

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 just before our exhibition each year, this annual brochure is used for all outreach events between March and February of the following year, including our flagship 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 Study UK Exhibition, on Saturday 24 February 2018
- Given away at outreach events that British Council Singapore attends (from March 2018 to Feb 2019)
- A [downloadable version](#) available on our [British Council 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



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 2017 edition : (The e-version can be found on [FlipSnack](#))



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 British Council Singapore’s website
- Print run:** 10,000 copies
- Size:** 297mm x 210mm (A4 when closed)
- Extent:** 36 pages (TBC)

Deadlines

- Booking deadline:** 03 January 2018
- Material Submission:** 10 January 2018
- Ready Artwork:** 22 January 2018
- Expected Publication date:** 23 February 2018

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

Premium positions	<i>Rate (GBP)</i>	
Inside Front Cover (IFC)	900	<input type="checkbox"/>
Inside Back Cover (IBC)	860	<input type="checkbox"/>
Run on page positions		
Full Page	820	<input type="checkbox"/>
Full Page (special price for exhibitors)	755	<input type="checkbox"/>

Prices are subject to VAT.

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 confirmation of artwork.
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. Payment should be made to "British Council (Limited) Singapore" for local organisations.

Please return completed booking form to:

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