

Studential Media Kit June 2020

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 600,000 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:

- 2020/21 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: 630,000

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: 3,608 Tweets: 12.4 k

Facebook Likes: 872

The above traffic and demographic information was sourced on 05/12/18.

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	From £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:

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

Guest posts - these can be uploaded here for a fee of £150, allowing you to place up to four nofollow links within the content and/or author by-line. It will then feature on Studential.com for a

minimum of 12 months. Please read our guest post submission guidelines below before submitting anything.

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.

Studential Guest Post Guidelines

Please review our guidelines before submitting a guest article:

- **Audience** - only high-quality articles related to our website niche are acceptable. This includes helpful information, advice and tips for school and college pupils, university students, graduates, parents, guardians and teachers. We do not accept previously published or overly promotional content.
- **Links** - we do not accept or allow you to submit referral links between posts. We automatically give up to four nofollow backlinks to your own organisation's website (no more than this please). We also recommend you include two or three links to authority resources on the topic you are covering in the content of the post.
- **Word count** – the minimum word limit for guest posts is 750 words, up to a maximum of 1,500 words.
- **Style** – we only accept genuine and hand typed content. Any kind of copied content will not be accepted. Please write in an easy-to-understand and accessible style. Because most of our audience is UK-based, we are only able to accept posts written in British English. If you reference a statistic or recent event in your piece, we encourage you to provide a link to the research or an article on the subject, if possible.
- **Format and editing** – all submissions will be edited for correct grammar and formatted per Studential's standard style. We may also break up long blocks of text to increase readability. Keep titles short and simple, preferably no longer than eight words. We reserve the right to edit headlines, body copy and anything else that does not conform to our style.
- **Content** – we cannot accept anything that is too promotional for your organisation, anything that is offensive or inaccurate, or anything that is critical of individuals or companies – this is not a place to air grievances. Please write a focused article that stays on-topic and has a solid introduction, middle and conclusion.
- **Images** – we welcome image submissions with your post, as long as you have the rights to the image and provide a brief caption.

Please only send us submissions as a Word or Text document. We aim to review and upload guest articles within 48 hours.