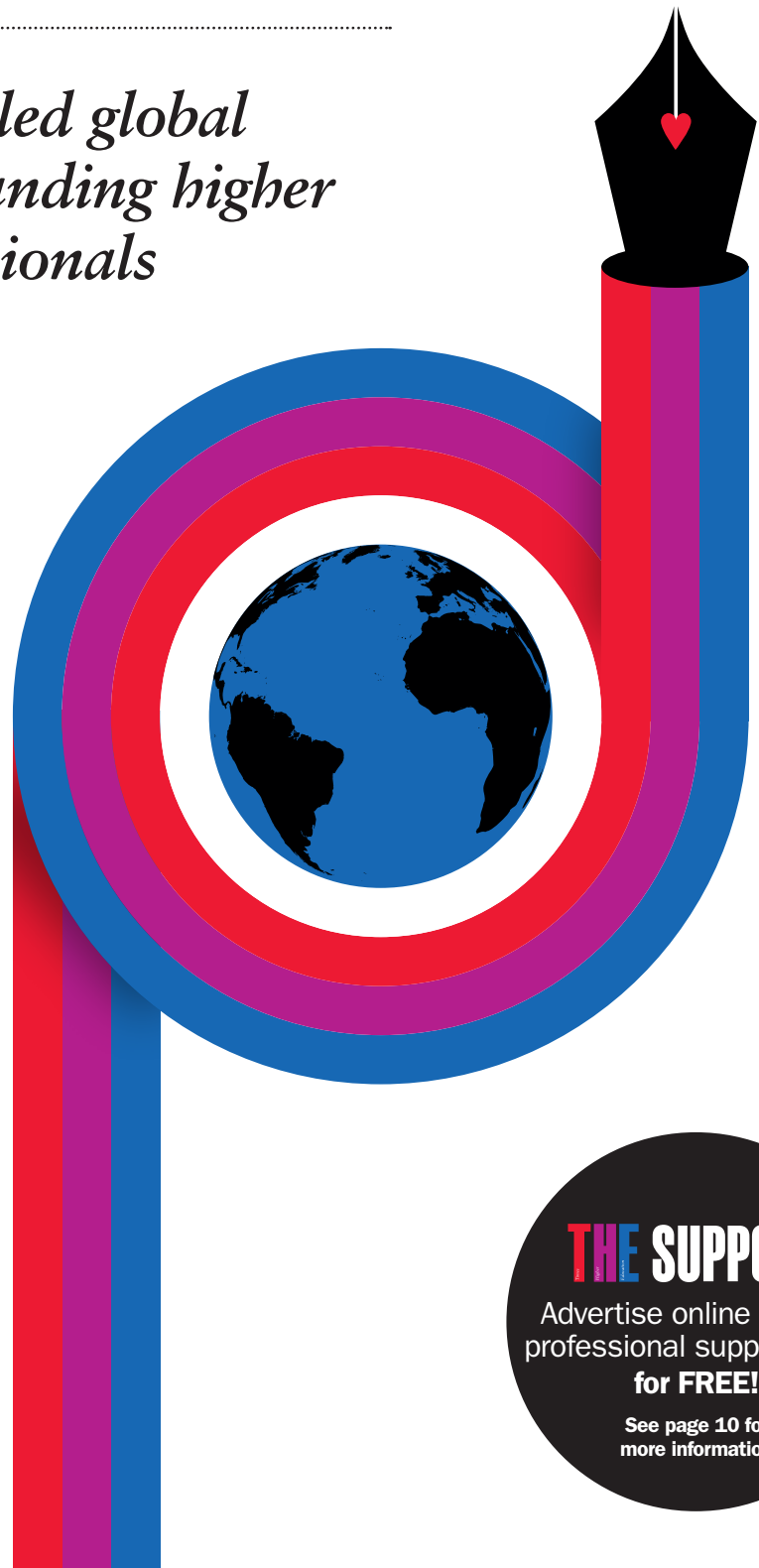


RECRUITMENT & EXECUTIVE FOCUS ADVERTISING RATES

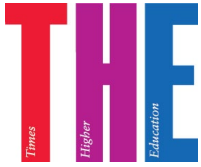
*Reach an unrivalled global
network of outstanding higher
education professionals*



THE SUPPORT

Advertise online all your
professional support roles
for FREE!

See page 10 for
more information



THE has been at the heart of the UK's higher education sector for over 40 years. During this time it has built a solid reputation as one of the most authoritative and trusted sources of information for the higher education sector.

We are uniquely placed to connect you with the best candidates

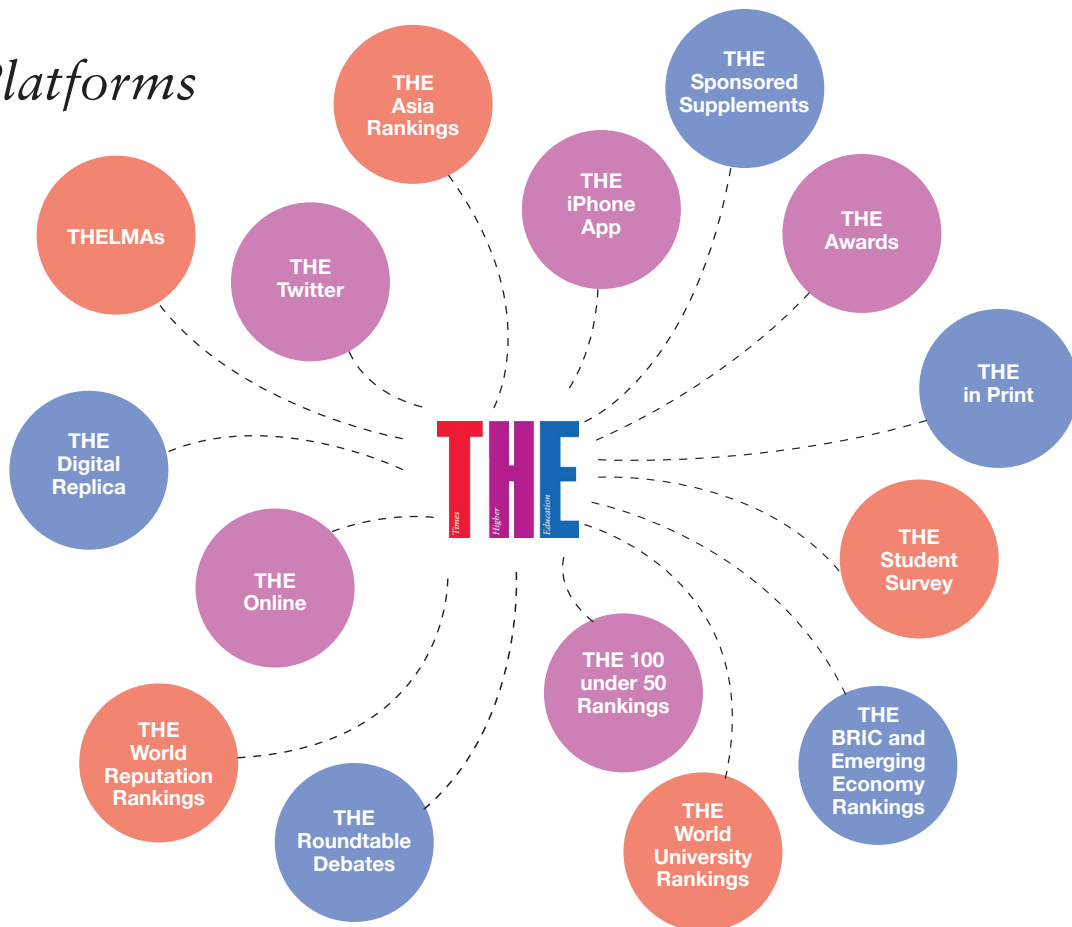
THE is so much more than a jobs board. Every hour of every day we engage with a global network of talented higher education professionals across online, print and mobile.

- The trusted source of higher education news and insight
- The founder of prestigious awards celebrating excellence in higher education
- The place to go for career planning, networking and job seeking
- The authoritative voice on global university rankings

Our recruitment experts have the knowledge and reach to connect you with your target audience and to attract quality candidates. We will support you every step of the way, helping you choose the right recruitment package for you and ensuring that your campaign showcases the best of your institution.

Our commitment to you is to help you find and attract exceptional candidates, every time. That's why every day universities trust THE to help them recruit the best.

THE Platforms



*Powerful reasons
to advertise your
vacancies*

An average of
**95,000¹ print
readers** worldwide

THE website
has over **2 million
unique visitors²**
a month

THE website
has **10 million
page views²**
a month

We engage with
HE professionals
from over
**200 countries
worldwide²**

THE has over
140,000³
social media
followers

THE ensures your
vacancy reaches the
**widest audience
of jobseekers**

**82,521
downloads⁴** of the
WUR mobile app

An average
**multi-platform
audience of
381,000**
each week

Over **7,000 job
seekers⁵** receive
weekly
THE job alerts

1 Fusion Communications THE reader survey 2010, based on an average of 4 readers per copy

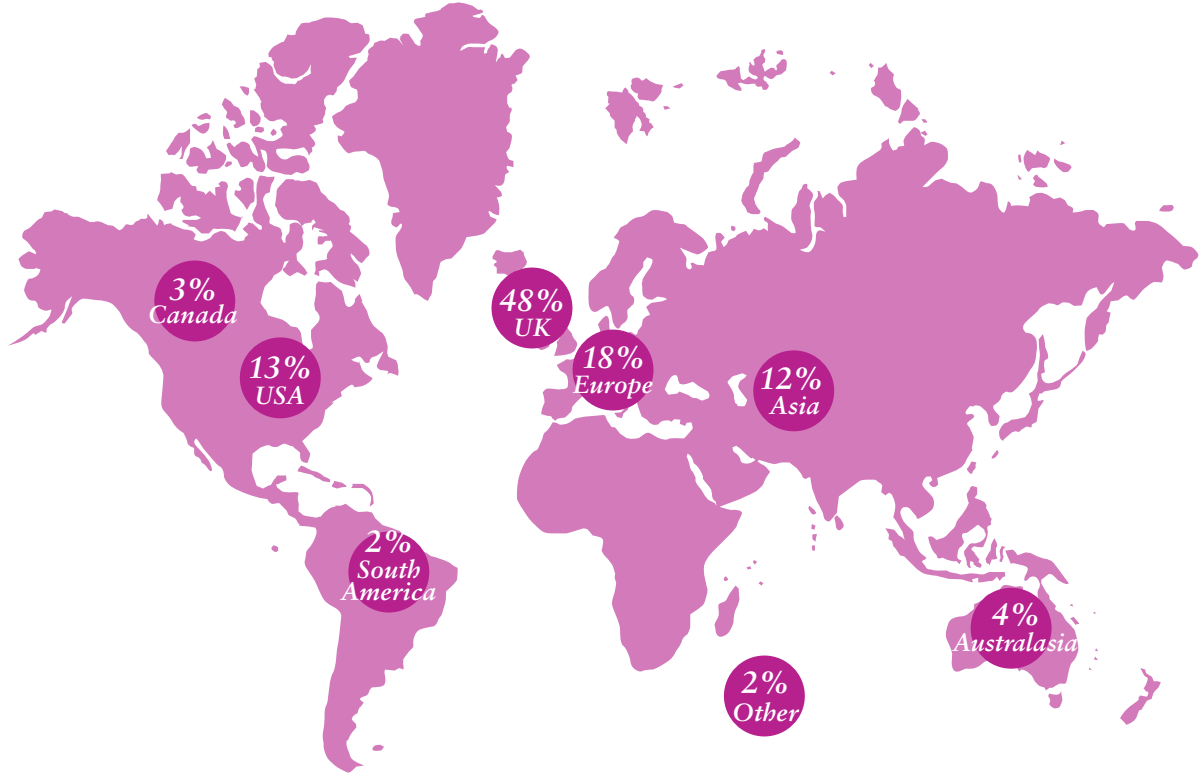
2 Adobe Analytics, October 2013 (Includes traffic to WUR section)

3 Twitter, Facebook, Bebo, LinkedIn, August 2014

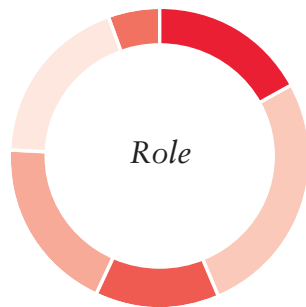
4 Apple iTunes Connect, June 2014

5 THE internal data January 2012





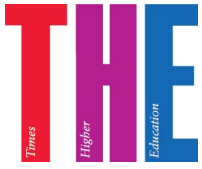
YouGov Survey Dec 2010



- 19% Lecturers and researchers
- 32% Senior lecturers, Readers, Professors and Chairs
- 28% Support Staff
- 21% Senior Management

THE internal data 2013





Reach the widest possible audience of higher education job seekers

PRINT

Every week, THE magazine delivers in-depth news, analysis and opinion to an information-hungry audience. From policy issues to worldwide intellectual developments, our specialist staff of reporters and academic contributors offer a wealth of knowledge and understanding.

There is no better place to reach and engage with a global audience of dedicated Higher Education professionals. Our loyal subscriber base also enjoy instant access to the current THE iPad App and THE Digital Print Replica so they can read every issue on the move.



ONLINE

Our website is firmly established as one of the world's leading destinations for the Higher Education community.

Our weekly editor's e-newsletter is sent to thousands of opted-in recipients every Thursday, allowing timely access to our audience.

We have a dedicated global readership eager to discuss our news, comment, analysis and book reviews, and to search for their next job opportunity.

In addition online advertorials and webinars are a great way to present to a large audience.

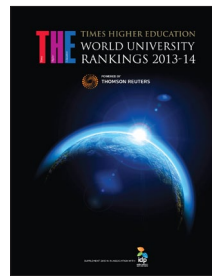
You can target our online audience through run-of-site banner advertising or feature your MPU or leaderboard to a highly-targeted audience.



THE WORLD UNIVERSITY RANKINGS

The Times Higher Education World University Rankings are the only global university performance tables to judge world class universities across all of their core missions - teaching, research, knowledge transfer and international outlook.

The top universities rankings employ 13 carefully calibrated performance indicators to provide the most comprehensive and balanced comparisons available, which are trusted by students, academics, university leaders, industry and governments.

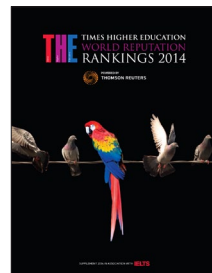


WORLD REPUTATION RANKINGS

The Times Higher Education World Reputation Rankings employ the world's largest invitation-only academic opinion survey to provide the definitive list of the top 100 most powerful global university brands.

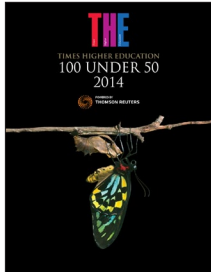
the reputation league table is based on nothing more than subjective judgement - but it is the considered expert judgement of senior, published academics - the people best placed to know the most about excellence in our universities.

A spin-off of the annual Times Higher Education World University Rankings,





Reach the widest possible audience of higher education job seekers



100 UNDER 50

A ranking of the top 100 universities under 50 years old. It provides a glimpse into the future, showcasing not those institutions with centuries of history, but the rising stars which show great potential. The table employs the same 13 separate

indicators as the World University Rankings, but the 100 Under 50 methodology has been carefully re-calibrated to reflect the special characteristics of younger universities, giving less weight to subjective indicators of academic reputation.



BRICS AND EMERGING ECONOMIES RANKINGS

The Times Higher Education BRICS & Emerging Economies Rankings includes only institutions in countries classified as 'emerging economies' by FTSE, including the 'BRICS' nations of Brazil, Russia, India, China and South Africa.

The top universities ranking uses the same methodology as the World University Rankings, covering all core missions of a world-class university - teaching, research, knowledge transfer and international outlook – using 13 carefully calibrated performance indicators.



ASIA UNIVERSITY RANKINGS

The Times Higher Education Asia University Rankings 2014 are based on the same criteria as the World University Rankings. We judge world class universities across all of their core missions - teaching, research, knowledge transfer and international outlook.

The top universities rankings employ 13 carefully calibrated performance indicators to provide the most comprehensive and balanced comparisons available, which are trusted by students, academics, university leaders, industry and governments.

THE AWARDS

The Times Higher Education Awards are a highlight of the academic calendar. With 18 categories covering the full range of university activity, these awards showcase the

pioneering spirit, adaptability and sheer quality of the sector.



THE LEADERSHIP & MANAGEMENT AWARDS

The Times Higher Education Leadership and Management Awards celebrate the sector's leadership, management, financial and business skills.

With categories covering everything from International Strategy to HR, the awards showcase extraordinary innovation, teamwork and commercial acumen.

THE RECRUITMENT

Reach the widest possible audience of higher education job seekers

Every week, THE in print and online delivers in-depth news, analysis and opinion to an information-hungry readership. From policy issues to worldwide intellectual developments, our specialist staff of reporters and academic contributors offer a wealth of knowledge and understanding.

With a global readership of higher education decision makers and academics, you can be sure of reaching a highly targeted audience. Our cross platform advertising solutions allow us to put together the perfect bespoke package tailored to suit your recruitment needs, whatever your budget.



THE EXECUTIVE FOCUS

for your most prestigious roles

THE Executive Focus is the high-profile recruitment section specifically for your institution's most prestigious roles such as Vice Chancellors, Pro Vice Chancellors, Principals, Directors, Registrars, Deans and Heads of Departments.

Placed strategically in the first half of the magazine, THE Executive Focus offers a unique opportunity to put your executive vacancies in the spotlight and in front of a global audience of the most senior and experienced candidates. An undisputed market leader; THE Executive Focus provides the perfect platform to showcase your university to some of the most influential individuals in the higher education world, in the sector's most prestigious and respected publication.



THE APPOINTMENTS

for your professional higher education roles

THE is the best way to reach higher education professionals to ensure your vacancy attracts the best candidates.

Print packages

There is no better place to reach and engage with a global audience of dedicated Higher Education professionals. Our loyal subscriber base also enjoy instant access to the current THE iPad App and THE Digital Print Replica so they can read every issue on the move.

Online packages

Our website www.timeshighereducation.co.uk is firmly established as one of the world's leading destinations for the Higher Education community.



THE ONLINE PACKAGES

Gold: All product features included



Logo on jobs homepage

- Your logo appears on the jobs homepage in the Featured Employers section so it's seen by all THE jobseekers!



Gold at top of listing

- Your advert is listed at the top of the search results – seen first by jobseekers
- Your advert is branded with your logo in the advert and on the search results
- Information about the vacancy and institution appears in the search results



Enhanced job details page

- Branded advert with bespoke header, footer and background
- Full information included within the advert e.g. job title, salary, location, contract type, contract term, closing date, anticipated interview date, job ref, enquiries and application information
- Option to add extra information about the employer

THE ONLINE PACKAGES

Silver: appears above bronze

Bronze

example only

← page 1 of search results

page 4 onwards (bronze)



Logo on jobs homepage

- Your advert is listed lower in the search results but above the Bronze ads
- Your advert is branded with your logo in the advert and on the search results
- Information about the vacancy and institution in search results



Job details page

- Information included within the advert e.g. job title, salary, location, contract type, contract term, closing date, anticipated interview date, job ref, enquiries and application information
- Option to add extra information about the employer



Search results page

- Your advert is listed lower in the search results
- Information included about the vacancy and institution
- Branded with logo in the advert and on the search results

Boost your campaign with our premium solution

Take advantage of the new Featured Jobs button on the THE homepage

The Featured Job enables your advert to:

- Appear in the premium position on the THE homepage and alongside our highly regarded editorial content
- Promote your role to the THE online audience
- Promote your brand and vacancies directly to THE site users as well as job seekers
- A Gold advert, in combination with a Featured Job, has **5x more job description views than a Bronze ad** and **3x more job description views than a Silver ad**



THE SUPPORT

FREE Advertising for your support roles

The Higher Education Statistics Agency (HESA) is the official agency for the collection, analysis and dissemination of quantitative information about higher education.

Recent research at HESA has revealed that a typical university in the UK employs around 900 support staff at any one time*. With an estimated staff turnover of 10 per cent, that's 90 support staff vacancies alone that your HR team source each year, potentially costing your institution thousands, when in fact, it doesn't need to.

THE SUPPORT enables you to advertise all your support roles online for FREE

Roles you can advertise online for free include:

- Librarians
- Communications Officers
- Careers Consultants
- Quality Managers
- Facilities Managers
- International Officers
- Accommodation Officers
- Student Recruitment Managers
- Enterprise Co-ordinators
- Development Managers
- Finance Managers
- Alumni Officers
- Procurement Officers

1

Identify your support vacancy

2

Email the vacancy to us at support@timeshighereducation.co.uk

3

View your FREE vacancy online

THE SUPPORT
has helped a number
of leading universities save
££££s already
Find out how much we could save you!

Simply email your support roles to support@timeshighereducation.co.uk
Or to find out more call **020 3194 3399** or visit www.timeshighereducation.co.uk/support

* Excludes senior management, heads of department, leaders, lecturers, fellowships, tutors, researchers, academic support and salaries of £45,000 per annum and above. Offer open to UK-based Support roles only.

THE ADVERTISING RATES



= print



= online

Product	Type	Tell me more	Price
Appointments		<ul style="list-style-type: none"> For greater prominence and impact, helping raise brand awareness Allows access to the THE print and online audience. 	£60 per single column centimetre + online listing
Appointments - Front page		<ul style="list-style-type: none"> Full colour premium positions on the front page of the appointments section Gives a higher than average viewing and response rate 	£7,700 for a 20x6 + online package
Executive Focus		<ul style="list-style-type: none"> Strategically placed in the first half of the magazine Global audience of the most senior and experienced candidates Excellent vehicle for high-profile, senior posts such as Chancellors, Directors, Deans and Heads of Department 	<ul style="list-style-type: none"> Front page (20 x 6 columns) + £9,300 Gold online package Full page (28 x 6 columns) + £10,800 Gold online package Half page (14 x 6 columns) + £5,850 Gold online package
Online Upgrade		<ul style="list-style-type: none"> Increase your online exposure by upgrading your listing Silver and Gold both appear before Bronze listings Silver has double the Job Description views compared to Bronze Gold has 3 times more Job Description views compared to Silver and 5 times more Job Description views compared to Bronze 	<ul style="list-style-type: none"> Increase your online exposure by upgrading your Bronze listing to Silver: £400 Increase your online exposure by upgrading your Bronze listing to Gold: £550 Increase your online exposure by upgrading your Silver listing to Gold: £150
Bronze Package		<ul style="list-style-type: none"> The most basic of our online packages Gives access to the THE online audience 	£600
Silver Online Package		<ul style="list-style-type: none"> Appears above the Bronze packages in the search lists giving twice the exposure Allows you to add additional information about your vacancy Option to add application form and the Featured Job premium product ensuring greater prominence and better page positioning 	£1,000
Gold Online Package		<ul style="list-style-type: none"> Appears first in the search listings above the Silver and Bronze packages Gold has 3 times more Job Description views compared to Silver and 5 times more Job Description views compared to Bronze Allows you to brand the role by adding a logo and additional information about your vacancy Option to add application form and the new Featured Job premium product ensuring greater prominence and better page positioning 	£1,150
Featured Job		<ul style="list-style-type: none"> This enhanced online product offers high impact branding and exposure Discounts for additional weeks coverage are available on request 	£550 + online package
Banner Advertising		<ul style="list-style-type: none"> High impact branding and exposure across the jobs section of the site 	£1,000 per month
Tweeted Jobs		<ul style="list-style-type: none"> Roles tweeted via the THE Jobs twitter account 	Price on request
Multiple vacancies / Composites / Upgrades		<ul style="list-style-type: none"> Option to place online before the print advertisement is published Not available for online only packages 	<ul style="list-style-type: none"> Print element + Bronze: £600 + £350 per vacancy for up to 10 vacancies, +£150 per vacancy from 11-99 vacancies. Print element + Silver: £1000 + £400 per role thereafter Print element + Gold: £1,150 + £550 per role thereafter

THE TECHNICAL SPECIFICATIONS

Key Information

Magazine publication day
Weekly, every Thursday.

Booking deadline
11am Friday the week before publication date for ads to be set and styled by THE

PDF copy deadline
10am Tuesday the week of publication for ads supplied as high-res PDF. Please note that we no longer accept Quickcut

Cancellations
Cancellations via email by Monday 12 noon for adverts due to be published the Thursday of that week

Online Package Specifications

Header & Footer
575 pixels wide x 175 pixels high

Logo
150 pixels wide x 75 pixels high

Background
570 pixels wide x any (600 H)

Gallery Image
280 pixels wide x 182 pixels high (1 image only)

Awards
110 pixels wide x 70 pixels high

Print Specifications

Type area
Front page of Appointments section 200mm x 6 columns

Other pages 280mm x 6 columns

Column widths
1 column 32.8mm
2 columns 68.6mm
3 columns 104.5mm
4 columns 140.3mm
5 columns 176mm
6 columns 212mm

Colour
CMYK only.
No RGB.
No Pantone

General information
PDF files must be press optimised, max Acrobat 5, PDF version 1.4, min Acrobat 3, PDF version 1.2
Single advert per PDF file
All copy to be supplied as size booked
Max process ink weight 310%
Screen ruling 150 lpi
Image resolution 300 dpi





*the platform to reach the
widest audience of higher
education professionals*



CONTACT

**For all advertising enquiries please call 020 3194 3399
or email recruitment@timeshighereducation.co.uk**

Sophia Fredrickson
Key Account Manager
T: +44 (0)7825 122668
E: sophia.fredrickson@tesglobal.com