



# ROAD TO SUCCESS

PROSPECTS

Prospects Postgraduate Recruitment Media Pack - for universities worldwide

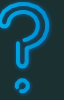
# WORK WITH THE EXPERTS

We've been guiding graduates to their next step for more than 40 years. Through our extensive research into educational trends, we have unrivalled insights into what graduates do, where they go and what their motivations are.

We use this intelligence to guide and inspire postgraduate study choices – ultimately delivering you more relevant enquiries from an informed and high-calibre audience.



## Access real data



Want to know what graduates do? Our dedicated research team analyse the career paths, behaviours and destinations of **over 250,000** of the graduating cohort every year.

## Understand key trends



Did you know that physics graduates are the most likely to continue to further study? Or that a third of maths graduates in further study are enrolled on an education course? We have the **expertise to interpret and predict trends** in graduate destinations and share these insights with HE recruiters.

## Create effective campaigns



Our intelligence informs all your recruitment with us, allowing you to put together more **targeted and productive campaigns**.

# THE STUDENT JOURNEY

Through unrivalled early engagement, students come to Prospects first for inspiration and information on their future plans. We nurture this relationship throughout university life and create products and services that meet the needs of students at key points along this journey.

1000s of students are introduced to Prospects through our early on-campus presence at freshers fairs and via career services

Postgrad Study Guide expertly leads students through exploring, choosing and applying for postgraduate study

Our **searchable course database**, along with comprehensive information on **studying abroad**, enables students to make an informed decision about their future study options

Prospects remains relevant and connected to an experienced graduate audience looking to progress their career through further study

## EARLY YEARS

## FINAL YEAR

## POSTGRADUATE STUDY AND CAREER DEVELOPMENT



Through an exclusive partnership with NUS, Prospects is recognised as a key student brand – with 165,000 NUS cardholders registering with us every year



Our publications are distributed to a **worldwide audience** via international careers fairs and through our partnerships with the British Council and QS



Over 1.7 million email registrants in **222 countries** receive our postgraduate digital magazines

# QUANTITY AND QUALITY

Over 2 million students and graduates visit [prospects.ac.uk](https://prospects.ac.uk) every month, from all around the globe. Quantity doesn't come at the expense of quality however, as our high-impact online and on-campus activities have resulted in engagement with a more diverse and high-calibre audience than ever before.

2.6 MILLION

ABC audited unique browsers visit [prospects.ac.uk](https://prospects.ac.uk) every month

1.7 MILLION

students and graduates are registered to receive Prospects emails

75,000+

followers connect with us via social media

110,000

UK final year students register with Prospects every year

82%

of our web visitors expect to receive a 2:1 or higher (NORAS)

80%

of our web audience would consider relocating to pursue postgraduate study (NORAS)

# THE PROSPECTS AUDIENCE

We have a broad registrant profile, spanning first years to those looking to progress their career with a postgraduate qualification.

## 15% - Masters Degree

Recognised as the go-to resource for postgraduate study information, students come to Prospects to explore their options for continuing their studies – including PhDs and professional qualifications

## 21% - Other

From pre-university students to those with high level qualifications, we engage with students at all points of their academic journey



## Chart

Highest level of qualification achieved or expected by Prospects' registrants:

## 64% - Bachelors Degree

We register over a third of all final year students from UK universities every year, as well as remaining relevant for more experienced graduates who are looking to progress their career

110,000

are final year students and ready to make decisions about their future.

206,000

are pre-final year students, and are looking to Prospects for guidance on how to shape their future career plans.

# INTERNATIONAL REACH

Prospects.ac.uk receives over 7.5 million page views every month from students and graduates all over the world. We are ideally placed to connect your institution with an international audience actively searching for postgraduate study opportunities worldwide.

## AVERAGE MONTHLY PAGE IMPRESSIONS BY COUNTRY

(top 10 countries)

4,000,000	UK
564,000	USA
293,000	India
112,000	Canada
85,000	Australia
83,000	Kenya
81,000	South Africa
72,000	Phillipines
67,000	Malaysia
59,000	Ireland

## NATIONALITY OF PROSPECTS REGISTRANTS

(top 10 countries)

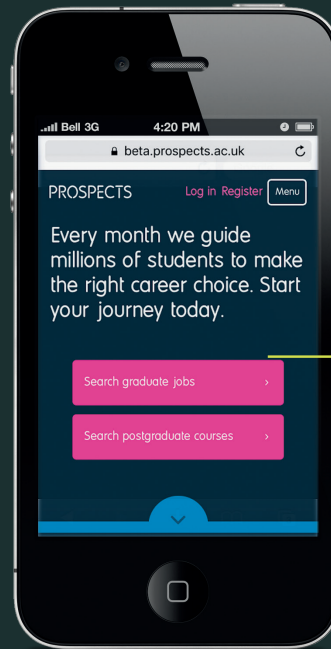
1,100,000	UK
45,000	India
44,000	China
35,000	Nigeria
21,000	Ireland
17,000	Pakistan
17,000	USA
11,000	Poland
11,000	Malaysia
10,000	Greece

# THE PROSPECTS EXPERIENCE

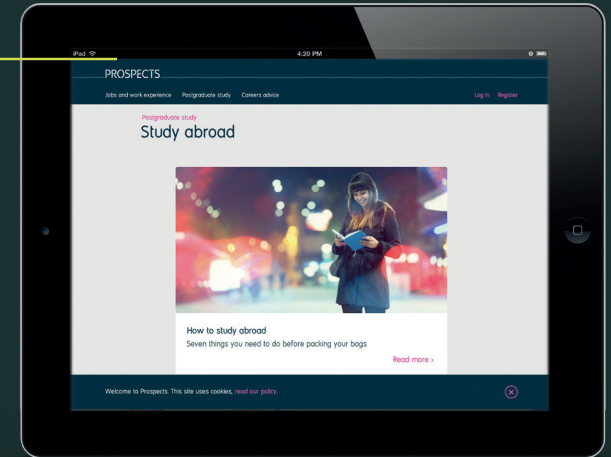
Online, on campus or through our digital products, we engage with our huge audience wherever they are.

Our multi-channel approach, along with an unrivalled understanding of the career journey means we guide students to the right opportunities for them. At the application stage students come to you informed and ready to make a commitment to postgraduate study.

University and department profiles give applicants a deeper understanding of your offer, and feature events and funding opportunities to complete the picture



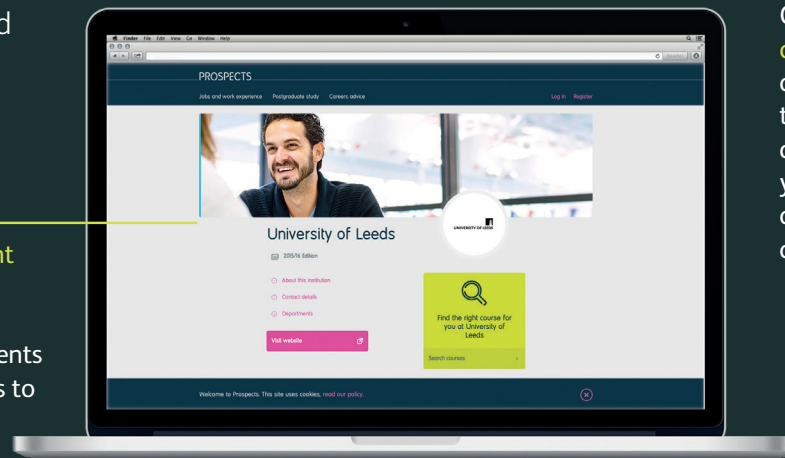
Our popular **study abroad** pages provide students with everything they need to know about further education in a different country



We deliver relevant and timely information to our **email audience**, targeting by subject interest and graduation year



We keep our strong **social media community** up to date with the latest higher education news, events and opportunities



Our range of **print and digital publications** are distributed to our worldwide audience, ensuring your opportunities are accessible both online and on-campus



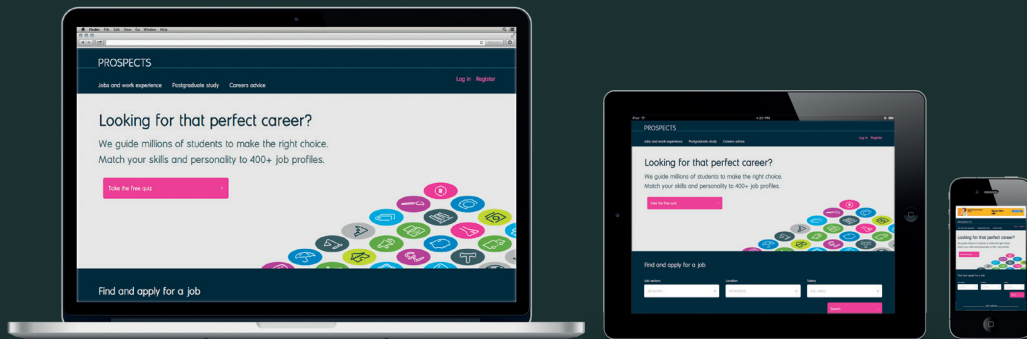
# PROSPECTS

# THE ONLINE JOURNEY

Re-launched in February 2016 Prospects.ac.uk is now fully responsive; ensuring that our users' browsing experience is optimised for the device they are using.

Working with a leading digital agency, the new site has been developed with an entirely user-centred approach, a simpler navigation and optimised content - reinforcing Prospects' brand values through inspiring and illuminating design.

With twice as many millennials as non-millennials accessing information using a mobile device the benefits to graduate recruiters are clear.



## Increased visibility

Google owns almost 70% of the search market and in 2015 they confirmed that websites like Prospects.ac.uk, optimised for mobile devices, would perform significantly better in mobile search results. Redevelopments have also enhanced the structure of the site, improving search engine optimisation.

## Industry leading advertising

35% of 18-25 year olds use advert blocking software\*, meaning that more than one third of your target audience would not see your advert through traditional display methods.

Although Prospects.ac.uk still supports display advertising, we are now the first graduate media owner to use expanded, in-context advertorial opportunities and a 'card' system that cannot be blocked.

## Improved user journey

Following extensive research into how users navigate web pages, profiles now have a stronger emphasis, allowing graduates to better explore the courses and institutions they are interested in.

## Better targeting

New inventory management system supports more effective placement of adverts throughout the site, allowing campaigns to be even more targeted

\*Source: IAB



# Postgraduate Engagement Package

Issued twice a year, Postgraduate Study Guide connects universities with students at strategic points in their final year and is crucial in informing and influencing decisions about further study.

Packed with courses, editorial, case studies and subject specific advice, it gives students everything they need when considering a postgraduate degree.

Recruitment messages can be reinforced with a whole range of editorial features and our digital version helps to increase brand awareness. A presence on [prospects.ac.uk](http://prospects.ac.uk) completes the package to ensure all-round recruitment success.

## Booking deadline

19 August 2016

## Live date

Autumn 2016

## Audience

## Product

Online

**2.6 million**  
unique visitors to [prospects.ac.uk](http://prospects.ac.uk)

event listing, optimised course listings

Digital

**550,000**  
email subscribers

display advert

in digital magazine, compatible with mobile and tablet devices

Print

**40,000**  
on-campus distribution

display advert  
editorial feature

Email

**163,000**  
'Courses by email' registrants

email messaging

segmentation available by graduation year, subject studied, university and course interest

Social media

**75,000+**  
Facebook, Twitter and LinkedIn followers

added value promotion

for latest course opportunities, open day events and institution profiles

# MBA Package

More than half of all visitors to [prospects.ac.uk](http://prospects.ac.uk) would consider a professional qualification to further their career. Tap into this motivated and experienced graduate base via the great value digital offer from MBA Directory.

Distributed to an audience of over 800,000 experienced graduates in more than 127 countries, MBA Directory is the only international publication to contain listings of all UK MBA courses alongside a comprehensive insight into MBA study.

## Booking deadline

30 September 2016

## Live date

Autumn 2016

## Audience

## Product

Digital

800,000

email subscribers

display advert

in digital magazine, compatible with mobile and tablet devices

Online

2.6 million

unique visitors to [prospects.ac.uk](http://prospects.ac.uk) every month

digital magazine

hosted on the Business & Management hub on [prospects.ac.uk](http://prospects.ac.uk)

Social media

75,000+

Facebook, Twitter and LinkedIn followers

added value promotion

for latest course opportunities, open day events and institution profiles

# Law Package

The most accessible guide to legal education in the market, Prospects Law Package gives your institution unrivalled exposure through our superior online and digital channels.

Editorial is informed by legal experts, making this a comprehensive guide to all stages in building a career in law.

By drawing on data gathered by our own HE research arm we also know which students from other disciplines are most likely to convert to a law career. This means our communications are targeted to these groups to deliver your institution engaged enquiries from a more relevant audience than can be found anywhere else.

## Booking deadline

30 Septemeber 2016

## Live date

Autumn 2016

## Audience

## Product

Online

2.6 million

unique visitors to prospects.ac.uk every month

optimised course listings

Digital

210,000

email subscribers

display advert

in digital magazine, compatible with mobile and tablet devices

Social media

75,000+

social media followers

added value promotion

through Twitter, Facebook and LinkedIn.

# Web and online

With 2.6 million unique visitors every month, [prospects.ac.uk](http://prospects.ac.uk) is the UK's biggest and busiest graduate careers website.

Reaching your target audience couldn't be easier with our range of web and online advertising options. Keyword and course search sponsorship along with optimised course listings ensures your courses are seen by the right audience as well as giving greater prominence in search results. Plus our university profiles can really showcase all your institution has to offer.

For your international recruitment needs, geo-targeted advertising allows you to deliver appropriate content to visitors based on their location.

## Audience

## Product

Online

**2.6 million**  
unique visitors to [prospects.ac.uk](http://prospects.ac.uk)  
every month

institution & departmental profiles,  
standard & optimised course listings,  
geo-targeted display advertising

Email

**163,000**  
'Courses by email' registrants

targeted solus email messaging  
segmentation available by graduation year,  
nationality, subject studied, university and  
course interest

Social  
media

**1.7 million**  
email subscribers

advertising options available via a  
range of regular marketing email  
communications

**75,000+**  
Facebook, Twitter and LinkedIn followers

**added value  
promotion**  
for latest course opportunities, open  
day events and institution profiles

# LOVE WHAT WE DO



With forty years' experience of guiding graduates to take their next step, we know we can deliver exceptional products and services to meet your postgraduate recruitment needs. Whether you're looking for a large scale marketing campaign or simply want quick and targeted exposure for a specific course, your personal account manager will work with you every step of the way to achieve the results you want.

To find out for yourself, get in touch.

[postgrad@prospect.ac.uk](mailto:postgrad@prospect.ac.uk)

0161 277 5200

“Prospects provides an excellent vehicle for promoting graduate coursework and research programs in the UK and beyond. With its strong online profile, association with Universities UK, and a familiarity within the UK graduate market, Prospects serves this function well.”

**Rhett Miller** | Regional Manager, International Markets, The University of Melbourne

Providing central services:



Working in partnership with:



# PROSPECTS

Head Office: Prospects House Booth Street East Manchester M13 9EP

E [postgrad@prospect.ac.uk](mailto:postgrad@prospect.ac.uk) T 0161 277 5200 [www.prospect.ac.uk](http://www.prospect.ac.uk)