

Postgraduates:

Just when students thought
they were out...



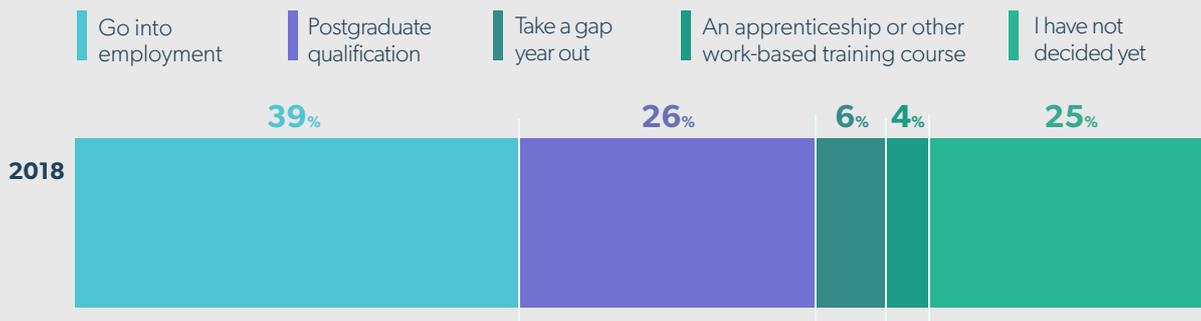
Postgraduates:

Just when students thought they were out...

University pulled them back in.

With the deadline for postgraduate funding applications approaching in May, this audience is researching and finalising their choices from January.

Which of the following are you most likely to do immediately after finishing your current university course?



Single select bases (current undergraduates): 2017 = 1,703, 2018 = 1,266

Source: Options 2018/2019

Engage not only the **26% certain to do a PG**, but influence and advise the **undecided 25%** and position your university as a top pathway choice.

Postgraduates on The Student Room

Our users' on-site behaviour tells us who and when they are considering a postgraduate degree. Don't miss the opportunity to engage with an audience ready and waiting to hear from you.



Page views on our PG forums Dec 17 - Jan 18

Engaging Postgraduates effortlessly

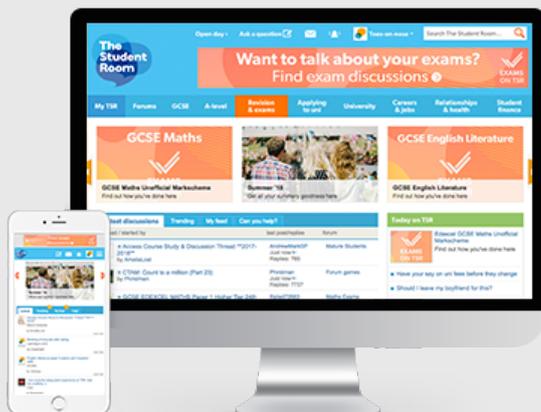
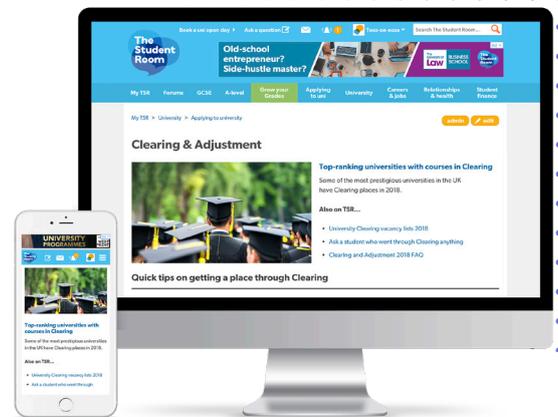
Share your course offering with useful and inspiring advertorials, and use data-informed targeting to serve display and email campaigns.

Give students the answers they're looking for

Use content to position your brand in a place that's already empowering graduates to make informed decisions. By leveraging our trusted position in the marketplace, you can become an authoritative voice and kickstart the conversion journey.

Some popular advertorial topics are:

- What's it like studying [subject] at postgraduate
- Pros and cons of doing postgrad study
- How to find a PG course that will get you a job



Hit the bullseye with highly targeted display advertising

Our targeted product drives authentic engagement by placing your message in front of users on a platform they value. And with our innovative targeting technology, you can be confident your audience will engage with it.

Stand out in the inbox of thousands of students

Email performance isn't driven by scale. Instead, it's about making sure that you send the right message, to the right people and at the right time.

Our data management platform segments by subject interest, location, and study level, as well as on-site behaviour, to target only the most relevant and active users.

