

Studential Media Kit February 2018

Studential.com is one of the UK's largest student websites, covering a range of further and higher education topics including GCSEs, A levels, applying to university, postgraduate study, finding a job, starting a business, and more.

Reaching over 500,000 students every month, Studential is unique by offering highly-targeted advertising to those looking to reach the youth market. Our high quality content and comprehensive resources make us the place to visit for advice on study options and career pathways.

Engage with students who are at the stage of making key decisions about their future, by targeting one or more of the following:

- 2017 UCAS applicants
- Freshers
- Clearing and Adjustment candidates
- GCSE pupils
- Graduates
- Sixth form/college students

During every UCAS application cycle, thousands of people come to Studential looking for advice on what and where to study at university, how to write a successful personal statement, and information on alternative paths such as apprenticeships and school leaver programmes.

GCSE students and graduates visit us to find out more about their next steps, while Freshers look to us for support on getting through their first week as a university student.

Recent advertising clients include Halifax, UWE, Natwest, University of Plymouth, Aberystwyth University, Swindon College, Endsleigh Insurance, University of Huddersfield, ASOS and Lloyds Pharmacy.

Audience & Demographics

Reach

Monthly Page Views: 2.7 million

Monthly Unique Visitors: 530,000

Impressions: 758,097

Audience Demos

Male/Female: 35%/65%

Average Age: 18-24

Education

No School/College = 38%

School/College = 42%

University = 20%

Media Engagement

Internet Access from Laptop/Tablet: 84%

Internet Access from Smart Phone 16%

Social Media

Twitter Followers: 3,116 Tweets: 8,893

Facebook Likes: 872

The above traffic and demographic information was sourced via Alexa, Twitter, and Google Analytics on 18th October 2016.

Rates & Opportunities

Studential.com offers numerous advertising opportunities for advertisers to reach this valuable, targeted audience.

Standard Advertising Opportunities

Ad prices are listed as a flat rate per month.

| Ad Unit | Dimensions (pixels) | Rate (per month) |
|-------------------------|-----------------------|------------------|
| Homepage Header Banner | 958 X 112 or 728 x 90 | £300 |
| Header Banner | 958 X 112 or 728 x 90 | From £250 |
| Navigation image banner | 125 X 125 | From £120 |
| Footer link | N/A | From £50 |

Other Opportunities

In addition to standard website banner advertising, Studential.com also offers the following:

Geo targeted ads - reach students in specific towns and cities across the UK.

Custom ad units – for those looking to place an ad of specific size.

Guest posts - these can be uploaded here for a fee of £110, allowing you to place up to 3 nofollow links within the content. The post will feature on Studential.com for a minimum of 12 months.

Social media - we offer a package including one Facebook post and three tweets starting at £25.

Please contact nicola@studential.com for more details about any of these additional opportunities, which allow you to reach our targeted audience through non-traditional media. Often, the audience is more engaged when reading a post specific to their needs, or when browsing social media channels.

Contact

For more information, please contact: **Nicola Hayman** at nicola@studential.com. Our office hours are **Monday-Friday, 9:00AM - 5:00 PM GMT**. You aim to respond to all emails within 24 hours.