POSTGRADUATE RECRUITMENT
WORK WITH THE EXPERTS

When we say we’re the experts in graduate careers, we really mean it. 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 our users about their career choices – ultimately delivering you more relevant enquiries from an informed and high-calibre audience.

Luminate
Visit Luminate, our indispensable hub for data, trends, advice and thought-leadership on the school leaver and graduate labour market. Providing a fresh voice for the sector, it is aimed at careers advisers, recruiters, employers and anyone interested in labour market information.

prospects.ac.uk

WHAT OUR LABOUR MARKET INTELLIGENCE CAN DO FOR YOU:

Access real data
Want to know what graduates do? Our dedicated research team analyse the career paths, behaviours and destinations of more than 250,000 of the graduating cohort every year.

Understand key trends
Did you know that more than a fifth of engineering graduates become IT professionals?
Or that 20% of physicists go on to work in business and finance roles?
We have the expertise to interpret and predict trends in graduate employment and share these insights with employers.

Create effective campaigns
Our intelligence informs all your recruitment with us, allowing you to put together more targeted and productive campaigns.
Prospects’ unrivalled early engagement means students come to us 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 their journey.

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

We engage with students throughout the year and provide advice, tips and the latest opportunities relevant to their interests and stage of study.

Through an exclusive partnership with NUS, Prospects is recognised as a key student brand – enabling us to build relationships with NUS TOTUM cardholders via their channels.

Student Career Guide expertly leads students through exploring, choosing and applying for postgraduate study.

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

More than two million students and graduates visit Prospects.ac.uk every single month, making us by far the most widely used graduate careers website. 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.

- 2.1 million unique browsers visit Prospects.ac.uk every month
- 970,000 students and graduates are registered to receive Prospects emails
- 95,000 followers connect with us via social media
- 30% of all UK final-year students are registered with Prospects
- 89% of our web visitors expect to receive a 2:1 or higher
- 47% of all visits to Prospects.ac.uk are from sources outside of the UK
- 59% of our web audience would consider relocating for postgraduate study
Step 1
Researching/information gathering
Exploration of options is a very significant part of the student journey.
What can I do with my degree? Is part-time study while working a viable option? What are the course fees and funding opportunities? These are just some of the questions a large proportion of students arriving at the Prospects site are asking. Our detailed and trusted advice is often the first step to identifying careers and the qualifications needed to get there – more than 800,000 entrances to the site each month are to a job profile page.
Our career tools are accessed by more than 47,000 users each month enabling them to explore their career choices and identify roles that appeal to them based on their skills and motivations.

Step 2
Course search
Once the user has made their career choices, they start searching for their course online and on social media.
Our research shows that students and graduates consider various factors when choosing courses to apply for – comparing entry requirements, course content and funding opportunities, as well as making direct contact with their shortlisted institutions.
With an average of more than 110,000 searches for courses each month, our users look at course listings in addition to student case studies and university and department profiles, which help them understand more about the courses on offer.

Step 3
Application
With application advice and tips as well as relevant opportunities on the site, we provide our audience with guidance throughout their journey in addition to keeping them up-to-date with the latest opportunities via email alerts.
As their experience evolves, we help them consider suitable career roles once they’ve graduated from their postgraduate course. For us, it’s important to ‘Love What You Do’, and our services and support during the career decision journey make that happen.

Prospects.ac.uk is fully responsive and designed with an entirely user-centred approach, simple navigation and optimised content – reinforcing Prospects’ brand values through inspiring and illuminating design.
The site guides its users on every step of their career decision-making journey and is one of their first points of contact whether directly, through our strong relationships with careers services, via our print and digital portfolio, or by organic search. Our advice content predominantly ranks on page one of search results.
THE PROSPECTS AUDIENCE

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

19% Postgraduate
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.

24% Other
From pre-university students to those with high-level qualifications, we engage with students at all points of their academic journey.

57% Bachelors degree
We register around 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.

85,000 are first degree final-year students (graduating 2019) and ready to make decisions about their future.

95,000 are pre-final year students, and are looking to Prospects for guidance on how to shape their future career plans.

Chart key: Highest level of qualification achieved or expected by Prospects’ registrants.
GO GLOBAL

With 47% of all visits to Prospects.ac.uk coming from sources outside the UK, Prospects is ideally placed to connect your institution to an international audience actively searching for postgraduate study opportunities worldwide.

AVERAGE MONTHLY SITE SESSIONS BY COUNTRY
Top 10 excluding UK

<table>
<thead>
<tr>
<th>Country</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>370,000</td>
</tr>
<tr>
<td>India</td>
<td>192,000</td>
</tr>
<tr>
<td>Canada</td>
<td>45,000</td>
</tr>
<tr>
<td>Philippines</td>
<td>45,000</td>
</tr>
<tr>
<td>Nigeria</td>
<td>43,000</td>
</tr>
<tr>
<td>South Africa</td>
<td>37,000</td>
</tr>
<tr>
<td>Australia</td>
<td>34,000</td>
</tr>
<tr>
<td>Malaysia</td>
<td>26,000</td>
</tr>
<tr>
<td>Pakistan</td>
<td>23,000</td>
</tr>
<tr>
<td>UAE</td>
<td>17,000</td>
</tr>
</tbody>
</table>

NATIONALITY OF PROSPECTS REGISTRANTS
Top 10 excluding UK

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Registrants</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>25,000</td>
</tr>
<tr>
<td>China</td>
<td>15,400</td>
</tr>
<tr>
<td>Nigeria</td>
<td>12,900</td>
</tr>
<tr>
<td>United States</td>
<td>12,400</td>
</tr>
<tr>
<td>Ireland</td>
<td>11,400</td>
</tr>
<tr>
<td>Poland</td>
<td>9,000</td>
</tr>
<tr>
<td>Italy</td>
<td>8,000</td>
</tr>
<tr>
<td>Pakistan</td>
<td>7,200</td>
</tr>
<tr>
<td>Malaysia</td>
<td>6,900</td>
</tr>
<tr>
<td>Greece</td>
<td>5,800</td>
</tr>
</tbody>
</table>
RIGHT PLACE RIGHT TIME

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

Prospects.ac.uk provides one unified experience across desktop, tablet and mobile. Our multi-channel approach, along with an unsurpassed understanding of the career journey, means we direct 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.

View our postgraduate packages to find the right options for you.
Postgraduate engagement

Across online, on-campus and mobile channels, this package provides universities and departments with a complete annual recruitment solution.

Reach students and graduates across the UK and overseas at key decision making times. Display advertising in our flagship Student Career Guide is available in the dedicated postgraduate study section or within sector pages to attract those looking for a career change or to progress in a certain industry.

With our pick and mix options you can choose from options including optimised course listings, funding flags, email messaging and event listings to build a bespoke campaign for your recruitment need.

Package booking deadline: July 2019
Live date: September 2019

2.1 million monthly unique visitors to Prospects.ac.uk
850,000 registrants emailed with Student Career Guide in digital format at peak times of year
70,000 print copies of Student Career Guide distributed via university careers services and careers fairs
110,000 Prospects registrants signed up to receive courses by email
95,000+ following through social media

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Pick and mix options
Build your package by choosing your allocated amount of units from the options below:

- **Display advertising in Student Career Guide**
  - Full-page
  - Half-page

- **Pick and mix options**
  - Six units
  - Four units

- **Social media support**
  - Via Twitter, Facebook and LinkedIn to 95,000+ followers

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**E-shots to our market leading email audience**
Targeted branded emails with segmentation including grad year, subject studied and course interest

**Optimised courses on Prospects.ac.uk for 12 months**
Increase awareness of your courses in the UK’s official postgraduate database with prominent positioning and further promotion across other relevant areas of the site

**Event listings on Prospects.ac.uk**
Promote your forthcoming open days, funding talks and postgraduate events

**Optimised funding flags on Prospects.ac.uk for 12 months**
Raise awareness of your funding with prominent positioning of your funded courses and a flag to highlight those courses
Law

Prospects’ law recruitment package is your one-stop shop for effective promotion of your law department and its course portfolio.

The package enables you to reach students and graduates across the UK and overseas interested in studying law. You will receive display advertising and can choose from options including optimised course listings, funding flags, email messaging and event listings to build a bespoke campaign for your recruitment need.

Package booking deadline: September 2019
Live date: October 2019

2.1 million monthly unique visitors to Prospects.ac.uk
160,000 registrants emailed with Guide to a Career in Law in digital format at peak times of year
110,000 Prospects registrants signed up to receive courses by email
95,000+ following through social media

Display advertising Guide to a Career in Law
Produced in digital format with a circulation of 160,000

<table>
<thead>
<tr>
<th>Package</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pick and mix options</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Choose units from the options below to build your bespoke recruitment campaign</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discounted 12 month department profile</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>An ideal platform to tell potential applicants what you have to offer, including masthead and images</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media support</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Via Twitter, Facebook and LinkedIn to 95,000+ followers</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Pick and mix options
Build your package by choosing your allocated amount of units from the options below:

- E-shots to our market leading email audience
  Targeted branded emails with segmentation including grad year, subject studied and course interest

- Optimised courses on Prospects.ac.uk for six months
  Increase awareness of your courses in the UK’s official postgraduate database with prominent positioning and further promotion across other relevant areas of the site

- Event listings on Prospects.ac.uk
  Promote your forthcoming open days, funding talks and postgraduate events

- Optimised funding flags on Prospects.ac.uk for 12 months
  Raise awareness of your funding with prominent positioning of your funded courses and a flag to highlight those courses

Any department who book this package will also benefit from a discounted 12 month online profile on Prospects.ac.uk

e postgrad@prospects.ac.uk  t 0161 277 5200  @prospects www.prospects.ac.uk
STEM

Our STEM guide provides a targeted channel to promote your postgraduate courses to current students and recent graduates from a Science, Technology, Engineering or Mathematics degree discipline.

Containing industry insights, job search advice and postgraduate study options, this digital-only publication is an ideal opportunity to promote your campus, courses and funding options to relevant and engaged STEM candidates.

Effective independently or as a campaign enhancement for the Postgraduate Engagement Package, additional promotion via social media and Prospects.ac.uk will ensure all-round recruitment success.

Booking deadline: October 2019
Live date: October 2019

What the package includes:
- Full page advert
- Two optimised courses on Prospects for 12 months
- One E-shot to our market leading audience
- Discounted 12 month departmental profile

2.1 million monthly unique browsers
to Prospects.ac.uk
350,000 Prospects registrants emailed
with the STEM guide in digital format
at peak times of year
95,000+ following through social media
With more than two million unique visitors every month, 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 digital products. Keyword and course search sponsorship along with optimised course listings ensure 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.

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**PACKAGE**

**University or department profiles**
An ideal way to reach potential postgraduates that are researching courses and institutions, this online platform allows you to provide lots of detail about your university or department and make your profile stand out with video, case studies or language translation.

Case studies enhance your profile and can strongly influence course-seeking graduates by providing them with a real insight into what the course or subject entails. Advertorial options also enable you to showcase your organisation and opportunities to students and graduates in an editorial-style piece with your branding featured prominently.

**Optimised course and funded course listings**
Increase awareness of your postgraduate courses in the UK’s official Postgraduate Database. You can also use optimised listings to highlight your ‘funded courses’. These listings receive an uplift of between 40-80% in views and in some cases 200%+.

**Event listings**
Increase attendance at your forthcoming recruitment event, open day or online event to our market-leading website audience of more than two million monthly unique browsers. Discounts available for multiple bookings.

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**2.1 million** monthly unique visitors to Prospects.ac.uk
970,000 Prospects registrants receive Prospects regular email communications
110,000 Prospects registrants signed up to receive courses by email
110,000 searches for courses each month
95,000+ following through social media

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e postgrad@prospects.ac.uk  t 0161 277 5200  @prospects  www.prospects.ac.uk
Web

With more than two million unique visitors every month, Prospects.ac.uk is the UK’s biggest and busiest graduate careers website.

**Packaged Branded solus emails**
One of our most popular products, we offer our clients the opportunity to craft their own audience from a wide range of criteria and target specific groups of people considering postgraduate study with tailored messages and opportunities. This offers a great way to boost a campaign and drive more applications.

**Social media**
- **Social media advertising** Target a specific audience from our registrant data and similar users via Facebook network.
  - Must be purchased with a branded solus email
- **Takeover day** Exclusive postings across our Facebook, Twitter and Instagram accounts for a day.
- **Takeover week** A week of branding and messages across Facebook and Instagram aimed at a targeted Prospects audience.

**Multi-channel retargeting**
Targeted banner advertising served on external websites including Facebook and Google network to people who have already visited the Prospects website.

**Web banners**
Our newly positioned banners will push your content to the most relevant users. They are a great way to generate brand awareness and response for your campaign.

**Journey widget**
Feature your opportunity next to highly relevant content.

**Campaign boosters**
Boost your course listings, profiles and advertorial content to the most relevant users with our card system.

**Monthly newsletter feature**
Horizontal banner advert or text and logo is available in Prospects’ regular monthly email communications to students and graduates.

**E-shot**
This basic text email of 40 words is an effective way to support your presence on the site.
‘The Prospects team helped us to get the most out of our limited budget. Offering advice on which types of ad options to use, and how to tailor them, we were able to achieve a very targeted response. End result – packed open evenings for both masters and PhD programmes.’
Vaseem Khan, Commercial Director, Department of Security and Crime Science, University College London

‘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

‘Prospects delivered 600,000 impressions, 34 apply online conversions, indicating someone starting the application process, 22 of which came from Healthcare and 12 from Teaching. We also measured 26 clicks to sign up for the PG open day from Teaching and 39 for Healthcare so very good performance overall!’
Zoltan Ferenczy, Client Manager, SMRS

With forty successful years 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@prospects.ac.uk
0161 277 5200