SUSTAINABILITY ROUNDTABLE /bullet.case MAKING TECHNOLOGY PAY /bullet.case DO FRAMEWORKS WORK?

+ FUTURE LEARNING

Boldly going where no HE has gone before

+ A PLACE IN THE SUN

Making money from estates over summer

SPECIAL REPORT

Augar takes aim at sector

Delayed report fires warning shots at HE Cinderella but no glass slipper

Post-18 review on FE public funding record

Vice-chancellor Paul Thompson credits the university’s success to its ‘interesting, gifted’ students from diverse backgrounds

Pixar would die to get our animators’

Vice-chancellor Paul Thompson credits the university’s success to its ‘interesting, gifted’ students from diverse backgrounds.
Contents

INTRODUCTION AND MEDIA PACK 03

FEATURES LIST & DEADLINES 08

EVENT COVERAGE AND MEDIA PARTNERSHIPS 13

ANNUAL CAMPAIGNS 16
  Integrated Campaign 17
  Digital Campaign 18

PRINT ADVERTISING RATE CARDS 19
  Print Rate Card 20
  Creative Options: Gatefolds, Belly Bands & Wraps 21
  Magazine Sponsorship 22

PRINT ADVERTISING & EDITORIAL SPECS 24
  Print Ad Specifications 25
  Feature Sponsorship Specifications 26
  Advertorial Specifications 27

DIGITAL ADVERTISING, RATE CARDS & SPECS 28
  Use our Website 29
  Use our Database 30
    Newsletter Sponsorship 30
    E-shots 31
  Lead Generation, Roundtables & Webinars 33

VIDEO CREATION, PRODUCTION AND EDITING 35
  Corporate and Promotional Videos 36
  Social Media Video Creation & Marketing 38

CONTACT US 40
  Contact Us 41
  Our Other Titles 42
INTRODUCTION
& MEDIA PACK
At the heart of higher education

University Business (UB) remains a central resource for professionals working within the university commercial and management sectors.

Launched in 2005, UB has reported on some significant changes in the UK HE sector, and is today recognised as the valued voice within higher education.

UB will continue to bring the latest news, appointments, features and expert opinion throughout the year ahead in HE.

We will also continue to cover updates from the leading UK HE organisations and events, including: Bett, EAUC, CUBO and ASRA, to name a few.

universitybusiness.co.uk is updated every day with the very latest news, features and blogs, as well as previews and reviews of the leading HE events. So why not pay it a visit?

If you’ve got a story or want to be involved, get in touch. We are always keen to hear your views.

PADDY SMITH | EDITOR

paddy.smith@wildfirecomms.co.uk | 0117 300 5526

Follow us @UB_UK  |  Like us /ubmag

universitybusiness.co.uk

“Softcat found University Business to be a direct and valuable conduit to our higher education audience. Its Account Managers epitomise a real ‘can do’ attitude and deliver on promises, which counts for a lot in the business world.”

ANDY BRUEN, PUBLIC SECTOR FRAMEWORKS MANAGER, SOFTCAT LTD
Magazine facts

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print circulation</td>
<td>5,500</td>
</tr>
<tr>
<td>Monthly readership</td>
<td>13,750</td>
</tr>
<tr>
<td>Bonus event copies</td>
<td>20,000+</td>
</tr>
<tr>
<td>Events</td>
<td>Presence at over 100 key events</td>
</tr>
</tbody>
</table>

Digital facts

<table>
<thead>
<tr>
<th>Users</th>
<th>Approx 10,000 monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-Newsletter</td>
<td>Fortnightly email communication to 5000 subscribers</td>
</tr>
<tr>
<td>Find us on:</td>
<td>twitter.com/UB_UK facebook.com/ubmag youtube.com/user/WildfireCommsUK</td>
</tr>
<tr>
<td>Social media</td>
<td>Twitter followers: 4,470</td>
</tr>
</tbody>
</table>
Spending Power

AVERAGE ANNUAL SPEND PER JOB TITLE

Up to £1 million
- Assistant Registrar
- Faculty Finance Manager
- Accommodation Manager
- Facilities Manager
- IT Manager
- Marketing Communications Manager
- Procurement Officer

£5 million–£10 million
- Director of Commercial Services
- Director of Computing
- Systems & Services Procurement Manager

£2 million–£5 million
- Business Development Manager
- Director of Estates and Facilities
- Director of Residential Services

Over £15 million
- Vice-Chancellor
- Pro Vice-Chancellor
- Principal/Vice-Principal
- Director of Human Resources
- Director of IT Services

Audience

PROFESSIONAL MAKE UP OF NEW SUBSCRIBERS IN JUNE 2017

- 30% Key Decision Makers (VC, Dept Directors, Heads of Department, Senior Management, Associates, Principals)
- 32% Decision Makers (Managers, Deputy Heads of Dept, Deputy Registrars)
- 38% Other Influencers (Teachers, Assistants, Officers, Professors)
Can technology change teaching?

...
Features list & deadlines*

SEPTEMBER 2019
ACCESSIBILITY

ROUNDTABLE – ACCESSIBILITY: what progress has been made on behalf of accessibility provision for disabled students? How much more is left to do?

CATERING SPECIAL: the latest trends for restaurants, food, buildings and payments

MENTAL HEALTH: the influx of new students means keeping tabs on those who are struggling to transition to university life. We share the most up-to-date ways to monitor and intervene

OCTOBER 2019
STUDENT EXPERIENCE

STUDENT LIVING TRENDS: how is accommodation and lifestyle provision adapting to the needs of the modern student?

ROUNDTABLE – SPORTS FACILITIES: what, when and where should you build sports facilities, and how are they most efficiently managed?

OUTDOOR: latest innovations in outdoor furniture, landscaping and refuse/recycling

Audio-visual developments in HE

NOVEMBER 2019
MARKETING

ROUNDTABLE – PROCUREMENT: from architects to fruit and veg, what’s the right model for procurement? Frameworks, or a bespoke model?

STUDENT ACCOMMODATION: the trends and dynamics of modern student accommodation

THE HE WEBSITE – it’s the first point of contact most people will have with a university, so it’s crucial to get it right. We explore the essentials in this ever-changing marketing channel

ESTATES: old and new, your buildings are a chance to sell your university in the flesh. So how do you make them appeal to the modern student?

DECEMBER 2019
YEAR IN REVIEW

THE 2020 REVIEW: a round-up of the best advice, wisdom and guidance from our profiles, roundtables and features

ROUNDTABLE – YEAR IN REVIEW: we pick up with roundtable participants from various sectors to see what changed and what was learned

NEWS REVIEW: a digest of the year’s major news stories and how they changed the shape of HE in 2020
Features list & deadlines

JANUARY 2020
YEAR IN PROSPECT

ROUNDTABLE – YEAR IN PROSPECT: what are the challenges and opportunities

MARKETING: the latest developments in digital and offline marketing across universities. How is HE competing to win new students?

CONFIGURING THE LEARNING ENVIRONMENT: from furniture and design to fixtures and fittings, a look at how the modern-day classroom is boosting the teaching and learning experience

FEBRUARY 2020
RECRUITMENT AND RETENTION

BUILDING THE FUTURE: how striking campus and building design can attract new students, both at home and abroad

ROUNDTABLE – VIRTUAL RECRUITMENT: what’s new, what’s changed, and what are the developing trends in attracting students via the internet?

RETENTION: a look at what higher education needs to address, improve and build on to improve retention rates

MARCH 2020
EDTECH

DIGITAL LIBRARIES: how are learning resources shifting to an online world, and where do we go from here?

ROUNDTABLE – DATA MANAGEMENT: an exploration of trends in data collection, interpretation, protection and management

THE EDTECH GLOSSARY: do you know a MOOC from a VLE, or VR from AR? Here’s our round-up of the latest tech trends transforming HE

APRIL 2020
ESTATES

ROUNDTABLE – RUNNING COMPLEX ESTATES: we talk to the estate management stakeholders wrestling with multiple campuses and competing demands

BIG BUILDS: showcase of the biggest building projects in HE

CATERING TO CHANGE: architecture and design in HE catering facilities

MAY 2020
MONEY

ROUNDTABLE – COST OF ICT: how can universities keep a tight rein on their ICT expenses while still offering students the best digital experience possible?

MODERN GOVERNANCE: how to navigate the changing role of governors in an environment of increasing regulatory and policy shift

PLANNING FINANCIAL FUTURES: Financial and market security has become a priority for VCs, so how do they plan for their universities future in a climate of uncertainty?

PAYMENT PROCESSING: what are the new trends in processing payments, from tuition fees to lunch money?
Features list & deadlines

**JUNE 2020**

**FACILITIES**

- **CAMPUS SECURITY:** from the physical to the digital, the battle for campus security now has to be fought on multiple levels
- **ROUNDTABLE – FACILITIES MANAGEMENT:** what are the key challenges and opportunities facing FM teams?
- **STUDENT ACCOMMODATION:** what are the trends shaping student accommodation provision?

**JULY 2020**

**SUSTAINABILITY**

- **ROUNDTABLE – SUSTAINABILITY:** how is the sector addressing today’s major sustainability challenges?
- **JOINED-UP TECHNOLOGY:** exploring the increasingly essential quest to deliver a seamless personalised student and staff experience
- **SUMMER CASH:** how universities are making money from their facilities over the summer months

**AUGUST 2020**

**CLEARING**

- **ROUNDTABLE – CLEARING:** how effective is today’s clearing system, for both universities and students?
- **EDTECH:** pedagogy is riding in the slipstream of technological capability and changing lifestyles. Can institutions and teachers keep up?
- **ESTATE MANAGEMENT SOLUTIONS:** what are the challenges being faced by estate management, and how can they be solved?

**SEPTEMBER 2020**

**ACCESSIBILITY**

- **ROUNDTABLE – ACCESSIBILITY:** what progress has been made on behalf of accessibility provision for disabled students? How much more is left to do?
- **CATERING SPECIAL:** the latest trends for restaurants, food, buildings and payments
- **MENTAL HEALTH:** the influx of new students means keeping tabs on those who are struggling to transition to university life. We share the most up-to-date ways to monitor and intervene

**OCTOBER 2020**

**STUDENT EXPERIENCE**

- **STUDENT LIVING TRENDS:** how is accommodation and lifestyle provision adapting to the needs of the modern student?
- **ROUNDTABLE – SPORTS FACILITIES:** what, when and where should you build sports facilities, and how are they most efficiently managed?
- **OUTDOOR:** latest innovations in outdoor furniture, landscaping and refuse/recycling
  - Audio-visual developments in HE
Features list & deadlines

NOVEMBER 2020
MARKETING

ROUND TABLE – PROCUREMENT: from architects to fruit and veg, what’s the right model for procurement? Frameworks, or a more bespoke model?

STUDENT ACCOMMODATION: the trends and dynamics of modern student accommodation

THE HE WEBSITE – it’s the first point of contact most people will have with a university, so it’s crucial to get it right. We explore the essentials in this ever-changing marketing channel

ESTATES: old and new, your buildings are a chance to sell your university in the flesh. So how do you make them appeal to the modern student?

DECEMBER 2020
YEAR IN REVIEW

THE 2020 REVIEW: a round-up of the best advice, wisdom and guidance from our profiles, roundtables and features

ROUND TABLE – YEAR IN REVIEW: we pick up with roundtable participants from various sectors to see what changed and what was learned

NEWS REVIEW: a digest of the year’s major news stories and how they changed the shape of HE in 2020

*All content subject to change without notice, including issue themes, regular content and specific feature plans.
Our regular content includes profile interviews with senior leadership figures, international trend reporting and in-depth news analysis. These are driven by current affairs and cannot be planned in advance. However, we are happy to provide details nearer the time.
If you would like to sponsor a regular feature, please speak to our sales team. To enquire about editorial opportunities, please contact the editor.
EVENT COVERAGE AND MEDIA PARTNERSHIPS
We are media partners at...

We and the other EdQuarter media portfolios will be promoting, supporting, distributing and providing print and digital advertising opportunities / coverage at the following events...

<table>
<thead>
<tr>
<th>MONTH</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>- Bett Show&lt;br&gt;- BSA Annual Conference</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>- ISE</td>
</tr>
<tr>
<td>MARCH</td>
<td>- UCISA Annual Conference&lt;br&gt;- Jisc Digifest&lt;br&gt;- Education Show&lt;br&gt;- Bett Academies&lt;br&gt;- International Higher Education Forum&lt;br&gt;- International e-Assessment Awards&lt;br&gt;- EAUC Conference&lt;br&gt;- MAT Formation&lt;br&gt;- Next Generation Learning Spaces</td>
</tr>
<tr>
<td>APRIL</td>
<td>- ASRA Conference (UB)&lt;br&gt;- AUDE&lt;br&gt;- ISPEC (Independent Schools PE Conference) (IE)&lt;br&gt;- Higher Education Estates Forum (B4E and UB)&lt;br&gt;- The Academies Show London&lt;br&gt;- Talis Insight Europe</td>
</tr>
<tr>
<td>MAY</td>
<td>- BSA Annual Conference for Heads</td>
</tr>
<tr>
<td>JUNE</td>
<td>- STEM Gender Equality Congress&lt;br&gt;- Future Edtech&lt;br&gt;- EdTechXEurope&lt;br&gt;- Facilities Show&lt;br&gt;- Festival of Education&lt;br&gt;- CUBO Summer Conference</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td></td>
</tr>
<tr>
<td>--------------------</td>
<td>-------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>● Lunch!</td>
</tr>
<tr>
<td></td>
<td>● Education Estates and Facilities Conference</td>
</tr>
<tr>
<td></td>
<td>● New Scientist Live</td>
</tr>
<tr>
<td></td>
<td>● UCISA IG</td>
</tr>
<tr>
<td>OCTOBER</td>
<td></td>
</tr>
<tr>
<td></td>
<td>● HMC Annual Conference</td>
</tr>
<tr>
<td></td>
<td>● Higher Education Real Estate and Infrastructure</td>
</tr>
<tr>
<td></td>
<td>● EduTech Show</td>
</tr>
<tr>
<td></td>
<td>● Higher Education Conference</td>
</tr>
<tr>
<td></td>
<td>● Academic Venue Showcase</td>
</tr>
<tr>
<td></td>
<td>● UK Construction Week (B4E)</td>
</tr>
<tr>
<td></td>
<td>● The Education Building Forum</td>
</tr>
<tr>
<td></td>
<td>● MATs Summit</td>
</tr>
<tr>
<td></td>
<td>● Education for the Soul</td>
</tr>
<tr>
<td></td>
<td>● Simo Educacion</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td></td>
</tr>
<tr>
<td></td>
<td>● Education Estates</td>
</tr>
<tr>
<td></td>
<td>● WIRED Next Generation</td>
</tr>
<tr>
<td></td>
<td>● UCISA CISG-PCMGG</td>
</tr>
<tr>
<td></td>
<td>● InnovateEdTech Conference</td>
</tr>
<tr>
<td></td>
<td>● Green Gown Awards</td>
</tr>
<tr>
<td></td>
<td>● University &amp; Healthcare Estates &amp; Innovation</td>
</tr>
<tr>
<td></td>
<td>● Class Conference</td>
</tr>
<tr>
<td></td>
<td>● Education Forum</td>
</tr>
<tr>
<td></td>
<td>● GSA Annual Conference for Heads</td>
</tr>
<tr>
<td></td>
<td>● Academic Venue Awards</td>
</tr>
<tr>
<td></td>
<td>● Education Buildings Scotland</td>
</tr>
<tr>
<td></td>
<td>● Scotland Build Expo</td>
</tr>
<tr>
<td></td>
<td>● EdtechUK Global Summit</td>
</tr>
<tr>
<td>DECEMBER</td>
<td></td>
</tr>
<tr>
<td></td>
<td>● Effective financial management in uncertain times</td>
</tr>
<tr>
<td></td>
<td>● Student Accommodation Awards and Conference</td>
</tr>
</tbody>
</table>
ANNUAL CAMPAIGNS

INTEGRATED CAMPAIGN 17
DIGITAL CAMPAIGN 18
Annual Campaigns

INTEGRATED CAMPAIGN

Each edition (Monthly) our partner receives over a 12 month duration...

● x1 full page of editorial in the mag
● x1 full page advert in the mag (opposite or separate to the editorial)
● The above pages included in the digital magazine (2K reads per edition)
● x1 blog hosted by www.universitybusiness.co.uk (use magazine editorial – 10K unique visits p/m).
● Leaderboard on homepage
● Blog to receive social media support from UB (5K followers)
● x1 newsletter sponsored story (sent to 5K opt in subscribers)
● Enhanced marketplace listing in applicable category (active all year)
● Partners preferentially approached to contribute on in-house articles as industry experts
● Further ad placements across all publications to receive 20% discount for the duration of the year.

Annual partner rate per edition:
£1,600+VAT per edition. RRP £4,000 per edition
Per annum: £19,200+VAT

SAVE 50% OFF RATE CARD

Click here to read the latest issue
Annual Campaigns

**DIGITAL CAMPAIGN ONLY**

- x12 blogs / online news stories  
  (one per month – 10K unique visits p/m).
- Blog used as sponsored story in each months UB’s newsletter (5K opt ins)
- Sponsor button in each months UB’s newsletter
- Social media support each month for your blog (5K followers)
- Leader board on [www.universitybusiness.co.uk](http://www.universitybusiness.co.uk) homepage for the duration of the year.
- x6 solus mail shot to UB’s database of subscribers (every other month) sent to 5K opt in subscribers.
- 12 month enhanced marketplace
- Exclusive sponsor of relevant news category and the landing page of that news site (pop up banner and leader banner respectively – for category selection options see categories that drop down when ‘stories tab’ is hovered over on homepage).
- x2 targeted Facebook ads to the demographic, regions, professions of your choice.
- Partners preferentially approached to contribute on in-house articles as industry experts
- Further ad placements across all platforms to receive 20% discount for the duration of the year.

**Annual partner rate per month:**  
£750 RRP £1,329 per month  
Per annum: £9,000
PRINT ADVERTISING RATE CARD

PRINT RATE CARD 20
CREATIVE OPTIONS: 21
Gatefolds, Belly Bands & Wraps
MAGAZINE SPONSORSHIP 22
# Print Rate Card

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1 ISSUE</th>
<th>3 ISSUES</th>
<th>6 ISSUES</th>
<th>12 ISSUES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DISPLAY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quarter page</td>
<td>£540</td>
<td>£486</td>
<td>£432</td>
<td>£378</td>
</tr>
<tr>
<td>Third page</td>
<td>£720</td>
<td>£648</td>
<td>£576</td>
<td>£504</td>
</tr>
<tr>
<td>Half page</td>
<td>£1,080</td>
<td>£972</td>
<td>£864</td>
<td>£756</td>
</tr>
<tr>
<td>Full page</td>
<td>£1,500</td>
<td>£1,350</td>
<td>£1,200</td>
<td>£1,050</td>
</tr>
<tr>
<td>Double page spread</td>
<td>£2,400</td>
<td>£2,160</td>
<td>£1,920</td>
<td>£1,680</td>
</tr>
<tr>
<td><strong>SPECIAL POSITIONS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1st double page spread</td>
<td>£3,168</td>
<td>£2,376</td>
<td>£2,112</td>
<td>£1,848</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>£2,040</td>
<td>£1,836</td>
<td>£1,632</td>
<td>£1,428</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>£1,800</td>
<td>£1,620</td>
<td>£1,400</td>
<td>£1,260</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>£2,040</td>
<td>£1,836</td>
<td>£1,632</td>
<td>£1,428</td>
</tr>
<tr>
<td>1st right-hand page</td>
<td>£1,620</td>
<td>£1,458</td>
<td>£1,296</td>
<td>£1,134</td>
</tr>
<tr>
<td>False front cover</td>
<td>£3,000</td>
<td>£2,700</td>
<td>£2,400</td>
<td>£2,100</td>
</tr>
<tr>
<td><strong>FEATURE SPONSORSHIP</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor sandwich (2 x full page adverts either side of article, column, logo throughout article)</td>
<td></td>
<td></td>
<td></td>
<td>£1,920</td>
</tr>
<tr>
<td>Centre Pillar (1 x full page advert in central position of a double page spread)</td>
<td></td>
<td></td>
<td></td>
<td>£1,440</td>
</tr>
<tr>
<td>Feature Bookends (2 x half page vertical adverts on outside edges of a double page spread)</td>
<td></td>
<td></td>
<td></td>
<td>£1,440</td>
</tr>
<tr>
<td>Tower Bookends (2 x quarter page vertical adverts on outside edges of a double page spread)</td>
<td></td>
<td></td>
<td></td>
<td>£1,200</td>
</tr>
<tr>
<td>Fireplace (1 x half page horizontal advert in bottom centre of double page spread)</td>
<td></td>
<td></td>
<td></td>
<td>£1,200</td>
</tr>
</tbody>
</table>
Creative Options

**THROW OUTS**

**THROW OUT**

- **THROW OUT INSIDE FRONT OR INSIDE BACK COVER 3 PAGES**
  The inside front cover has the ability to throw out from the magazine into an eye catching double page spread where you get three pages of coverage to use for adverts, advertorials or a combination of the two. It’s very high impact and a great way to make a splash!
  
  **Cost:** £2750 + VAT

- **THE WRAP 8 PAGE THROW OUT**
  The front cover is designed to fit with the style and feel of the magazine, the outside back cover to be striking and image-lead. The inside front and inside back cover have the ability to fold out from the magazine into an eye catching double page spread giving you six pages of coverage to use for adverts, advertorials or a combination of the two. It’s very high impact and a great way to make a splash!
  
  **Cost:** £4995 + VAT

**BELLY BAND**

- **BELLY BAND ATTACHED TO CENTRE SPREAD**

  A belly band is a furnished paper outsert with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The belly band is attached to the Centrespread which you also get as part of the package. We recommend you run a large brand ad or DPS of advertorial to maximise the page views the belly band delivers to this specific section of the magazine.

  **Cost:** £3,500 + VAT
Magazine Sponsorship

**PLATINUM**
- 8 page magazine wrap plus outside cover (False cover (front and back) with inside front and inside back cover 3 page throw outs/gatefolds).
- Logo on front cover of magazine
- Logo on all independent pages
- All print activity duplicated in digital mag
- Homepage takeover for a month
- Site upload of native editorial/advertorial.
- x2 Solus mail shots
- Newsletter inclusion of native editorial/advertorial
- Newsletter sponsor button
- Social media support

**Cost:** £8999 + VAT

**GOLD**
- Standard magazine wrap (False front and outside back cover ad)
- Logo on front cover of magazine
- Logo on all independent pages
- Centre spread DPS of native editorial/advertorial
- All print activity duplicated in digital mag
- Homepage takeover for a month (branding on all banners on the same rotation)
- Site upload of native editorial/advertorial
- Solus mail shot
- Newsletter inclusion of native editorial/advertorial
- Newsletter sponsor button
- Social media support

**Cost:** £6999 + VAT
Magazine Sponsorship

**SILVER**
- Premium brand sandwich: inside front cover 3 page throw out/gatefold and outside back cover
- Logo on front cover of magazine
- Logo on all independent pages
- All print activity duplicated in digital mag
- Homepage reskin for a month
- Site upload of native editorial/advertorial.
- Solus mail shot
- Newsletter inclusion of native editorial/advertorial
- Newsletter sponsor button
- Social media support

**Cost:** £5999 + VAT

**BRONZE**
- Branded belly band around every copy of the magazine. Belly band fixed to your content submission.
- Full page of native editorial/advertorial located next to relevant feature
- All print activity duplicated in digital mag (excluding belly band)
- Newsletter inclusion of native editorial/advertorial
- Site upload of native editorial/advertorial
- Solus promoting native editorial/advertorial feature and linking through to article
- Homepage masthead for a month
- Newsletter sponsor button
- Social media support

**Cost:** £3999 + VAT
PRINT ADVERTISING & EDITORIAL SPECS

PRINT AD SPECIFICATIONS 25
FEATURE SPONSORSHIP SPECIFICATIONS 26
ADVERTORIAL SPECIFICATIONS 27

RETURN TO CONTENTS
Magazine Artwork Specifications

**DOUBLE PAGE + BLEED**

**FULL PAGE + BLEED**

**HALF PAGE HORIZONTAL**

**HALF PAGE VERTICAL**

**QUARTER PAGE**

**Double page**: 420mm(w) x 297mm(h) Please add 3mm bleed on all full page adverts and keep all text 15mm away from the page edges.

**Full page**: 210mm(w) x 297mm(h) Please add 3mm bleed on all full page adverts and keep all text 15mm away from the page edges.

**Half page horizontal**: 180mm(w) x 128mm(h)

**Half page vertical**: 88mm(w) x 262mm(h)

**Quarter page**: 88mm(w) x 128mm(h)

**FILE FORMATS SUPPORTED:**

Adobe InDesign CC or below (please include all images and fonts)

Adobe Illustrator CC or below (please include all images and fonts)

Adobe Photoshop CC or below (please flatten all layers)

**Standard File Formats:**

A PDF file is preferred but we do accept the following file formats; TIFF, JPEG and EPS.

All files and images must be converted to CMYK otherwise colours may change when printed.

**Resolution**: 300 DPI resolution at actual size.

Supplying artwork can be either emailed or sent via a file transfer site such as WeTransfer. You can also put it onto our Dropbox account, please contact us for the details.
Feature Sponsorship Specifications

**Sponsor sandwich:** 420mm(w) x 297mm(h). Please add 3mm bleed on all full page adverts and keep all text 15mm away from the page edges.

**Center pillar:** 420mm(w) x 297mm(h). Please add 3mm bleed on all full page adverts and keep all text 15mm away from the page edges.

**Feature bookends:** 88mm(w) x 262mm(h)

**Tower bookends:** 43.75mm(w) x 262mm(h)

**Fireplace:** 205mm(w) x 128mm(h)

**FILE FORMATS SUPPORTED:**

- **Adobe InDesign CC or below** (please include all images and fonts)
- **Adobe Illustrator CC or below** (please include all images and fonts)
- **Adobe Photoshop CC or below** (please flatten all layers)

**Standard File Formats:**

A PDF file is preferred but we do accept the following file formats: TIFF, JPEG and EPS. All files and images must be converted to CMYK otherwise colours may change when printed.

**Resolution:** 300 DPI resolution at actual size.

Supplying artwork can be either emailed or sent via a file transfer site such as WeTransfer. You can also put it onto our Dropbox account, please contact us for the details.

* For fireplace and center pillar adverts, please allow for center fold break when designing artwork.
Advertorial Specifications

<table>
<thead>
<tr>
<th></th>
<th>DOUBLE PAGE</th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000 - 2,000 words</td>
<td>4-5 images</td>
<td>500 - 650 words</td>
<td>3-4 images</td>
<td>300 - 350 words</td>
</tr>
</tbody>
</table>

- Avoid hyperlinks, underline, italics, bold font – copy should be as clean as possible.
- Copy submitted should be the final version approved by all parties involved.
- Copy should be submitted as a word attachment, rather than in the main body of the email.
- Any additional notes to the editor should be made clear in this word document, rather than in the body of the email.
- Please start the article with an introductory sentence of 20-30 words, introducing who has written the piece and giving an overview of what the piece is about: e.g. Paul Jagger, partner at Farrell and Clark, offers advice on the changing dynamics of student accommodation.
- Please include all contact information you would like to be included in the article.

**IMAGES**

- Hi res jpegs are the favoured option (minimum 500kb).
- Images from websites, or embedded into word documents, are generally no good.
- Please put clear captions on images.
- If there are a number of large pictures, please send via WeTransfer or Dropbox.

**FEATURE HINTS**

Aside from good pics, there are plenty of ways to enliven a feature, making it more readable/digestible. Some suggestions:

- Box outs. Take one element of the feature, and run it as separate piece, ideally with its own image.
- Timelines. Works well if there’s a linear story to tell (eg a construction case study)
  
  Easy to read and looks great, especially over a double page spread or longer.
- Lists/bullet points/charts/graphs.

**PROOFS**

Wildfire Comms operates a two-proof policy. A PDF proof of the set article will be provided. A further proof will then be provided to clarify and approve any amendments.
DIGITAL ADVERTISING, RATE CARDS & SPECS

USE OUR WEBSITE 29
USE OUR DATABASE
   NEWSLETTER SPONSORSHIP 30
   E-SHOTS 31
LEAD GENERATION, ROUNDTABLES & WEBINARS 33
### Use our Website

**DIGITAL RATE CARD & SPECS FOR BANNERS, MARKETPLACE PROFILES ETC**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>RATE (PCM)</th>
<th>DIMENSIONS (W X H)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhanced profile in marketplace</td>
<td>£83</td>
<td>Contact the team</td>
</tr>
<tr>
<td>MPU</td>
<td>£200</td>
<td>260 x 217</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>£400</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Super leaderboard</td>
<td>£500</td>
<td>980 x 90, 980 x 100</td>
</tr>
<tr>
<td>Half page portrait</td>
<td>£500</td>
<td>300 x 600</td>
</tr>
<tr>
<td>skyscrapers (l/r)</td>
<td>£700</td>
<td>90 x 480</td>
</tr>
<tr>
<td>Reskin (Skyscrapers &amp; Super leaderboard)</td>
<td>£1000</td>
<td>See individual dimensions</td>
</tr>
</tbody>
</table>

#### SUPER LEADERBOARD

![Super Leaderboard Diagram]

#### MPU

Meaningfully connecting

Here are some examples of MPU ads. The content needs to be visually appealing and engaging.

- Meaningfully connecting
- Meaningfully connecting
- Meaningfully connecting

#### LEADERBOARD

![Leaderboard Diagram]

#### HALF PAGE

Meaningfully connecting

Here are some examples of half-page ads. The content needs to be visually appealing and engaging.

- Meaningfully connecting
- Meaningfully connecting
Use our Database

**DIGITAL RATE CARD & SPECS FOR E-SHOTS, & NEWSLETTERS ETC**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>RATE</th>
<th>DIMENSIONS (W X H)</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-newsletter sponsor button</td>
<td>£75</td>
<td>265 x 90</td>
</tr>
<tr>
<td>E-newsletter text-panel entry</td>
<td>£170</td>
<td>Contact the team</td>
</tr>
<tr>
<td>E-newsletter leader banner</td>
<td>£400</td>
<td>540 x 60</td>
</tr>
<tr>
<td>Bespoke email shots</td>
<td>£800</td>
<td>See e-shot guidelines</td>
</tr>
</tbody>
</table>

**PREMIUM NEWSLETTER SPONSORSHIP**

- Leader Banner on 3 consecutive monthly newsletters (per quarter)
- Sponsor Button on 3 consecutive monthly newsletters (per quarter)
- A text panel / news story in 3 consecutive monthly newsletters (per quarter)
- News story uploaded to our site each month over the quarter
- Social media support of news story each month for the quarter

**Total**: £1,199 + VAT (discounted from rate card)

**STANDARD NEWSLETTER SPONSORSHIP**

- Sponsor Button on 3 consecutive monthly newsletters (per quarter)
- A text panel / news story in 3 consecutive monthly newsletters (per quarter)
- News story uploaded to our site each month over the quarter
- Social media support of news story each month for the quarter

**Total**: £699 + VAT (discounted from rate card)
E-shot

E-SHOT GUIDELINES

WHAT ARE YOU AIMING TO ACHIEVE? DO YOU WANT TO...

● Drive traffic to your website?
● Build brand awareness?
● Increase sales?
● Grow your database?

It’s vital to define clear objectives and expectations from the outset.

GRAB YOUR AUDIENCE

● Use an engaging, informative and clear subject line to encourage readers to click through. Ensure that it is relatable to our audience.
● Avoid clichés or jargon which wouldn’t appeal to our readers.

CONTENT

● Keep your message concise. Don’t overload your e-shot with too much text. If your e-shot is too text heavy readers will lose interest.
● Use your image logo or other relevant images to give the reader immediate insight into what your email is about.
● Be creative – think about how you can differentiate your email to ensure it will make an impact and stand out.
● Make your content relevant to our reader base. E.g. If you are advertising a product, include how it can help our specific audience. How can it benefit the education sector? Can you include an endorsement from someone in the industry?
● Offer an incentive – also make this industry specific. E.g. Mention that you are offer a 10% discount for any education professionals, higher education institutions.
● Encourage contact, include various ways for the reader to get in touch (web, email, phone).
● Include social media icons to highlight that they can connect via social if relevant.

CALL TO ACTION

● Include a clear Call To Action in the top third of your e-shot so that it is seen in the first instance when the email is opened.
● Include further CTAs within your e-shot but ensure your main aim is the focus. Don’t confuse the reader by telling them to do too much.

TECHNICAL GUIDELINES

● If you’ve never designed an email before visit: http://bit.ly/1DPsosA
● If you have experience designing emails, please ensure it’s maximum 600px width and images are in RGB with at least 72dpi (GIFs are suitable). Remember to put important information in the first frame of animated images (some email clients only display the first frame).
E-shot submission checklist

WHEN TO SUBMIT:
Please submit your HTML ready e-shot one week before the agreed send date. This deadline will ensure that we can upload your content to our mailing system and schedule the send date in good time.

FORMAT FOR SUBMISSION:
HTML ready in a zipped file with all design complete.

WHAT DO WE MEAN BY ‘ALL DESIGN COMPLETE’
All images embedded in to the mail shot, all links checked, no text amends necessary. I.E. for all intents and purposes we can drop what you’ve supplied into our mailing system straight away and send on without any issues.

SUBJECT LINE:
To ensure that your email reaches as many of our contacts as possible, it’s imperative that you supply a subject line that is attractive and conveys a clear message. Please submit this at the same point you provide the e-shot itself.

BEST PRACTICE:
If you are unsure on how best to put together your HTML you can create a free Mailchimp account, where you can build the email with ease. MailChimp has a campaign builder (no code needed) with a Word-like interface, so it’s really user-friendly. The advantage is that it constructs the email code to a very high standard – and we won’t experience any errors when we gather the preview email campaigns from you.
Lead generation, Roundtable & Webinars

**LEAD GENERATION**

Our education lead generation solution is built bespoke and is dependent on the requirements of our vendors partners. We have the scope to utilise all digital solutions across our portfolio titles and social media.

The campaign can be launched on one or many of our leading educational sites, included in the relevant newsletters and delivered to the newsfeeds or educational professionals through highly targeted and sophisticated audience analysis on social media. All leads are prequalified and filtered through an online form which is designed to confirm the key criteria and job function.

We require that our vendor partners supply the following:

- A call to action (previously we have successfully run competitions to encourage engagement)
- Lead qualification (job titles, brand location, industry segment)
- Duration of campaign.
- Total campaign budget

The cost of running a campaign is as follows:

- **One off administration and set up fee** £350 + VAT
- **Cost per lead generated** £85 + VAT

**DIGITAL ROUNDTABLE EVENTS**

An invite only, webinar style, recorded roundtable event between our client and up to 6 subscribers that match the job title preferences you supply.

- We source participants according to your brief and arrange a date and time for the roundtable.
- Wildfire and their client decide on roundtable topic
- All participants including the supplier get a question each that’s opened up to the group for discussion. Wildfire to chair.
- Contact details of all participants shared with our client
- Recording provided to client for reference and their use
- Suitable for market research, networking and new business generation

**Cost:** £750 + VAT per sourced participant
Lead generation, Roundtable & Webinars

WEBINAR
Wildfire will host, produce, record and edit your own bespoke webinar at their offices. This will include full digital promotion to job titles that you identify and additional support through our various outlets including:

- E-shots the opt in digital subscribers of all relevant databases
- Social media support
- Option to include external links
- Full reporting
- Editorial direction and input on content creation
- Marketing creative and design
- Data capture
- 6 months hosting on our relevant sites
- Full page post event review in print magazines
- Event listing across our relevant portfolio of publication titles
- Web banners across our relevant portfolio of publication titles

Cost: £5,500 + VAT per webinar
VIDEO CREATION, PRODUCTION & EDITING

CORPORATE AND PROMOTIONAL VIDEOS 36
SOCIAL MEDIA VIDEO CREATION & MARKETING 38
Corporate Video Production

**PRODUCT REVIEW**  
Cost: £1,250 + VAT  
- Filmed at our office location  
- We will source reviewers i.e: students or customer/client  
- Will feature the Wildfire publication branding along with commercial partner branding  
- All products should be delivered to the office location  
- Video duration will be up to 3 mins  
- Promoted via the edquarter platforms and supported with social media

**PRODUCT DEMO**  
Cost: £1,750 + VAT  
- Filmed at our offices or commercial partners location  
- Commercial partner required to arrange location if not at our offices  
- Will feature Wildfire publication branding along with commercial partner branding  
- Viewers will see product in action  
- Video duration will be up to 5 mins  
- Promoted via the edquarter platforms and supported with social media

**EVENT EXHIBITION PROMO**  
Cost: £999 + VAT  
- Filmed at the event  
- Will feature commercial partners branding and products  
- Script and time will be agreed beforehand  
- Video duration will be up to 2 mins  
- Promoted via the edquarter platforms and supported with social media

**TALKING HEADS VIDEO**  
Cost: £999 + VAT + site visit travel costs  
- Filmed at our offices or commercial partners location (travel cost to be factored in for site visits)  
- Script, time and general style to be agreed beforehand  
- Video duration will be up to 2 mins  
- Promoted via the edquarter platforms and supported with social media
Corporate Video Production

### INITIAL BRIEFING
Chat over phone or email to define the needs of the project

### PROPOSAL
We will put together a full proposal for the project. Including outlines, needs and accurate costings. This can be supplied by post or email

### APPROVAL
Once you’re 100% happy with our proposal we’ll book you in and work your project into our internal timetable.

### PRE-PRODUCTION
We’ll agree a full schedule, finalise the script, scope out locations and generally discuss the style and how your final project will look.

### PRODUCTION
Our onsite film crew and editor will be with you and your team and working with you on your project

### POST PRODUCTION
Our in house team will take all footage from production and begin to produce the project to its final standard. At this point you will see a final preview of the film.

### SIGN OFF
Final tweaks and amends, it’s then formatted and ready to use. The product will then be supplied to you.

### REVIEW
We take the time to take a step back and evaluate your project from start to finish. Was it successful? Where could improvements be made? Did it answer the original brief?

For our examples of our work please click the following links:

- [http://edtechnology.co.uk/Article/canvas-discusses-the-future-of-education-technology-at-bett](http://edtechnology.co.uk/Article/canvas-discusses-the-future-of-education-technology-at-bett)
- [https://www.youtube.com/watch?v=ai5Wpgfc5js](https://www.youtube.com/watch?v=ai5Wpgfc5js)
- [https://youtu.be/RLbks9f7cSQ](https://youtu.be/RLbks9f7cSQ)
Social Media Video Creation & Marketing Support

SPECIALISTS IN TELLING YOUR STORY AND GETTING IT HEARD ON SOCIAL MEDIA
Our award winning videos connect you directly with your audience. Content is king in video marketing - we are experts in optimising and marketing video content with audiences at the forefront of our minds.

STATS AND VIDEO EFFECTIVENESS
Video is now the best way to advertise and market to your audience.

● 4x as many consumers would prefer to watch a video about a product than to read about it.
● Cisco projects that global internet traffic from videos will make up 80% of all internet traffic by 2019

UB SOCIAL MEDIA STATS

<table>
<thead>
<tr>
<th>Twitter Followers</th>
<th>4,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweet Impressions</td>
<td>107k p/m</td>
</tr>
<tr>
<td>Videos on UB Site</td>
<td>20k unique visits</td>
</tr>
</tbody>
</table>

OUR LAST TWO SOCIAL MEDIA VIDEOS REACHED 1.3 million PEOPLE
Social Media Video Creation & Marketing Support

SOCIAL MEDIA PLATFORMS

These are some of the most popular sites that we work on. These numbers are still growing - The era of social media is just beginning...

Social Media Platforms
- Facebook: 32 million users in the UK, 1.65 billion worldwide
- Twitter: 314 million UK, 500 million worldwide
- LinkedIn: 19 million UK, 467 million worldwide
- Instagram: 20 million UK, 1.3 billion worldwide

We design and optimise video content that speaks to and engages your audience. Using organic, paid, and seeding we enable reach and views. Our arresting video content with copy and photography places your brand in the conversation and at the forefront of audience’s minds.

REACH AND ENGAGEMENT

Our videos have reached millions of people online. Working with diverse brands and needs such as Inked Media, iTunes and Save the Children we concentrate on great videos and their impact.

When marketing your product or service remember:

- Video viewers and customers are 64% more likely to buy than non-viewers
- 70% of B2B buyers and researchers watch videos throughout their path to purchase
CONTACT US

CONTACT US
OUR OTHER TITLES
Our Other Titles

EDUCATION TECHNOLOGY
edtechnology.co.uk

INDEPENDENT EDUCATION TODAY
ie-today.co.uk

INDEPENDENT SCHOOL SPORT
ie-today.co.uk/iSS-Magazine

BUILDING EDUCATION
b4ed.com

ACADEMY TODAY
academytoday.co.uk