

Advertising with Studential

We've made a wide variety of advertising opportunities available across Studential.com. See below for information about the site and the advertising locations. Alternatively, contact us at advertise@studential.com or 07952 054387 with any queries.

About us

Studential.com aims to help all students aged 16 and older with their academic journey, by offering information and advice on all stages of education. Primarily targeting sixth form students applying to university, we specialise in advising university applicants on their university interviews and UCAS personal statements - with over 700 statements so far, we are now home to the largest collection of free personal statement samples on the web.

Our audience

The Studential.com domain receives around 500,000 page views a month made by 110,000 unique visitors per month, around 90% of which comes from within the UK. We don't track the age or gender of our visits, but web monitoring services indicate the majority of our audience is under the age of 24 and attract a roughly even number of male and female visitors.

Our compiled statistics are made available to advertisers on request. Traffic from June 2007 is shown at the following URL:

<http://www.studential.com/advertisers/trafficjuly2009.gif>

Online presence

The site has been running for more than six years and we've built up a strong web presence during this period. We are linked to from Wikipedia, Google directory and receive many visitors from online forums and social networks.

Top referrers (excluding search engines):

www.samplepersonalstatement.org

www.facebook.com

www.thestudentroom.co.uk

We are the top result in Google UK for a number of terms related to university admissions including the following:

Personal statements

University interview tips

University reviews

The site has also featured in a number of newspaper articles in the Independent, the Times and most famously in March 2007 when we received nationwide media coverage (e.g. <http://www.timesonline.co.uk/tol/news/uk/education/article1485294.ece>).

Advertising opportunities

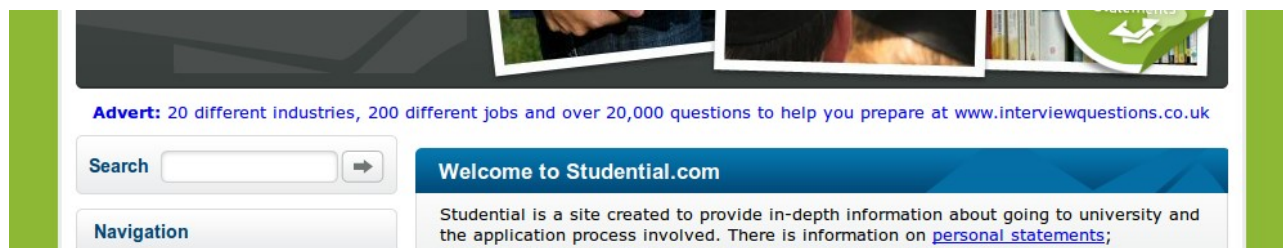
To maintain a high quality experience to our visitors, the majority of our advertising is text based, though some spots of image based and HTML based advertising are available. We want our adverts to be as useful to our visitors as possible, and actively promote the use of interesting and creative methods to engage our users.

In order to clearly distinguish between adverts and site content, all adverts are prefixed with "Advert" or "sponsored link" as shown in the examples below.

Prices are shown per month for advertising on the **homepage only**. We also offer advertising spots across the entire site or single sections – please contact us for further details.

Header banner (from £30)

A single line of text can be displayed in various prominent positions in the header or main content.



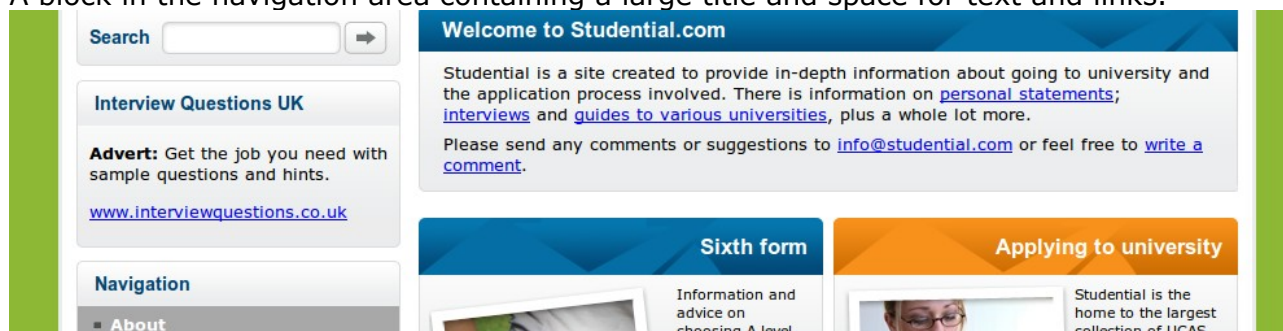
Example URL: <http://www.studential.com/advertisers/sample2.htm> (£70)

Further examples: <http://www.studential.com/advertisers/sample1.htm> (£80)

<http://www.studential.com/advertisers/sample7.htm> (£60)

Navigation block (from £40)

A block in the navigation area containing a large title and space for text and links.

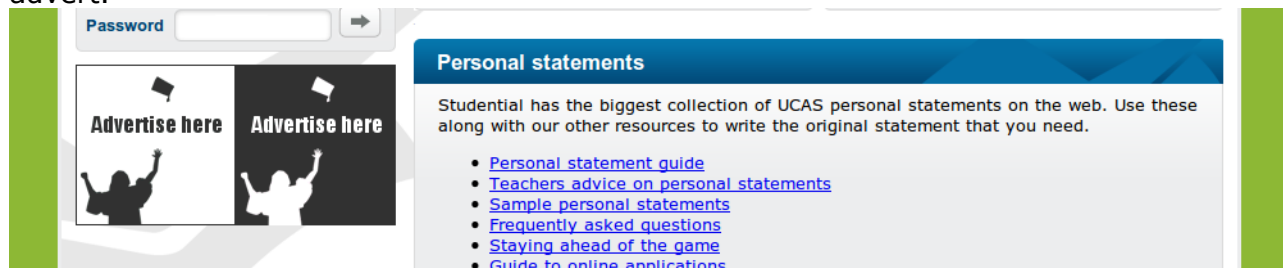


Example URL: <http://www.studential.com/advertisers/sample3.htm> (£60)

Further example: <http://www.studential.com/advertisers/sample4.htm> (£60)

Navigation image banner (£70)

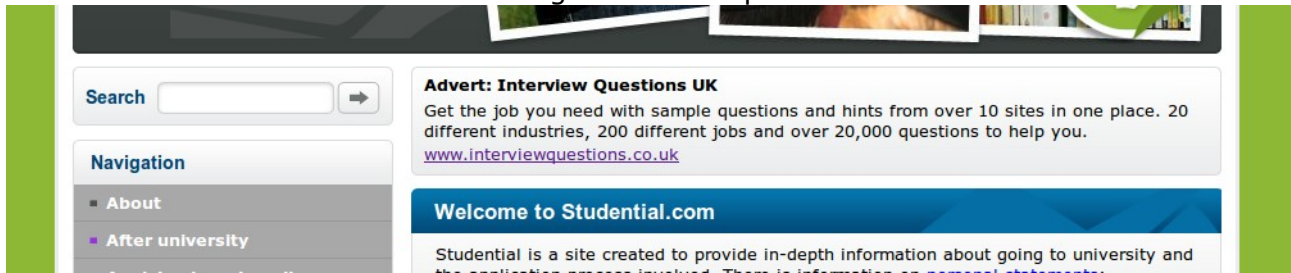
A 125px by 125px banner displayed within the navigation area adjacent to a similar advert.



Example URL: <http://www.studential.com/advertisers/sample5.htm> (£70)

Content banner (from £60)

A banner in the content area containing a title and space for text and links.



Search

Navigation

- About
- After university

Advert: Interview Questions UK
Get the job you need with sample questions and hints from over 10 sites in one place. 20 different industries, 200 different jobs and over 20,000 questions to help you.
www.interviewquestions.co.uk

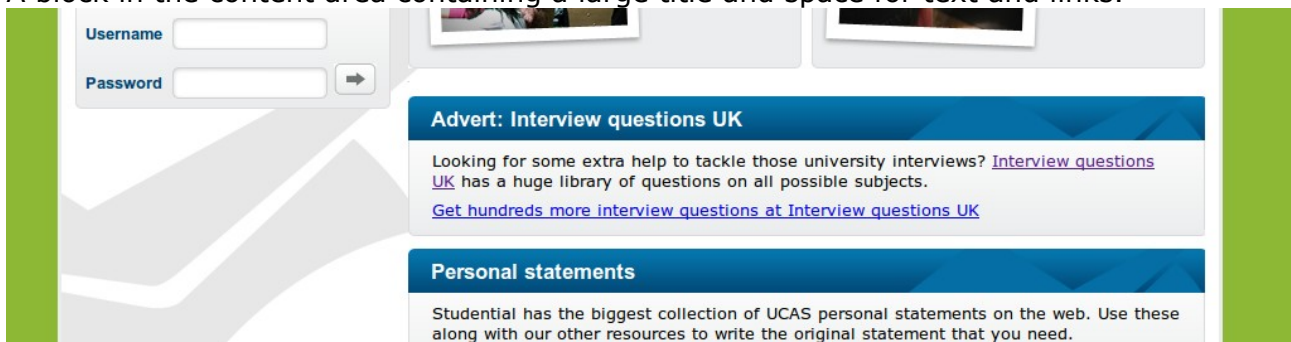
Welcome to Studential.com

Studential is a site created to provide in-depth information about going to university and the destinations involved. This information is available at [http://www.studential.com](#)

Example URL: <http://www.studential.com/advertisers/sample6.htm> (£80)

Content block (from £80)

A block in the content area containing a large title and space for text and links.



Username

Password

Advert: Interview questions UK
Looking for some extra help to tackle those university interviews? [Interview questions UK](#) has a huge library of questions on all possible subjects.
[Get hundreds more interview questions at Interview questions UK](#)

Personal statements

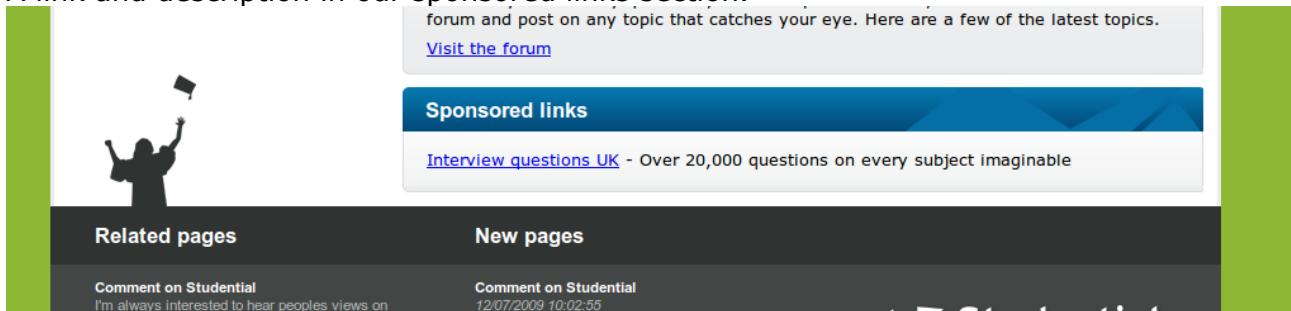
Studential has the biggest collection of UCAS personal statements on the web. Use these along with our other resources to write the original statement that you need.

Example URL: <http://www.studential.com/advertisers/sample8.htm> (£100)

Further example: <http://www.studential.com/advertisers/sample9.htm> (£100)

Sponsored link (£25)

A link and description in our sponsored links section.



forum and post on any topic that catches your eye. Here are a few of the latest topics.
[Visit the forum](#)

Sponsored links

[Interview questions UK](#) - Over 20,000 questions on every subject imaginable

Related pages

[Comment on Studential](#)
I'm always interested to hear peoples views on

New pages

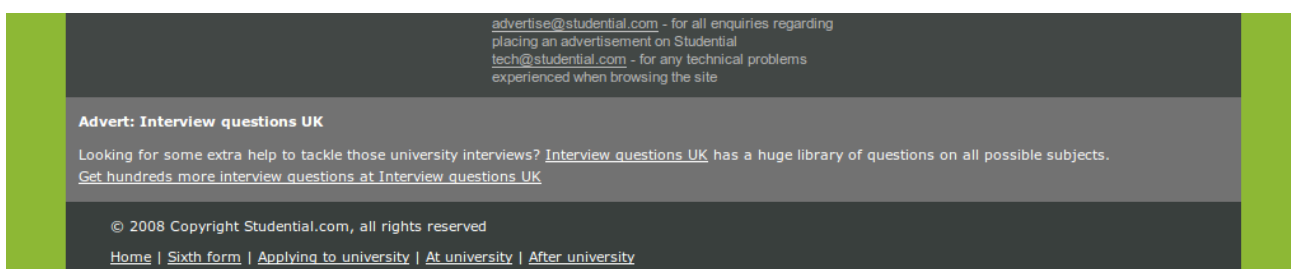
[Comment on Studential](#)
12/07/2009 10:02:55

Example URL: <http://www.studential.com/advertisers/sample10.htm> (£25)

Footer banner (£50)

A banner in the footer containing a title and space for text and links.

Example URL: <http://www.studential.com/advertisers/sample12.htm> (£50)



advertise@studential.com - for all enquiries regarding placing an advertisement on Studential
tech@studential.com - for any technical problems experienced when browsing the site

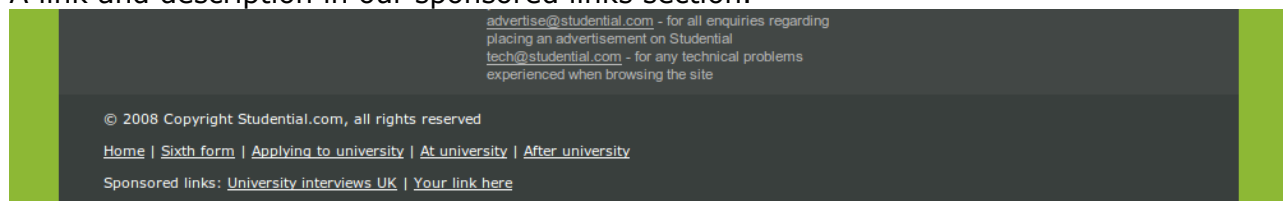
Advert: Interview questions UK
Looking for some extra help to tackle those university interviews? [Interview questions UK](#) has a huge library of questions on all possible subjects.
[Get hundreds more interview questions at Interview questions UK](#)

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[Home](#) | [Sixth form](#) | [Applying to university](#) | [At university](#) | [After university](#)

Footer link (£15)

A link and description in our sponsored links section.



Example URL: <http://www.studential.com/advertisers/sample13.htm> (£15)

Buying an advert

In order to ensure adverts remain relevant and useful to our audience, all adverts must be approved by us before they are displayed on the site. We will require all text, links, formatting and any titles or images to be used in the advert. You may provide a mock up image or sample HTML yourself, but we may need to edit this in order to fit with the design and advertising conditions. If you require, we can construct a mock up image of how your advert will appear when it is displayed on Studential. You may update your advert at any time, and once the changes have been accepted the advert should be updated within 24 hours.

Next steps

To start advertising with Studential please contact us at advertise@studential.com with the type of advert you would like to display and the text of the advert, and the time you wish the advert to be displayed from (if known).

Only a small sample of our adverts and rates are included here, so if you require an advert with a different monthly budget or display format please contact us with as much information as possible about your requirements.

Contact details

Email: advertise@studential.com

Phone: 07952 054387

Post: Studential Ltd, Suite 14232, 2nd Floor, 145-157 St John Street, London EC1V 4PY