

Introduction

TheStudentGuide.com is the online portal for all of our publications: **The Student Guide** | Graduate Guide | Gap Travel Guide | Festival Guide.

Each publication has 350,000 readers, all of whom are directed through to this one website via our PR and Marketing campaigns and strategies.

TESTIMONIAL

"We are really pleased with the advert, placement and overall quality and of course with how easy it has been to work with you on this."

Clare Shufflebotham, Partnership Manager, CrossCountry Trains

TheStudentGuide.com includes information such as:

News and Reviews

- Film & TV
- Music

Lifestyle

- Beauty
- Fashion

WIN!

- Competitions
- Offers

Surviving Guide

- Careers
- Food & Drink
- Education
- Finance
- Health
- Sex, Dating & LGBT
- Sports
- Accommodation

Spare Time

- Gadgets
- Technology
- Things to do
- Travel

Leading figures of the youth market provide witty, cutting edge editorial, accompanied by high quality, artistic photography.

Bringing these topics together ensures that every aspect of student life is addressed; each section is colour coded for easy navigation.

TheStudentGuide.com is the most effective method of communicating with the student population – FACT

Traffic Statistics

TheStudentGuide.com gets approximately 70,000 unique visitors per month and has an average of 4.5 page views per visitor.



THE AVERAGE TIME SPENT ON THESTUDENTGUIDE.COM SITE IS AROUND 5MINS 14 SECONDS.

Competitions receive in excess of 1250 entrants per month we are happy to share all data from opt-in entrants to help with your marketing.



EMAIL CAMPAIGNS - WE HAVE A DATABASE OF 390,000 THAT CAN BE BROKEN DOWN INTO THE FOLLOWING THREE CATEGORIES ... GENDER | CITY | UNIVERSITY YEAR (FIRST, SECOND OR THIRD).

Our multi-mailer uses a white-listed mailing system, which bypasses the isp's spam filter and insures that the mail-out campaign is delivered directly into the recipients inbox.

| TARIFF | PER EMAIL |
|---------------------|-----------|
| UNDER 20,000 EMAILS | 0.20P |
| 20,000+ EMAILS | 0.15P |
| 50,000+ EMAILS | 0.10P |
| 100,000+ EMAILS | 0.08P |
| ENTIRE DATABASE | 0.05P |

Consumer Behaviour

Average student loan per year: £3,200

- 72% Purchase clothes or accessories every month
- 92% Purchase music every month
- 88% Purchase dvds every month
- 72% Go to the cinema every month
- 67% Purchase health and beauty product every month
- 92% See live music at least once a month
- 96% Purchase alcohol every month
- 84% Have access to a video game console
- 97% Have a mobile phone
- 82% Have a credit card

Demographic

Age

| | |
|------------------------------|---------|
| 18-21: | 84% |
| 22-25: | 8% |
| 26-39: | 6% |
| 40+: | 2% |
| AB: | 26% |
| ABC1: | 72% |
| ABC1C2: | 100% |
| Average Household Income: | £35,600 |
| Average AB Household Income: | £59,600 |

Promotion

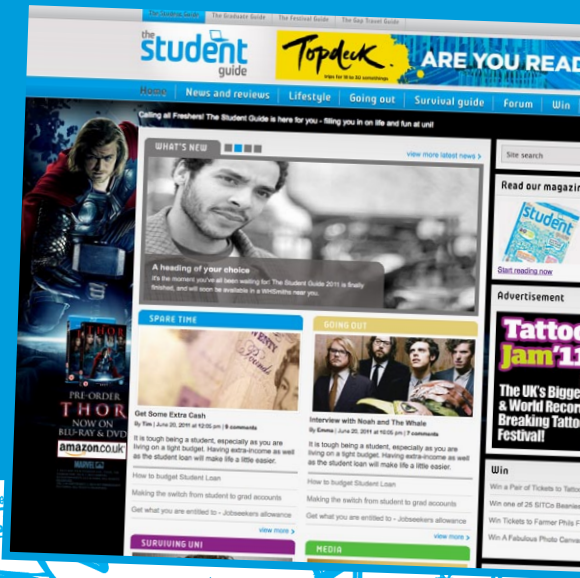
We use affiliate marketing, PR, E-mail blasts, and online advertising before the release of each edition.

We also send out weekly newsletters to our subscribers with the latest client promotions to increase traffic to thestudentguide.com and its advertisers.

TheStudentGuide.com is renowned in student culture for its legendary events, from union bars to nightclubs, and the open air.

TheStudentGuide.com brand is also shouted from the rooftops using a variety of tangible products - posters, postcards, mouse mats etc.

People remember TheStudentGuide.com; people will remember your brand.



WOW!
YOU CAN NOW TAKE OVER
THE STUDENTGUIDE.COM
HOMEPAGE!

TESTIMONIAL

"It's Really very nice to have someone you, can turn to when in need; Your helpfulness has really made a big difference to me. Thanks to you for all your support."

Shaikh Sultan, Monitoring Supervisor,
MEC MENA HQ,

thestudentguide.com Advertising

TheStudentGuide.com has various. different advertising opportunities on each page of the website. please see below for reference to positioning.

Placement and Positions

The screenshot shows the website layout with several ad placements:

- Leaderboard:** A large pink banner at the top right.
- Feature:** A large yellow box on the left side.
- Med: Rectangle MPU:** A yellow box on the right side.
- Video:** A green box at the bottom left.
- Buttons:** Four blue buttons in a 2x2 grid on the right side.
- Surrounding text:** Various article teasers and navigation links.

Site Takeover:

- **Min Size 980px (w) | Max Size 1380px (w)**
- (This also includes the opportunity to take over the leaderboard and MPU at a reduced cost) (see page 4 for example)

Leaderboard 728px (w) x 90px (h)

- **Flash (.swf) or animated gif** preferred (static accepted)
- **Maximum file size** - 100kb for flash (40kb for GIF)
- Please **Embed** the click-through link as well as **seperately**

Feature 607px (w) x 263px (h)

- **Flash (.swf) or animated gif** preferred (static accepted)
- **Maximum file size** - 100kb for flash (40kb for GIF)
- Please **Embed** the click-through link as well as **seperately**

Med: Rectangle (MPU) 300px (w) x 250px (h)

- **Flash or animated gif** preferred (static accepted)
- **Maximum file size** - 100kb for flash (40kb for GIF)
- Please supply click-through link **seperately**

Video

- **MUST** be provided in a **.mp4** or **YouTube!** format
- **Maximum file size** - 250kb for flash (40kb for GIF)

Button 120px (w) x 60px (h)

- **ONE Button per purchase**
- **animated gif** or **static** preferred
- **Maximum file size** - 100kb for flash (40kb for GIF)
- Please supply click-through link **seperately**

- * Please supply all static images as a **.jpg** or **.gif** format
- * When supplying tags, please supply as an **internal redirect tag**

Latest Posts

Lorem ipsum dolor sit amet,

About us

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean adipiscing lacinia lorem eget dignism. Etiam velut magna mihi, matt andor nisi. Quis tortore gravida ris, ut aliquam, sed necesse an.

Our tweets

about 2 days ago we said, The SG team has been out and about, giving their copies of The Student Guide 2011, our copy on Facebook page! [http://cof.co.uk/sg2011](#)

about 2 days ago we said, FIFA 12 not today! Take a look at these other exciting games releases! [http://8.co.uk/vu](#)






about 2 days ago we said, It's perfect time to get the new releases for Banville beaches around the country. To help you get your new one! [http://2.co.uk/2d](#)

Contact us





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 B1 1EG, Birmingham
 t: 0121 2234222
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 e: info@bamedia.com

RATES

Homepage Advertising

| | |
|--|-------------------|
|  Site Takeover | £34,600 per month |
|  Leaderboard 728px (w) x 90px (h) | £16,400 per month |
|  Feature 607px (w) x 263px (h) | £12,400 (n/a) |
|  Med: Rectangle (MPU) 300px (w) x 250px (h) | £8,400 per month |
|  Button 120px (w) x 60px (h) | £4,900 per month |

Section Advertising

| | |
|--|------------------|
|  Leaderboard 728px (w) x 90px (h) | £8,400 per month |
|  Feature 607px (w) x 263px (h) | £6,900 (n/a) |
|  Med: Rectangle 300px (w) x 250px (h) | £5,400 per month |
|  Button 120px (w) x 100px (h) | £3,400 per month |

All positions can be Geotargeted (POA)

| | |
|---|-------------------------|
|  Video 16:9 ratio | £12,400 per week |
| Competitions | £4,400 per month |
| Surveys | £4,400 per month |
| Newsletter Sponsorship | 15p per email |
| E-shot Campaign | 20p per email |
| SMS Campaign | £84 per thousand |

Standard rate / Dependant on tariff / Minimum Order: £500 (Emails) / £840 (SMS's)

* Price is approximate and subject to the client's brief.

Promotions, advertorials, or sponsorship requiring creative or production work by B.A Media are payable in advance of production in all cases. Promotions are carried out by arrangement and only at the consent of the publishers. Colour and Mono advertisements are charged at the same rate. All advertisement rates are subject to VAT. Agency discount percentage is 10% only, both in the UK and internationally. Payment terms for advertising is 14 days. B.A Media may reject or amend an advertisement at any time and for any reason at its discretion.

All advertisements must be clearly recognisable with a trademark or the advertisers' insignia. B.A Media is not bound by any conditions appearing in advertising placed within the publication. Advertising materials received by B.A Media are presumed accurate and approved for print by advertisers and advertising agencies. All artwork must be accompanied by a match print. B.A Media will not be held responsible for printed production errors. The advertising agency, jointly and singularly, assume the liability for the payment and charges for materials published in the magazine at their discretion or on their behalf. When reserving a competition, all advertised prizes must be delivered to B.A. Media. Bills or invoices may be sent at the publishers' discretion to the advertiser and/or the agency. All bookings must be accompanied by a written insertion order to guarantee insertion. Cancellations must be received in writing within 14 days of booking or are payable in full. In cases where space is booked but usable artwork does not reach publisher by artwork deadline, space must be paid for. Penalty charges may be added for late payment.

