

# New media packages

Getting students ready for life

**The  
Student  
Room**

**February  
discount  
25% off**



# Early engagement with future Freshers

GetRevising is used by thousands of A Level students who really care about their academic success. This pool of future university applicants will be shopping for Freshers week very soon. Their university shopping list is a long one. They need everything from desk lamps to duvets, and smartphones to student bank accounts. By engaging this audience early, you can build brand awareness and influence their future buying behaviour. Secure their interest now before they are flooded with other choices.

**7.4M**  
Users  
per year

**8.3M**  
Sessions  
per year

**28.3M**  
Pageviews  
per year

**3+ Mins**  
Average session  
duration

**+27,000**  
Study aid  
resources

A revision-focused audience is engaged, focused and likely to provide powerful data and contact information in exchange for study tools.



# Email marketing

Email marketing - targeted | Contacts with a high propensity to go to university

**STEM** (Science, Technology, Engineering, Maths) 21,017

**English** 19,143

**Languages** 8,928

**Design & Technology** 3,812

**Humanities** 23,510

Based on high academic attainment, these students are very likely to go to university. That means they are also very likely to be your future consumers. We can target by location, interests, subject and study level.

10p

7.5p per email  
with February  
25% discount



# Be seen and remembered

## Display - mixed format ad units | High visibility in a trusted space

Target A Level or university students who need your products to improve their university life. Let them know about your products, offers and discounts. These young consumers now have purchasing power. This is a crucial window in which they are forming long-term preferences. Reach an influential audience that includes your future brand champions.

We reinforce your key messaging by serving your ads alongside relevant content with high traffic and engagement rates. In-house experts test various creatives and formats to continually optimise your campaign in a live environment. Our sophisticated targeting methods ensure your impressions make a powerful and lasting impact.



**Prospective students**



**Parents, teachers and influencers**

£12  
£9 CPM with  
February 25%  
discount

The image shows a laptop and a smartphone displaying the GetRevising website. The laptop screen shows a page for 'Business Studies - Multinational Firms' with a list of reasons why firms become multinational. The smartphone screen shows a mobile view of the same page with a 'Read full notes now' button and a 'TELL ME MORE' call to action.

GetRevising  
part of The Student Room

Try 'The Cold War' or 'DNA' [Search] [Join] [Log in]

Create GCSE A Level & IB University Study planner Past papers For teachers

Home > GCSE > Business Studies > Business Studies - Multinational Firms

**Business Studies - Multinational Firms**  
★★★★★ Teacher recommended

Created by: Holly Thurston Created on: 15-05-13 14:48

Sometimes a firm decides to expand overseas, so it has operations in more than one country. These firms are called multinational enterprises (MNEs) or transnational corporations (TNCs)

**Firms Become Multinational for Many Reasons**

The main factors influencing the location of a business basically boil down to two things: keeping costs to a minimum, and maximising revenue. Many businesses think that the best compromise between these two things is to locate overseas. Some of the reasons why firms do this include:

- By producing in various countries they can keep transport costs to a minimum.
- They can increase their knowledge of local market conditions .
- They can avoid trade barriers by producing inside a country.
- They can reduce risks from foreign exchange fluctuations
- They can gain access to raw materials or cheap labour
- By employing expert accountants and shuffling money between countries, big companies can avoid paying tax
- They can win subsidies from governments and force workers to accept lower wages by threatening to relocate production in another country

**MNEs Can Benefit the Host Country...**

- MNEs are often a source of foreign investment. And they create employment for locals.
- MNEs bring their own methods of working, giving the host country access to foreign

Business Studies Business environment GCSE AQA

Read full notes now >

Save to favourites

Share: [Facebook] [Twitter]

Feedback

TELL ME MORE

Comments

daidsalter 03/12/2013 Report  
Useful set of notes on multinational firms. Also has test yourself facility to

# Sponsor the Study Masterclass email

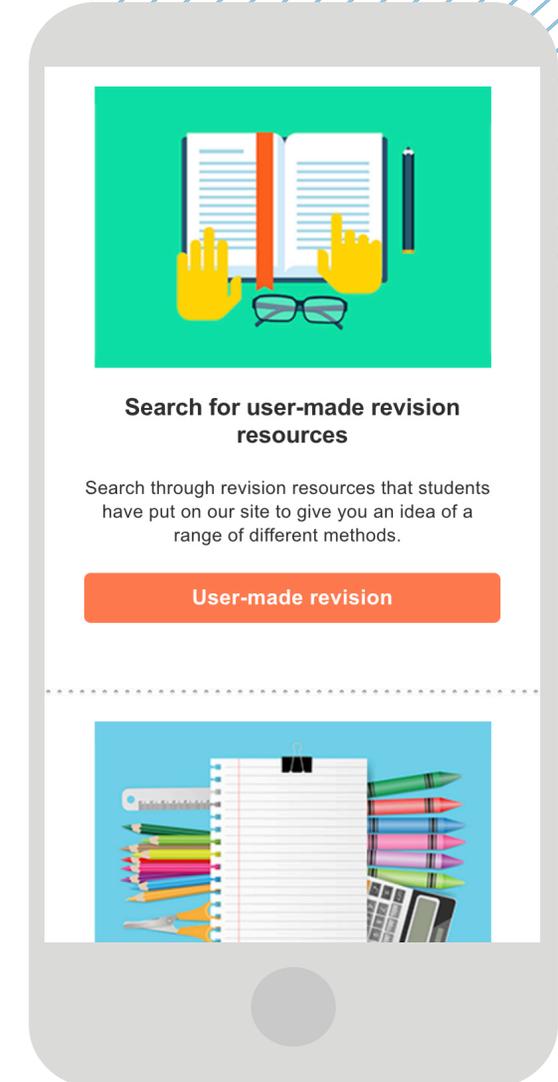
## Sponsorship | Own our Masterclass email and key onsite content

The GetRevising Study Masterclass email goes out to 280,000 recipients who are engaged and actively seeking advice.

Your logo will be prominently positioned, above the fold, in an email students want to read. Your branding will also appear on every one of the linked content resources mentioned on the email, meaning that site visitors from other sources will also have the chance to see your advertising.

**Limited availability: 1 advertiser per month**

£5,000  
**£3,750 with  
February 25%  
discount**



# Secure your discount today

**We're offering a huge discount of 25% for campaigns booked before the end of February\***

Want advice on your strategy? Get in touch for a free consultation.

## **Speak to Nurcin**

Nurcin.Hopkins@thestudentroom.com

## **Book your campaign:**

Call 0800 999 3222

Email [hello@thestudentroom.com](mailto:hello@thestudentroom.com)

[www.getrevising.co.uk](http://www.getrevising.co.uk)

\*minimum spend applies

