countries
- SOAS was established in 1968

HERE'S WHAT THEY SAY

"When I arrived at SOAS and met the staff, I realised that SOAS was not just a university, it was a community. I was welcomed with open arms and I felt at home. I was able to meet people from all over the world and I was able to learn from them. I was able to learn from them and I was able to learn from them."

"I found the experience of studying at SOAS to be a very enriching one. I was able to learn from people from all over the world and I was able to learn from them. I was able to learn from them and I was able to learn from them."

"Studying at SOAS has allowed me to take a year out of my normal life and to experience a new way of life. I was able to learn from people from all over the world and I was able to learn from them. I was able to learn from them and I was able to learn from them."



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 others, students from Newcastle have won the prestigious Ashoka Award, the Ashoka Award, and the Ashoka Award.

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

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 18th in the UK (Sunday Times University Guide 2012).
- The University has two international branch campuses - Newcastle University Medicine in Malaysia and Newcastle University Marne International in Singapore.
- A focus on global research collaboration and continued success in attracting international students and academics has resulted in Newcastle University being in the world's top 100 universities for International Outlook.
- Newcastle University has spent over £400 million investing in the city centre campus, creating 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." - Anna, South Korea. "Newcastle University gives you everything you need to take away, unforgettable memories of living, studying, and working."

"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 research. I was able to find a good location and it was one of the best in the country for cancer research. My sister also studies here and she has offered me the opportunity to study here." - Hattie, Sri Lanka

"After graduation, I will be looking for work back home in Singapore, but I will 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." - Hossain, Singapore

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.

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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:	

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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 the British Council.

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