



# Promote your college to the world's largest online student community

Target by location, target by course,  
target smart with The Student Room

The  
Student  
Room

# Why The Student Room?

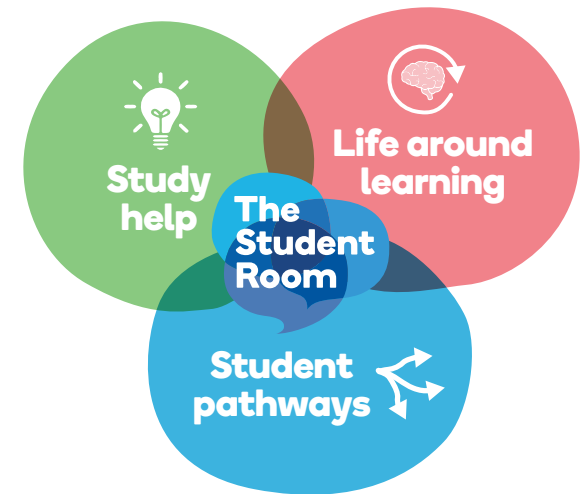
## No-one covers all aspects of student lives like we do...

..we connect you with students better than anyone else.

The Student Room is the world's largest student community, a place where students go to get advice and information from millions of others.

Whether its help with GCSE revision, researching the best college or 6th form, or looking for the best apprenticeship or undergraduate course, the place they go to for advice is The Student Room.

The Student Room is the third biggest influencer for students making FE and HE education choices after family and teachers. Over 75% of UK students aged 14-24 use our sites and



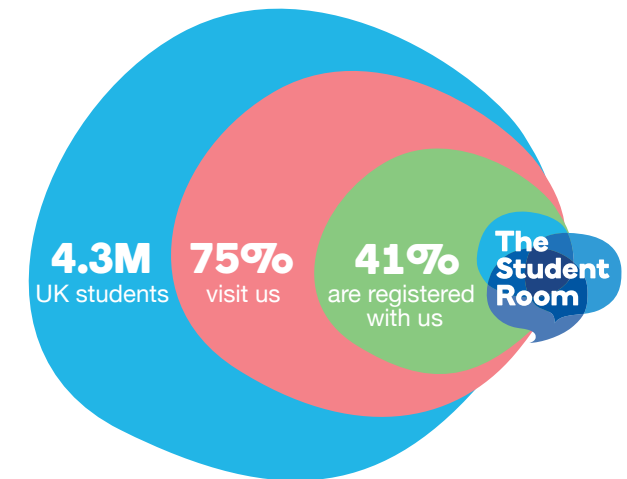
## We can help you with your FE, HE, apprenticeship or specialist recruitment needs

Here at The Student Room, we understand the needs of colleges and the campaigns that deliver them the most effective results.

We already work with hundreds of colleges, universities and specialist institutions to help them attract, engage and convert students.

By combining our active and engaged audience with location and/or subject targeting, we're confident we can help you reach your objectives.

We've created a range of packages that can be applied to nearly any objective you may have. Need something more bespoke? Just give us a call!



# Target students in your area

Millions of students flock to The Student Room from all over the UK seeking advice on education pathways.

Position your college, 6th form, apprenticeship or UG course in front of them by using our full suite of geographical targeting, even target by TV region, town or city.

## Top 20 UK locations by traffic

- |               |              |
|---------------|--------------|
| ★ London      | ★ Cardiff    |
| ★ Croydon     | ★ Edinburgh  |
| ★ Birmingham  | ★ Glasgow    |
| ★ Coventry    | ★ Leeds      |
| ★ Brighton    | ★ Leicester  |
| ★ Southampton | ★ Nottingham |
| ★ Bristol     | ★ Liverpool  |
| ★ Cambridge   | ★ Manchester |
| ★ Oxford      | ★ Sheffield  |
| ★ Norwich     | ★ Newcastle  |



# Who would you be reaching?

As well as hundreds of thousands of students investigating FE or HE courses at local colleges, there's a massive opportunity to promote your HE courses to students that are investigating university or don't even end up going, here's why...

**187,300**

**students start a UCAS application but don't end up going to uni\***

**66%**

**of students who don't go to uni don't go because they feel it is too expensive or don't want to be saddled with debt**

**49%**

**of students feel they don't have enough information on the alternatives to university**

**19%**

**of students are seriously worried about whether they can afford to go to uni**







Students could be looking for different opportunities other than uni. Help them find their perfect pathway by showing they can get a degree locally.



Make more students aware they could get a degree with you for less.



# College Packages

College package	1 	2 	3 	4 
Display ad impressions (Region or course targeted)	120,000	240,000	360,000	500,000
Open day listing	basic x1	enhanced x1	enhanced x2	unlimited enhanced
One email sent to 2,000 students	-	Yes	Yes	Yes
High impact billboards (Region or course targeted)	-	-	50,000	50,000
College guide - plus 200,000 traffic driver ad impressions	-	-	-	12 months
<b>Package cost</b>	£1,500	£3,000	£5,000	£8,000
<b>Discount recieved</b>	16%	26%	31%	48%

## Package 1:

Great for brand awareness and light course or institute promotion

## Package 2:

Brilliant for increased visibility and share of voice for your institution and course promotion.

## Package 3:

Fantastic for strong campaign positioning with high impact advertising inventory to promote multiple courses.

## Package 4:

The highest share of voice campaign package with high impact advertising inventory to help promote your institute all year round!

## Just some of the colleges we've worked with



# Case study: Helping Ravensbourne build brand awareness and maximise ROI

## Promotion – targeted banners

A mix of co-branded ads to drive awareness and response



## Engagement – college guide

Engage with students on a range of different levels, providing insightful content

## Engagement – targeted emails

Build trust and engaged relationships

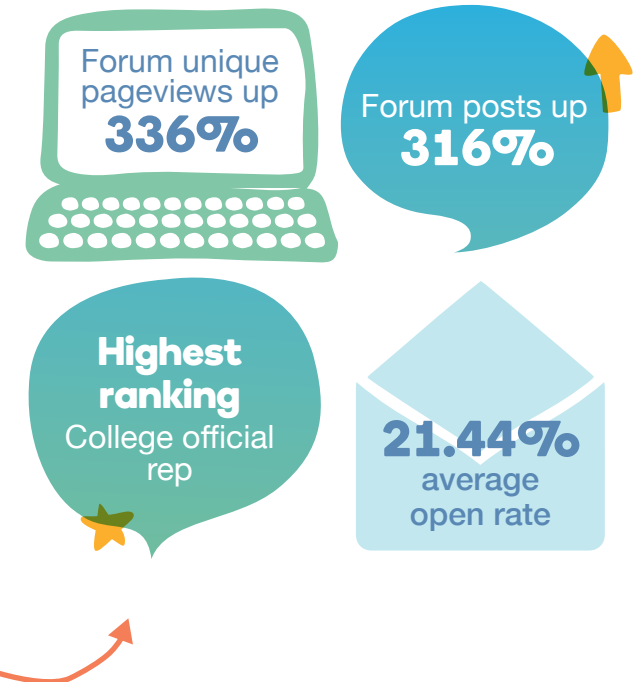
## Engagement – official rep

Shape and influence conversations and perceptions



## Campaign results

Because you can engage deeply through The Student Room, your campaign delivers better results



# We connect you with students better than anyone else

To find out how, contact your college specialist  
Jamie on: **01273 646 325** or drop him an email  
on: **[Jamie.crawford@thestudentroom.com](mailto:Jamie.crawford@thestudentroom.com)**

