

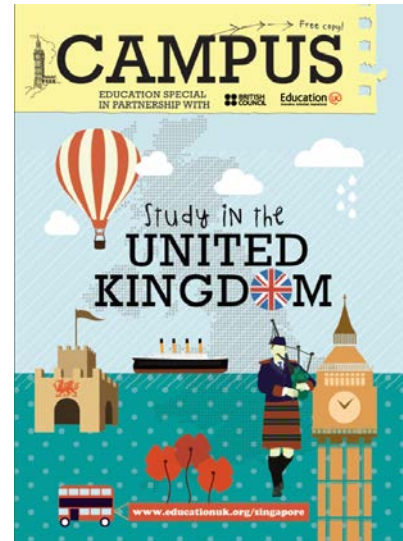
**Studying in the UK booklet 2016**  
Booking form

**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?**

- ✓ **This is the publication we distribute at all outreach events.**
- ✓ **It is packed with useful and relevant information, so it has been popular with students and parents.**
- ✓ **The layout is colourful and attractive.**
- ✓ **The Profile Pages are designed in a fun style, which makes them more appealing to the target audience.**
- ✓ **This is an annual publication which means it is marketing for the entire year!**

**Circulation and readership**

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

- Delivery to international schools, junior colleges, independent schools and polytechnics
- In the goodie bags for visitors of Education UK Exhibition, on Saturday 5 March 2016
- Given away at outreach events that British Council Singapore attends (from March 2016 to Feb 2017)
- A [downloadable version](#) available on our [Education UK website](#)

**Contents - Relevant articles on studying in the UK**

- Why study in 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 2016

## Booking form

### Your Institution Profile Page will include:

- ✓ Facts and Figures of the institution
- ✓ “Three things you MUST know about this institution” – we hope institutions will highlight things that are really unique
- ✓ Two students’ quotes (with photos)
- ✓ Photos of the campus/city

You can choose to submit ready artwork or contents, which the designer will then create a customised profile page.

Sample Profile Pages from 2015 edition : (The e-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 65 per cent of its 10,000 students and 45 per cent of its 3,000 staff coming from outside the UK. It welcomes around 200 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 8,000 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](http://lse.ac.uk)

**Details:** [info@lse.ac.uk](mailto:info@lse.ac.uk)

**AWARDS AVAILABLE FOR INTERNATIONAL STUDENTS**

**Undergraduate Support Scheme**  
The Undergraduate Support Scheme (USS) 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 average ranges in value from £2,000 to £4,000.

**Graduate Support Scheme**  
Around £2.7 million is available annually in the form of awards from the Graduate Support Scheme (GSS).

**3 things you must know about LSE**

- Undergraduate students enjoy access to LSE's award-winning library.
- Ranked in the top 10 in the world, one of the most prestigious and oldest universities in the world.
- Awarded graduate degree programs. LSE graduates have the same status of their highest awarding university of originating graduation.

**WHAT STUDENTS SAY**

"I am surrounded by some of the best and brightest in terms of the country, and I am surrounded by some of the best and brightest in terms of the world. I am surrounded by some of the best and brightest in terms of the world. I am surrounded by some of the best and brightest in terms of the world."

**UNIVERSITY OF BIRMINGHAM**

**Location:** Birmingham, England

**Setting:** Birmingham is the UK's second largest city with three clear cultural, social and sporting facilities. It is a thriving city that embraces the finest culture and city of the region. Located on a stunning 400-acre parkland campus, the university offers a wide, diverse environment with excellent facilities including a sports centre, clubs and societies, shops and student shops. We are keen to help you settle in to life in Birmingham with our friendly staff, just 30 minutes away from Birmingham International airport.

**Number of Students:** 38,000, with about 8,000 international students

**Accommodation:** Guaranteed University accommodation for all international students who are new to Birmingham. There are 8 student villages offering rooms with an on-site or shared facilities, plus the option of shared flats.

**Website:** [www.birmingham.ac.uk/internationalstudents](http://www.birmingham.ac.uk/internationalstudents)

**Details:** [international@bham.ac.uk](mailto:international@bham.ac.uk)

**3 THINGS YOU MAY NOT KNOW**

- In November 2014 our world leading Oxide Photocatalysis, High-Current and Nanoscale Systems Laboratory won the Higher Education Research Council's Research Excellence Award (ERA) for its research in this area. The award is given to institutions that make an outstanding contribution to the education, research, innovation and industry of the country.
- Birmingham, ranked in our top 100 universities in the world for the 10th year, Birmingham was ranked highly for its high profile, offering a wide range of opportunities and top-notch resources, helping to make your time in Birmingham a truly unforgettable experience.
- The University of Birmingham is one of the top 100 universities in the UK. We are committed to making sure that our students have the best possible experience of their time in Birmingham.

**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/internationalstudents](http://www.bham.ac.uk/internationalstudents) for more information.

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

**what Students Say**

"Birmingham Law School is highly reputable and has many strong alumni networks in Singapore and is known for the quality of education it offers. Birmingham is one of a small list of universities in which Singaporean students are accepted and enables me to practice at home after graduation!"

**Abi Yulia, Law**

"As Birmingham found the course content so interesting, I was attracted by the well-structured 3rd year Robot Project. It was good to see subject and individuality as a student were recognised. The facilities and resources here are just as excellent, really glad to be here!"

**Abdul-Mohamed (Zul) Nur-Hamad, Engineering**

### Publication details

**Audience:** Students, parents, teachers, school career counsellors

**Distribution:** Physical copies distributed to students and parents through various channels (see section on Circulation & Readership)  
E-copy available on Education UK Singapore's website

**Print run:** 10,000 copies

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

**Extent:** 36 pages

### Deadlines

**Booking deadline:** 10 December 2015

**Material Submission:** 05 January 2016

**Ready Artwork:** 15 January 2016

**Expected Publication date:** end February 2016

## Studying in the UK booklet 2016

### Booking form

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

|                                  |                   |                          |
|----------------------------------|-------------------|--------------------------|
| <b>Premium positions</b>         | <i>Rate (GBP)</i> |                          |
| Inside Front Cover (IFC)         | 820               | <input type="checkbox"/> |
| Inside Back Cover (IBC)          | 780               | <input type="checkbox"/> |
| <br><b>Run on page positions</b> |                   |                          |
| Full Page                        | 740               | <input type="checkbox"/> |

Prices are subject to VAT.

Please complete the details below

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

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