

# THE STUDENT ROOM'S POSTGRADUATE AUDIENCE

Our Options 2017 report surveyed over 11,000 students and found doing a postgraduate qualification was the most popular student pathway choice after graduating.



**40%**

of students on TSR are most likely to do a postgraduate qualification



**68%**

of students want to change universities for their postgraduate degree

Want to get your postgraduate options in front of the right audience at the right time? We have a large and highly engaged audience visiting our postgraduate forums:



**3,854,000**

Pageviews



**1,206,000**

Visitors



**27,000**

Posts

## TARGET THIS HIGHLY SOUGHT-AFTER AUDIENCE

- On-site targeted ads - build early brand awareness and drive traffic
- Off-site retargeted ads - extending your reach for maximum exposure
- Targeted email to our engaged segment of students - target by age, location and interests
- Content - targeted advertorials, homepage advertorials, sponsorship of our postgraduate content

**GET IN TOUCH TO DISCUSS THE MOST EFFECTIVE WAYS TO  
ENGAGE OUR POSTGRADUATE AUDIENCE**

[hello@thestudentroom.com](mailto:hello@thestudentroom.com) or 0800 999 3222

