

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](#))

University of Bristol

Location: Bristol, England

Setting: Bristol is a lovely city located in the South West of the UK. It is very close to lots of beautiful countryside and it takes just over 90 minutes by train to central London.

The University of Bristol is a prebendary university, so it has the feel and convenience of a campus, but located in the heart of the city.

Number of Students: 20,000 students

Accommodation: Guaranteed for first year students.

Website: www.bristol.ac.uk

Email: IBO@bristol.ac.uk

The University of Bristol is a research university that has been in existence since 1876 when it was known as the University College Bristol.

A member of the prestigious Russell Group, the University of Bristol has been named amongst the world's top 30 universities by the QS World University Rankings (2011-2012). A highly selective institution, it has an average of 14 applicants for each undergraduate place.

AWARDS AVAILABLE FOR INTERNATIONAL STUDENTS:

The University of Bristol offers a number of different scholarships ranging from £1,000-£8,000 depending on the course you choose to study.

WHAT STUDENTS SAY

"My university experience has greatly broadened my horizons on many different issues. In Bristol, I am blessed to be able to learn from the best in the academic world and at the same time be allowed to formulate my own opinions. The range of activities available within the University has left me spoilt for choice and I believe that there is a society for everyone. I truly would not imagine having my University experience any other way."

Timothy Ng
President of University of Bristol's Malaysian and Singaporean Students' Society

"Studying law is highly challenging but my experience at Bristol University has made it all the more enjoyable. The tutors are approachable and care for our wellbeing beyond the academics. The Bristol Law Club sponsors many events to ensure we don't just study hard but play hard too. In the recent Sunday Times article, law had to be the upcoming job crowd. Bristol has the right mix of parks, pubs, coffee shops to keep an educated crowd ranging from Banky to Bristol Old Vic."

Chloe Liu
Law

3 THINGS YOU MUST KNOW ABOUT BRISTOL

- Bristol is the most popular multi-ethnic university in the UK. Both the city and the university have an incredible record to offer young people. All our facilities are world class and we encourage international students to enhance the student experience for everyone.
- We are world leaders in research with 21 fellows of the Royal Society and 8 from the British Academy. Our research informs all of our teaching so you can learn to represent at the cutting edge of the very best knowledge in all times.
- The prettiest and the city's new arts, restaurant and shopping places to be. Whatever you want to do, eat or see, you can only access away from everything at the University of Bristol. We have a huge variety of accommodation to suit all styles and budgets. From the traditional Wills Hall and Gildhall Back to the more modern Durdham and Woodland Courts. You can choose to rent a self-catered, en-suite, city centre or "village" style as your base to explore this fabulous city of an city.

UNIVERSITY OF BIRMINGHAM

University of Birmingham

Location: Birmingham, England

Setting: Birmingham is the UK's second largest city with first-class culture, access and sporting facilities. It is a thriving city that embraces the broad ethnic mix of the region. Located on a stunning 650-acre parkland campus, the university offers a safe, friendly environment with a student facilities including a sports centre, cafes and restaurants, shops and three major banks. We are also the only university in the UK to have our own railway station, just 90 minutes away from Birmingham International Airport.

Number of Students: 28,000, with almost 5,000 international students

Accommodation: Guaranteed University accommodation for all international students who are new to Birmingham. There are 9 student villages offering rooms with en-suite or shared facilities, plus the option of a rental plan.

Website: www.birmingham.ac.uk/international/students

Email: International@bham.ac.uk

The University of Birmingham has 5 colleges offering a wide variety of programmes at undergraduate and postgraduate level. These are:

- Arts and law
- Engineering and physical sciences
- Life and environmental sciences
- Medical and dental sciences
- Social sciences

AWARDS AVAILABLE FOR INTERNATIONAL STUDENTS:

To award outstanding achievement and to attract students of the highest calibre from around the world, the University of Birmingham is pleased to offer a number of international scholarships. See www.bham.ac.uk/international/scholarships for more information.

All undergraduate international students in the School of Engineering are entitled to an Entry Bursary worth £1,500 per year and the top performing students may be eligible for Excellence scholarships worth up to £2,000 per year.

Top performing LB students may be eligible for Excellence Scholarships worth up to £3,000 per year.

WHAT STUDENTS SAY

"Birmingham Law School is highly reputable and has a very strong alumni network in Singapore and is known for the quality of education it delivers. Birmingham is also one of a small list of universities in the UK which Singapore recognises and enables me to practice at home after graduation."

Wai Yi Lu
Law

"The University is strongly recommended to prospective students as they are reputable and the courses outlined are useful in the working life."

Shi Rohann Binte Ruqayyah Alamin
Singapore Technologies Electronics Ltd

3 THINGS YOU MUST KNOW ABOUT BIRMINGHAM

- In November 2011, our world leading Centre for Innovation Management was awarded the Queen's Anniversary Prize for Higher and Further Education, perhaps the most prestigious honour that can be awarded to UK universities or colleges. The Prize recognises our global organisations that make an outstanding contribution to the intellectual, economic, cultural, and social life of the nation.
- Birmingham Law School boasts significant links to the legal profession, offering a wide range of opportunities including placement schemes, visits to leading law firms and an annual law fair.
- The Birmingham Business School was the first in the UK, established in 1908. Our MBA programme is ranked in the top 100 by the Economist Intelligence Unit.

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	<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 institutions.

Please return completed form to:

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