

Guide to UK Schools and Colleges and Pre-University Programmes 2019

(Hardcopy and electronic version)

The **Guide to UK Schools and Colleges and Pre-University Programmes** is produced annually by the British Council in both English and Thai and available in both printed and electronic versions. The content will be tailored to the requirements and nature of Thai parents and students, and includes the following:

- General information about the UK (weather, geographical characteristics, culture)
- Essential information on choosing a school e.g. the UK Education system, type of school, how to choose a school
- FAQs for Thai parents and students

Specification

- Dimension: A4, full colour
- Print run: 4,000 copies
- Language: Thai and English
- Shelf life: one year (March 2019–March 2020)

Planned distribution

- Parents/students/UK alumni on the database interested in education in the UK
- UK school talks and other British Council activities with the right target group
- Potential schools, agents, and business partners
- Available at the five British Council offices throughout the year

Digital reach

In order to respond to the changing behaviour of parents and students and enhance the reach of the publication, the guidebook will also be produced in electronic format. It is user-friendly for both desktop and mobile phone. Therefore, it can be accessed by a wider group of people, not only in Bangkok but in other cities across Thailand. In addition, it can be shared quickly and more widely.

Promotional opportunities

In addition to the content described above, we are pleased to offer space for UK schools and colleges to include their profile or an advertisement in the guidebook. Each profile will consist of:

- School name, logo, and contact details
- Brief information about the school
- Tuition fees
- Two photos of the school
- A UK map showing the location of the school
- Contact details of agents in Thailand (optional)

Advertisement details and prices*

Two profile pages (one in Thai, one in English)	£650	Translation fee and artwork included
Inside back cover	£1,000	Receive two complimentary profile pages (in Thai and English)
Inside front cover	£1,200	Receive two complimentary profile pages (in Thai and English)
Back cover	£1,300	Receive two complimentary profile pages (in Thai and English)

* Excluding applicable VAT

Special discounts

A 10% discount will be offered to UK institutions participating at any of the three Study UK fairs in Thailand during 2018/2019: Study UK Mini Fair in July 2018, Study UK Schools and Colleges Fair in October 2018, and Study UK Fair in February 2019.

If you are interested in including your profile in the guidebook or obtaining further information, please complete [the booking form](#) by 14th March 2019.