

ucas // media

ADVERTISING OPPORTUNITIES IN UCAS  
OFFICIAL PUBLICATIONS FOR 2012/13 ENTRY



UCAS Media, Rosehill, New Barn Lane, Cheltenham, Glos, GL52 3LZ.  
T: 01242 544881 E: [ucasmedia@ucas.ac.uk](mailto:ucasmedia@ucas.ac.uk)

## ADVERTISING AND SPONSORSHIP OPPORTUNITIES IN ESSENTIAL READING

Deciding what and where to study are very important decisions, and with 300 universities and colleges and nearly 50,000 courses to choose from, it can seem very daunting. Students need help and one of the first places they look is UCAS publications.

UCAS produces a range of free and priced publications covering all aspects of entry into higher education. We offer advice about careers, which courses are available and where, entry requirements, completing the UCAS application, student life, finance and taking a year out.

Because of UCAS' unique position managing applications to higher education, the publications are seen by students, parents and teachers as authoritative and definitive. Advertising your course, institution, product or service in our publications means you will be viewed with the same credibility.

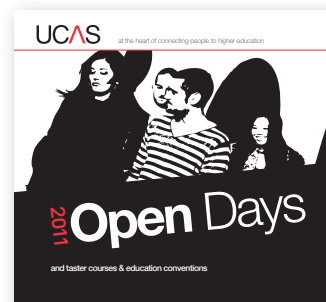
UCAS Media offers a wide range of exciting advertising and sponsorship opportunities. If your key target market is students wanting to enter higher education you can be sure they'll be reading a UCAS publication. It will be helping them plan their future; by advertising, you could become a part of that future too!

PUBLICATIONS	STUDENTS 16 - 18	STUDENTS 21+	TEACHERS/ CAREERS ADVISERS	PARENTS/ GUARDIANS
OPEN DAYS	■	■	■	■
PARENT GUIDE			■	■
LITTLE GUIDE	■		■	■
MATURE GUIDE (OVER 21)		■	■	
BIG MAP/ INTERNATIONAL BIG MAP/ POSTER/ GTRR BIG MAP	■	■	■	
PROGRESSION SERIES (10 SUBJECT SPECIFIC GUIDES)	■	■	■	■



## ESSENTIAL GUIDE TO OPEN DAYS AND CONVENTIONS IN 2012

This annual guide provides details of all the higher education open days and taster courses held across universities and colleges in the UK. It also provides a full list of over 50 UCAS education conventions held throughout the UK. The book is handed out at events, sent to schools and available at ucasbooks. It is also made available online in PDF format.



TARGET AUDIENCE	16 to 18 year old students, teachers, career advisers and parents.
DISTRIBUTION	Free reference copies to all schools, colleges and careers organisations in the UK. Available free to students attending UCAS education conventions. Available to order from UCAS and ucasbooks.com
PRINT RUN	30,000
COVER PRICE	£3.50 (where charged)
PAGE COSTS	
HALF PAGE	£850
FULL PAGE	£1,500
IBC	£2,500
IFC	£3,000
FORMAT	
SIZE	198 x 210
COLOUR	CMYK
BOOKING DEADLINE	3 November 2011
ARTWORK DEADLINE	18 November 2011
PUBLICATION DATE	January 2012

You may like to consider using our Open days package whereby you can take an advert in this guide and follow this up with a monthly mailing of your open day poster to all UK schools and colleges in the months prior to your event. Please contact us for further details of these packages.

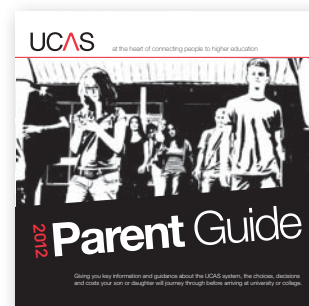


## ADVICE AND INFORMATION FOR PARENTS

This free annual guide gives parents and guardians an insight into the application process, and provides useful tips to make applying to higher education easier to manage. Sent to schools and college in the UK, often handed out at parents' evenings and also mailed to parents registering on the UCAS parents' website, the guide is one of the few channels that exist for communicating with parents and guardians of students.

This publication was extremely popular for 2011 entry and had to be re-printed to keep up with demand. (We now produce both an English Parent Guide and an English/Welsh tumble-top Parent Guide in PDF format.)

We have a parent package which includes a full page advert, a two month web advert in the Parents' section of ucas.com and an entry in our parent emails.



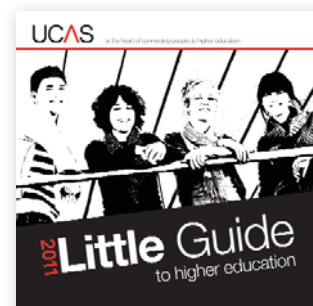
TARGET AUDIENCE	Parents, guardians, teachers and career advisers.
DISTRIBUTION	Free to all UK schools and colleges. Free to parents and guardians registering on the UCAS Parents' website.
PRINT RUN	250,000 plus PDF hosted on site.
PAGE COSTS	
ENGLISH VERSION	
FULL PAGE	£4,500
IBC	£6,000
IFC	£6,500
PARENT PACKAGE	£6,000 (Full page, 2 month web advert in Parent's section, parent email)
FORMAT	
SIZE	196mm x 196mm
COLOUR	CMYK
BOOKING DEADLINE	2 December 2011
ARTWORK DEADLINE	10 January 2012
PUBLICATION DATE	
ENGLISH	February 2012
WELSH/ENGLISH PDF	April 2012



## THE MUST-HAVE POCKET GUIDE FOR STUDENTS CONSIDERING APPLYING TO HIGHER EDUCATION

This pocket-sized annual publication is a quick reference guide to higher education, helping students to make informed choices throughout the application process. Packed full of essential information on everything from researching what and where to study, the UCAS application process, and even taking a year out, it is the first point of reference for any questions about higher education.

Please note spaces in this popular guide are limited and are sold on a first-come first-served basis.



TARGET AUDIENCE	16 to 18 year old students, teachers and career advisers.
DISTRIBUTION	Free bulk distribution to all UK schools and colleges and handed out to students attending UCAS education conventions. Additional copies are available from UCAS.
PRINT RUN	100,000
COVER PRICE	£1.99 (where charged)
PAGE COSTS	
FULL PAGE	£2,500
DOUBLE PAGE SPREAD	£4,000
IBC*	£5,000
IFC*	£6,000
FORMAT	
SIZE	120mm x 120mm
COLOUR	CMYK
BOOKING DEADLINE	16 December 2011
ARTWORK DEADLINE	19 January 2012
PUBLICATION DATE	March 2012

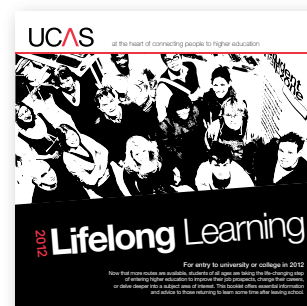
\*IFC: Inside front cover

\*IBC: Inside back cover



## ESSENTIAL INFORMATION AND ADVICE FOR POTENTIAL APPLICANTS OVER THE AGE OF 21

Now that more routes are available, students of all ages are taking the life-changing step of entering higher education to improve their job prospects, change their careers, or delve deeper into a subject area of interest. The UCAS Mature Guide guide offers essential information and advice to those returning to learn some time after leaving school. It helps explain the higher education application process for mature students, what to expect from student life, how to choose a course, as well as case studies, practical advice on finance, how to apply and useful sources of information.



TARGET AUDIENCE	Students aged 21 and over, teachers and career advisers.
DISTRIBUTION	Free to all students aged 21 and over, careers organisations and higher education establishments and other advising organisations.
PRINT RUN	10,000. Also produced as a PDF
PAGE COSTS	
FULL PAGE	£850
DOUBLE PAGE SPREAD	£1,200
IBC	£2,000
IFC	£3,000
FORMAT	
SIZE	196mm x 196mm
COLOUR	CMYK
BOOKING DEADLINE	24 February 2012
ARTWORK DEADLINE	7 March 2012
PUBLICATION DATE	April 2012



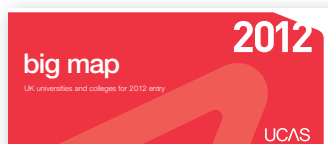
# BIG MAP – INTERNATIONAL BIG MAP AND GTTR BIG MAP 2013

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ESSENTIAL INFORMATION FOR BOTH UK AND INTERNATIONAL STUDENTS INCLUDING A MAP OF THE UK WITH ALL HIGHER EDUCATION INSTITUTIONS HIGHLIGHTED.

All maps contain the UCAS applicant journey, which is a step-by-step guide to applying to higher education, along with other useful information regarding money, further reading etc.

GTTR map includes a map of the UK with graduate teacher training providers listed and specific information for that audience.



TARGET AUDIENCE	UK students, international students, graduate teacher training students.		
DISTRIBUTION	Free to all students, handed out at UCAS events throughout the UK and delivered free of charge to schools and colleges. International big map handed out at international fairs around the world and through British Council offices and agencies. GTTR map handed out at TDA events and sent to careers organisations.		
PRINT RUN	190,000 UK Big map 20,000 International Big map 30,000 GTTR Big map	4,000 International poster	
UK BIG MAP (ONLY 4 SLOTS AVAILABLE)	£3,500		
INTERNATIONAL BIG MAP (ONLY 4 SLOTS AVAILABLE)	£2,500		
INTERNATIONAL POSTER (ONLY 4 SLOTS AVAILABLE)	£2500		
GTTR BIG MAP (ONLY 4 SLOTS AVAILABLE)	£1,500		
SPONSORSHIP ALSO AVAILABLE	£10,000 BIG MAP 2013 £6,000 INTERNATIONAL BIG MAP 2013 £4,000 GTTR BIG MAP 2013		
SIZE	Width 130mm X Height 82mm		
BOOKING DEADLINE	UK 30 JANUARY 2012 INTERNATIONAL 17 FEBRUARY 2012 INTERNATIONAL POSTER 13 APRIL 2012 GTTR 30 JUNE 2012		
ARTWORK DEADLINE	UK 7 FEBRUARY 2012 INTERNATIONAL 7 MARCH 2012 INTERNATIONAL POSTER 9 MAY 2012 GTTR 29 JULY 2012		
PUBLICATION DATE	UK International GTTR	MARCH 2012 APRIL 2012 SEPTEMBER 2012	International Poster JUNE 2012

International Package - UCAS Media now has a suite of products to put you in contact with international students including data, web advertising, emailing to international schools, please ask for further details.



## CAREERS INFORMATION AND GUIDANCE FOR KEY SUBJECTS

A series of 10 comprehensive guides aimed at students considering a career in competitive subject areas. These guides increase students' and teachers' appreciation of the importance of career planning, particularly in these competitive subject areas. Each guide contains the official UK undergraduate course listings and requirements of the specialist subjects, and offers career information and guidance, professional overviews and case studies. Complete sets of these guides are a staple part of many libraries. The readership of these titles is therefore in the tens of thousands with many readers. Further information about the series is available on [ucas.com](http://ucas.com), please copy and paste this link into your web browser: [www.ucas.com/students/choosingcourses/books](http://www.ucas.com/students/choosingcourses/books)

Titles within the series:

- Art and Design
- Economics, Finance and Accountancy
- Health and Social Care
- Engineering and Mathematics
- Psychology
- Media and Performing Arts
- Law
- Medicine, Dentistry and Optometry
- Sports Science and Physiotherapy
- Teaching and Education (please see separate data sheet)



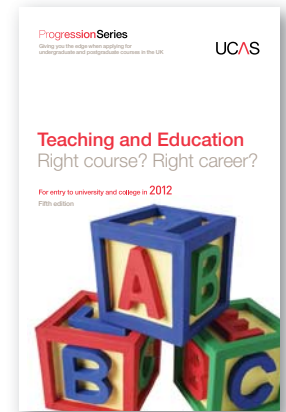
Subject-specific advertising is also available on [ucas.com](http://ucas.com), please ask for details.

TARGET AUDIENCE	Students considering a career in the above specified careers, teachers, careers advisers and parents.
DISTRIBUTION	Available to order from UCAS, <a href="http://ucasbooks.com">ucasbooks.com</a> and other online booksellers. including Amazon, Tesco etc.
COVER PRICE	£15.99
PRINT RUN	10,000 (1,000 per title)
PAGE COSTS	
FULL PAGE	£700
DOUBLE PAGE SPREAD	£1,000
INSIDE FRONT COVER	£2,500
INSIDE BACK COVER	£1,500
INSIDE FRONT & BACK COVER	£3,000 (per title)
ADVERTISE IN ALL 10 TITLES	£4,000 (for a full page in each title)
INSIDE FRONT COVER IN ALL 10 TITLES	£15,000
INSIDE BACK COVER IN ALL 10 TITLES	£9,000
FORMAT SIZE COLOUR	Oversized A5 (234mm x 153mm) CMYK for Art & Design, mono for all other titles.
BOOKING DEADLINE ARTWORK DEADLINE	09 March 2012 30 March 2012
PUBLICATION DATE	May 2012



## THE GUIDE TO A CAREER IN TEACHING

This handbook provides details of undergraduate and postgraduate teacher training providers in England, Scotland and Wales. It contains profiles of teacher training options, advice on applying, financial support etc. It also covers general information on the institutions listed, including accommodation, local interest and activities.



TARGET AUDIENCE	Prospective BEd, PGCE students, parents, advisers
DISTRIBUTION	Available to order from UCAS, <a href="http://www.ucasbooks.co.uk">www.ucasbooks.co.uk</a> and other online booksellers including Amazon, Tesco etc.
COVER PRICE	£15.99
PRINT RUN	1,000
PAGE COSTS	FREE profile page for UCAS members and then £700 per additional page. This additional page can include photographs or adverts.
FORMAT	
SIZE	Oversized A5 (234mm x 153mm)
COLOUR	Mono
BOOKING DEADLINE	09 March 2012
ARTWORK DEADLINE	30 March 2012
PUBLICATION DATE	May 2012

Please note advertising is also now being taken for our GTTR big map, please ask for details.



# IMPORTANT DATES FOR 2013 ENTRY PUBLICATIONS

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PUBLICATIONS	BOOKING DEADLINE	ARTWORK DEADLINE	APPROX PRINT RUN *	PUBLICATION DATE
OPEN DAYS	03 November 2011	18 November 2011	30,000	January 2012
PARENT GUIDE	02 December 2011	10 January 2012	250,000	February 2012
WELSH BI-LINGUAL GUIDE	19 January 2012	18 February 2012	PDF only	April 2012
LITTLE GUIDE	16 December 2011	19 January 2012	100,000	March 2012
LIFELONG LEARNING/ MATURE GUIDE	24 February 2012	07 March 2012	10,000	April 2012
BIG MAP	30 January 2012	07 February 2012	190,000	March 2012
INTERNATIONAL BIG MAP	17 February 2012	07 March 2012	20,000	April 2012
GTRR BIG MAP	30 June 2012	29 July 2012	30,000	September 2012
PROGRESSION SERIES (10 SUBJECT SPECIFIC GUIDES)	09 March 2012	30 March 2012	1,000 per title	May 2012

\* Publication print runs and prices are correct at time of going to press.

To obtain further information or request samples contact UCAS Media on 01242 544 881 or email [ucasmedia@ucas.ac.uk](mailto:ucasmedia@ucas.ac.uk)

For more information about how UCAS Media can help you get in touch with students visit our website [www.ucasmedia.com](http://www.ucasmedia.com)

UCAS Media is a wholly-owned subsidiary of UCAS, the Universities and Colleges Admissions Service, a registered charity. All profits are returned to UCAS to support higher education and to invest in future generations.

**ROSEHILL . NEW BARN LANE . CHELTENHAM . GL52 3LZ**  
**T. 01242 544881 E. UCASMEDIA@UCAS.AC.UK // WWW.UCASMEDIA.COM**

