

Postgraduate Content Hub

The home of advice for
postgraduate applicants



How to choose a university for
postgraduate study



How to fund postgraduate study

Postgraduate Hub

What is the Postgraduate Content Hub?

The Postgraduate Content Hub is the go-to destination for students seeking information about further study.

133,500* postgraduate applicants are already using The Student Room to ask questions and seek advice. The hub is designed to give this audience, and future prospects, the resources they need to apply for postgraduate courses.

Sponsor trusted content that builds brand affinity

We've carefully chosen topics that we know will resonate with our users and drive high engagement.

You can choose to sponsor any of the following titles:

1. How to choose a postgraduate course
2. How to choose a university for postgraduate study
3. How to fund postgraduate study
4. What kind of social life do postgrad students have?
5. Master's degree: what you need to know and how to apply
6. MBA courses: what you need to know and how to apply
7. Seven steps for applying for your Master's
8. Students explain what postgrad is really like
9. Pros and cons of postgrad study
10. How to decide if a Master's is for you

*The number of users (devices and browsers) we can target who have visited relevant forum or content in the last 30 days (data from Oct 2019)



Postgraduate Hub

Give applicants the answers they're looking for and get them onsite

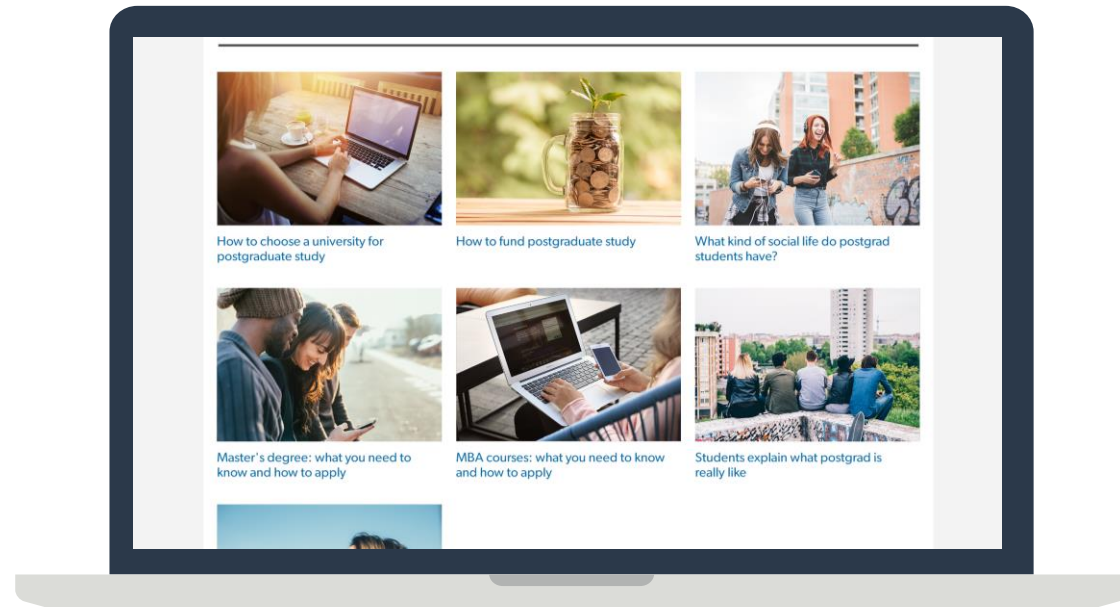
Use content to show that your institution empowers students to make informed decisions. You can leverage our trusted position in the market to be the authoritative voice in the postgraduate space and kickstart your conversion rates.

Our in-house experts will drive performance marketing for the Postgraduate Content Hub during the key consideration months (January – March). The powerful combination of on-site promotion, email recommendation and offsite activity puts the right content in front of the right audience at the right time.

Postgraduate hub advertorial: £7,500

Be at the centre of key questions for the thousands of students applying for further study.

- 1 x article sponsored for 12 months
- Roadblocked with your own ads
- 1,500 minimum pageviews



Hit your 2020 postgraduate recruitment goals

Turn your postgraduate content into a campaign and watch your **engagement** rates rise.

Our cost-effective packages are built to encourage **direct response**. We use highly targeted display and email products to strengthen your message and inspire action.

This powerful combination of promotional activities is guaranteed to influence your target audience.

Direct response package: £10,000 (15% off)

- 1 x article sponsored for 12 months
- 200,000 mixed format targeted banners
- 50,000 targeted billboards

Direct response UPGRADE: £12,000 (up to 20% off)

- 1 x article sponsored for 12 months
- 250,000 mixed format targeted banners
- 75,000 targeted billboards
- Email to 6,000 recipients



Postgraduate Hub

Secure your campaign today

Want to discuss the opportunities in this pack?

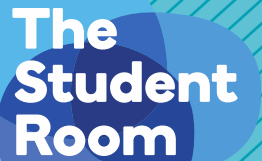
The Postgraduate Hub will go live at the beginning of **January 2020** and we'd love to get you involved before our on-site marketing campaigns kick-off.

Simply get in touch, and we'll help you identify a winning solution.

hello@thestudentroom.com

0800 999 3222

www.tsrmatters.com

The Student Room logo, featuring the text "The Student Room" in white, stacked vertically, inside a dark blue speech bubble shape. The background of the slide features a pattern of light blue diagonal lines in the top right and bottom left corners.

**The
Student
Room**