

MEDIA PACK

Audience demographics, products and specifications



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At a time when all research-intensive universities are striving to be “world class”, with overlapping missions and priorities, the market can start to look homogeneous, making it harder than ever for students and academics to make informed decisions. Points of differentiation matter hugely in a globalised higher education system. State yours with *Times Higher Education*.

THE BRANDING SOLUTIONS

32.7 MILLION

annual visits to our site¹

380,000

weekly *THE* readers, online and in print³



Visitors from
MORE THAN 200

countries and territories²

CTR average of

12.65%

for profiles on *THE*'s rankings website³



67% Foreign students are aware of the *Times Higher Education* World University Rankings⁴

49% Foreign students used *THE*'s rankings to choose their study destination – more than any other ranking system⁴

33% Foreign students named “international ranking of the institution” as an important factor in choosing where to study⁴



PROFESSIONAL
AUDIENCE
BY ROLE⁵

31% Junior academics

22% Senior academics

18% Temporary staff/others

13% Professional staff

11% Support staff

5% Senior leaders

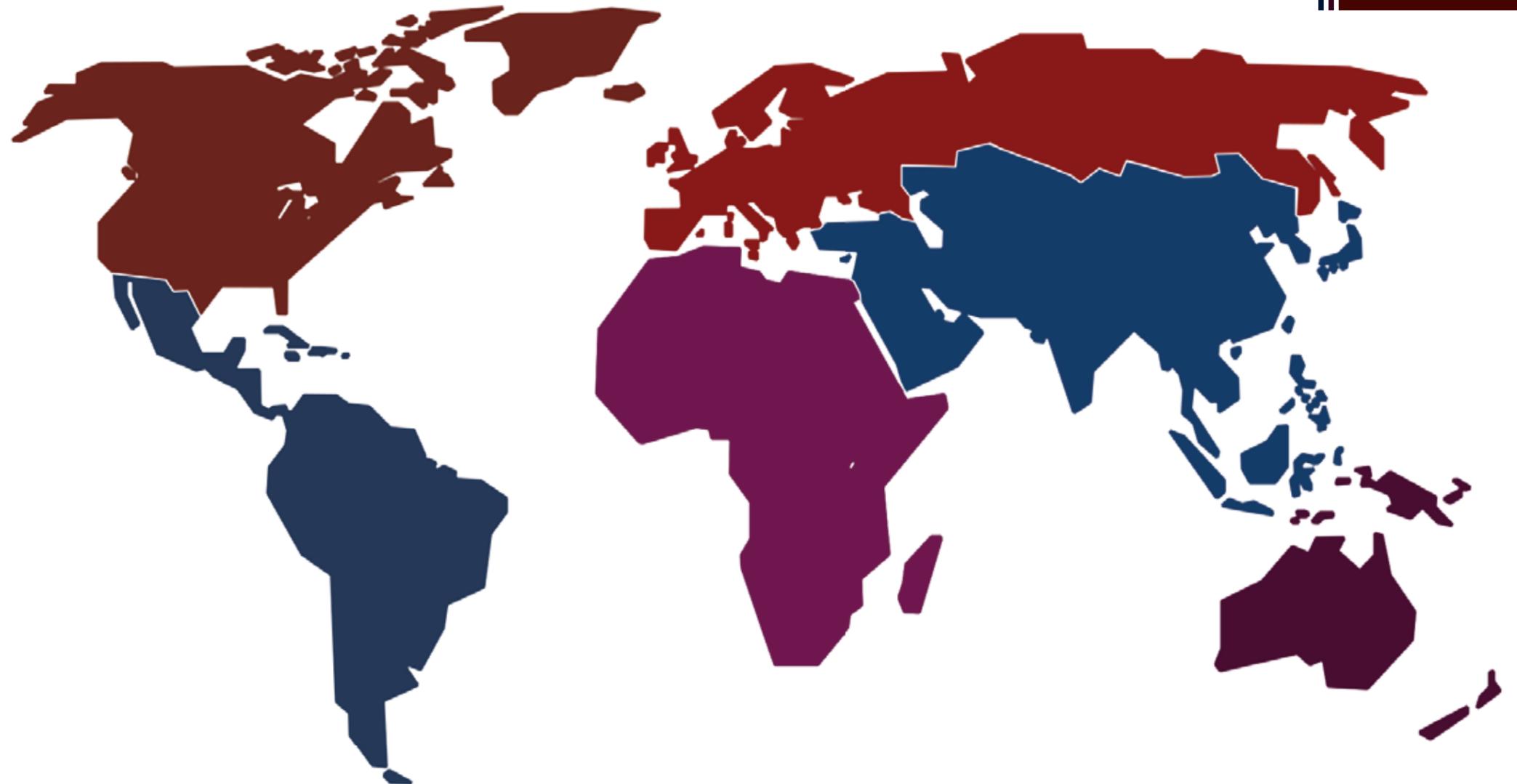
1. Source: Looker Analytics. 2. Source: Adobe site catalyst (Omniture), October 2013–March 2014. 3. Source: Looker Analytics for silver and gold-tier profiles. 4. Source: survey by international student recruitment agency IDP of internationally mobile students placed or due to be placed on courses by IDP. Survey carried out in two phases during 2012. 5 Source: *Times Higher Education* survey with YouGov, December 2012.

An extensive, influential and diverse audience of international students, academics, researchers and university leaders from around the globe.

DEMOGRAPHICS

A growing global audience

As a leading publisher in higher education for almost 50 years, and author of one of the world's most renowned and respected rankings systems, *Times Higher Education* is in the unique position of commanding an expansive academic and student audience from around the world. Approximately 75 per cent of *THE*'s rankings audience is students, and *THE*'s professional section is almost exclusively made up of academics, researchers and university leaders. Below is a geographical breakdown of our professional and student audience segments.



		ACADEMIC	STUDENT
NORTH AMERICA		42%	44.2%
		UNIQUES	% TRAFFIC
1	USA	6,082,015	87%
2	Canada	934,221	13%

		ACADEMIC	STUDENT
LATIN AMERICA		2.8%	3.3%
		UNIQUES	% TRAFFIC
1	Brazil	259,126	33%
2	Mexico	130,829	16%
3	Colombia	89,419	11%
4	Chile	67,291	8%
5	Peru	41,650	5%

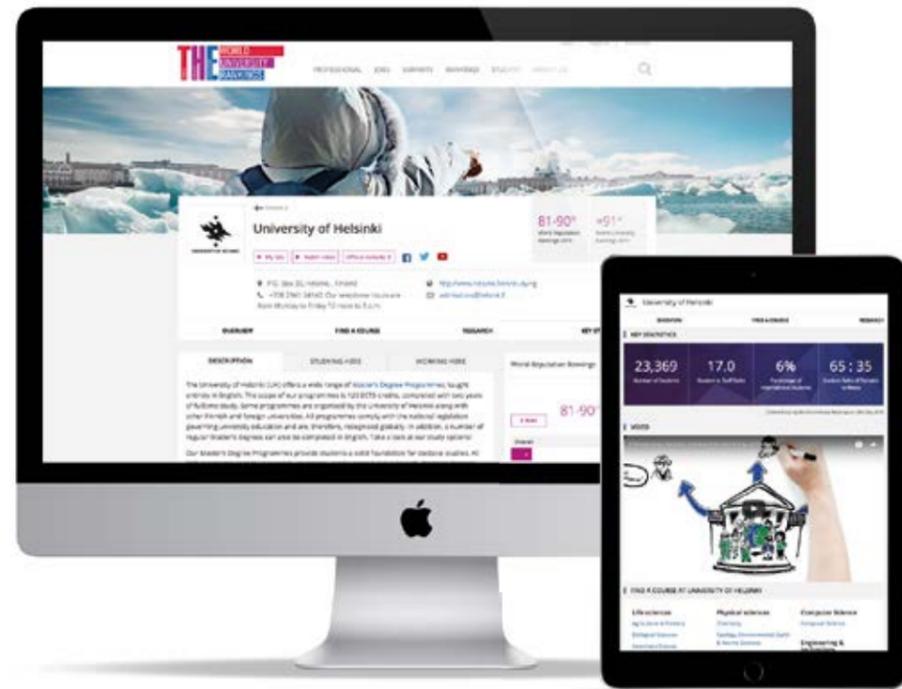
		ACADEMIC	STUDENT
OCEANIA		7.5%	5.1%
		UNIQUES	% TRAFFIC
1	Australia	973,161	87%
2	New Zealand	128,276	12%

		ACADEMIC	STUDENT
AFRICA		2.8%	3.2%
		UNIQUES	% TRAFFIC
1	South Africa	193,090	23%
2	Nigeria	133,632	16%
3	Egypt	117,973	14%
4	Kenya	60,384	7%
5	Ghana	44,005	5%

		ACADEMIC	STUDENT
EUROPE		33.1%	25.7%
		UNIQUES	% TRAFFIC
1	UK	3,827,291	52%
2	Germany	597,274	8%
3	Turkey	335,349	5%
4	France	327,560	4%
5	Netherlands	284,145	4%

		ACADEMIC	STUDENT
ASIA		11.8%	18.4%
		UNIQUES	% TRAFFIC
1	India	1,280,793	21%
2	China	456,392	7%
3	Japan	432,379	7%
4	Singapore	388,425	6%
5	Malaysia	379,172	6%
6	Hong Kong	341,979	6%

Source: Looker Analytics, August 2016 to August 2017.



How are you presenting your university on *THE*?

University profiles on *THE*'s website receive millions of hits each year.

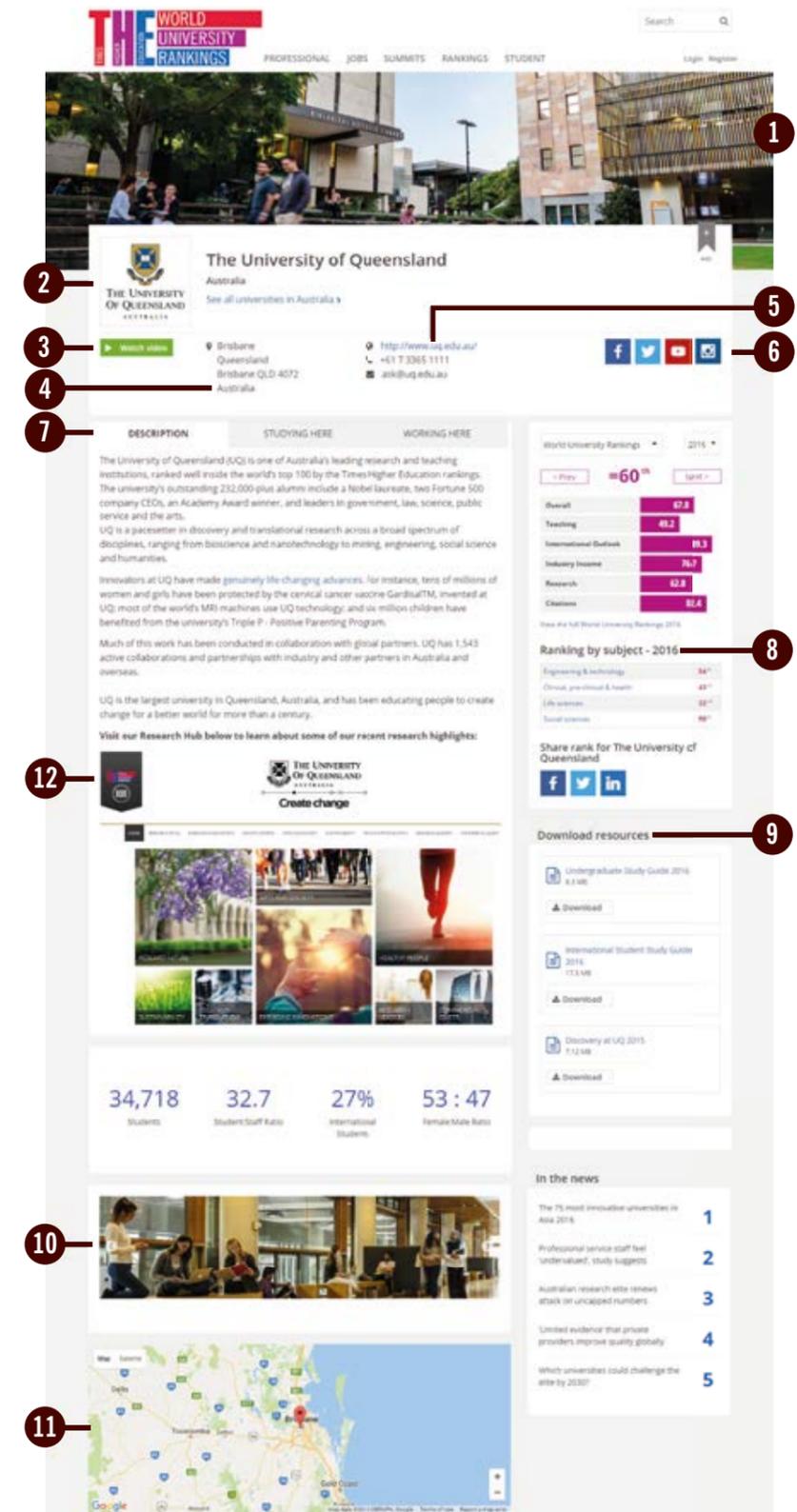
Your profile in *THE*'s rankings universe is the first point of contact for our extensive **(28 million+)** audience of students, academics and university leaders, and it's the face of your institution on *THE*.

An enhanced profile allows you to upload customised content, including logo, imagery, videos, downloads, web links, social media links, a bespoke description and more, allowing you to engage with your audience, convert enquiries and promote your brand.

KEY FEATURES

- Showcase your institution's unique attributes, performance and key statistics to a global audience of international students, academics and higher education stakeholders
- Engage with the extensive audience of international and domestic students visiting your profile, present them with the information they need and convert interest into applications
- Demonstrate your institution's key strengths to other global university leaders who may be interested in partnering with you in research collaborations, student exchange programmes or other strategic partnerships
- Present what your institution has to offer to a wide audience of passive academic job seekers.

1. Mobile responsive header.
2. Logo.
3. Institutional promotional video.
4. Address.
5. Contact information and link to university website.
6. Link to own social platforms.
7. Three content tabs to speak to our audience of higher education stakeholders. Tailor your content.
8. Performance showcase box to highlight all world-class attributes, with "share".
9. Customisable downloads box for university prospectus, course literature and other promotional material.
10. Gallery images.
11. Location map.
12. Link to customised university hub showcasing your academic and research achievements (available as an addition to your university profile).



Feature comparison

	BASIC	BRONZE	SILVER	GOLD
Entry in our directory	✓	✓	✓	✓
Location map	✓	✓	✓	✓
Address	✓	✓	✓	✓
Share this <i>THE</i> profile	✓	✓	✓	✓
Logo	✗	✓	✓	✓
Bespoke hero image	✗	✓	✓	✓
Link to university website	✗	✓	✓	✓
Short description (plain text – 350 words)	✗	✓	✓	✓
Extended description (html – 1,000 words)	✗	✗	✓	✓
Course entry requirements	✓	✓	✓	✓
Accommodation details	✓	✓	✓	✓
Fees	✓	✓	✓	✓
Course details	✗	✓	✓	✓
Course details with “Apply” button	✗	POA	✓	✓
Bespoke content environments	✗	✗	✗	✓
Prospectus download	✗	1	2	5
Video	✗	YouTube only	All platforms	All platforms
Photo gallery	✗	✗	3	6
Link to own social platforms	✗	✗	✓	✓
Surrounding banner deactivated	✗	✗	✓	✓
Optimised in-platform search (3 keywords)	✗	✗	✗	✓
Promoted position in search results	✗	✗	✗	✓
Online banner promotion of your profile	✗	✗	x2 traffic than basic	x3 traffic than basic
FORTHCOMING				
Profile Management Platform (“CMS”)	✗	✓	✓	✓
Ask a question about this university	✗	✗	✓	✓

RETURN ON INVESTMENT

Universities with silver- and gold-tier profiles generate six times more traffic than basic profiles.

ON AVERAGE, GOLD PROFILES RECEIVE:

149.97% MORE REFERRAL CLICKS	26.41% MORE REFERRAL CLICKS	Basic profiles do not include any web links to divert traffic
186.36% MORE RESOURCE DOWNLOADS	52.78% MORE RESOURCE DOWNLOADS	Basic profiles do not include any resources available to download
180.63% MORE VIDEO PLAYS	131.78% MORE VIDEO PLAYS	Basic profiles do not include a video
...than bronze-tier enhanced profiles	...than silver-tier enhanced profiles	

Silver- and gold-tier profiles, on average, attract **15,000 page views** over 12-months. If you convert only one student from this audience, you’ve immediately offset the cost of an enhanced profile, not to mention the other profound benefits of having a profile. That’s less than 0.01 per cent of the average audience size.

Engage effectively with a global audience of 28 million unique annual visitors comprising students, academics, researchers and university leaders.

DIGITAL ADVERTISING



Engage directly with *THE*'s email subscribers

BESPOKE ELECTRONIC DIRECT MAIL

THE's newest offering, electronic direct mail (eDM), allows you to deliver an email campaign directly to our growing database of **40,000 subscribers**, consisting primarily of a professional audience (academics, researchers and university leaders).

The content will be unique to your institution, making it an incredibly effective way to engage with our audience.

To ensure exclusivity, only one bespoke eDM is carried out every four weeks, meaning availability is limited.

You can supply us with your own content or our editorial team can help to compile content for you.

THE EMAIL NEWSLETTER

The opportunity also exists to promote your campaign via the weekly *THE* email newsletter.

OPTIONS INCLUDE:

- Wallpaper banner
- Leaderboard banner
- Footer banner
- Sponsored native content advertisement

Talk to our branding consultants about pricing and combining multiple banners into one package (including email sponsorship).



The bespoke eDM went very well and we had a great surge of traffic, with *THE* being the top traffic source to our website.

University of New South Wales, marketing



Welcome Agata Rokitnicka

UNSW Sydney is on a multibillion dollar mission to build one of the highest impact, most ambitious and globally connected universities on the planet and we're looking for the world's best minds to join us.

We're making an unprecedented investment to recruit nearly a thousand exceptional Fellows and PhD scholars linked to an exciting new academic career model built on mentorship, flexibility and opportunities for leadership development.

If you want to be a part of a global top 50 university and you believe you are at the top of your field, we want to hear from you.

[Register your interest](#)

[Register your interest now](#) for the 2017 application round.

Warm regards,

UNSW Scientia Team

Stay up to date with the latest UNSW research news



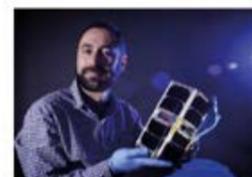
UNSW ranked in world's top ten Golden Age' unis



Championing the ethical dimension of international relations



Sandy the dingo wins world's most interesting genome competition



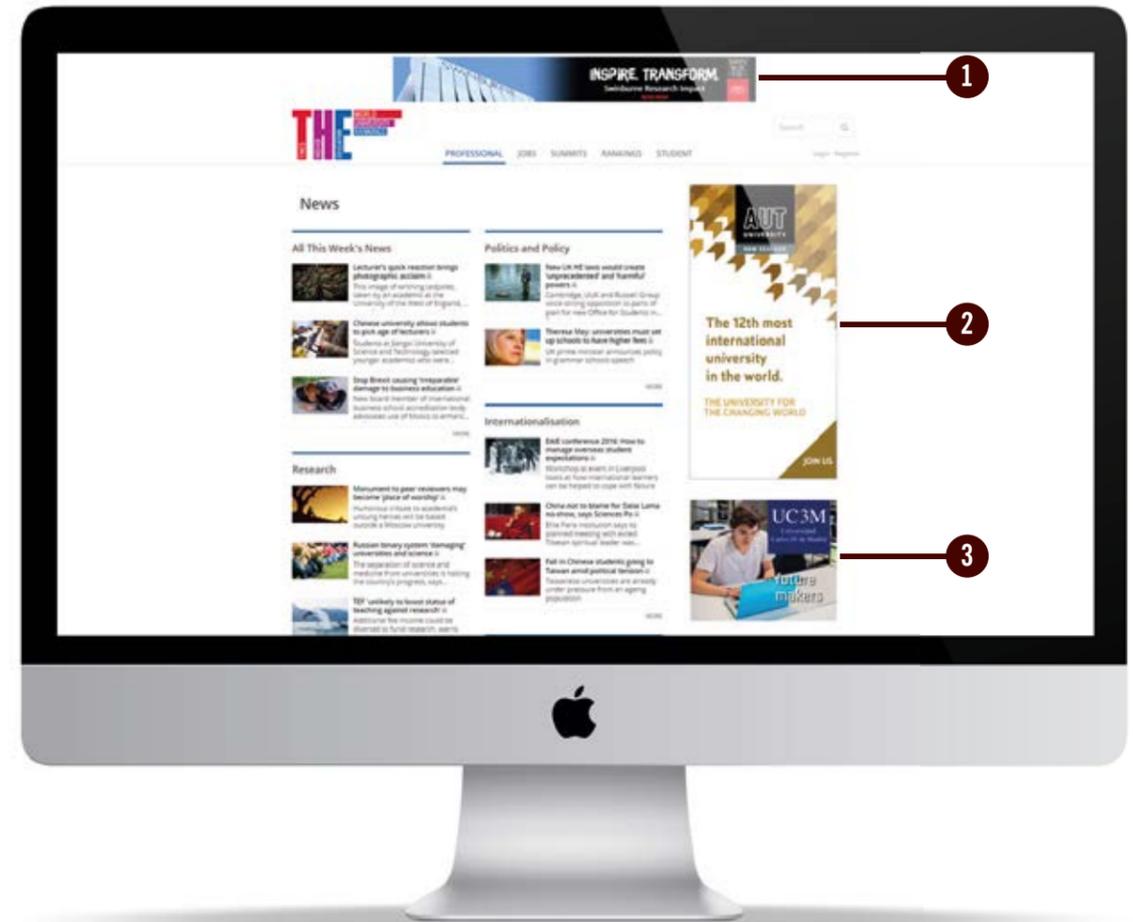
UNSW satellites blast off to explore the thermosphere



UNSW CRICOS Provider Code 00096G, ABN 57 155 873 179

[To manage your email preferences, please click here](#)

Build awareness and visibility around your brand



1. LEADERBOARD

Dimensions: 728 pixel width by 90 pixel height.
Targeting options: country, city, content section.

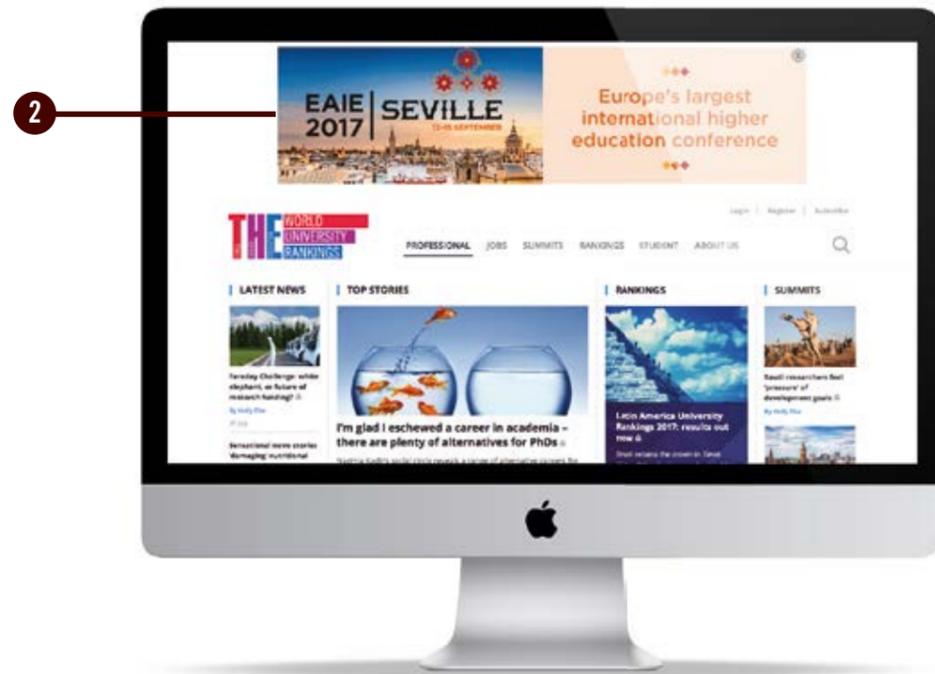
2. HPU (HALF-PAGE UNIT)

Dimensions: 300 pixel width by 600 pixel height.
Targeting options: country, city, content section.

3. MPU (MID-PAGE UNIT)

Dimensions: 300 pixel width by 250 pixel height.
Targeting options: country, city, content section.

High visibility, high engagement and click-through rates



For guaranteed 100 per cent visibility, *THE* is pleased to announce the launch of the following “high-impact” display ad units. Enjoying the same level of targeting as standard banner units, high-impact banners reach the audience at the very start of their journey, while they are still exploring. www.timeshighereducation.com

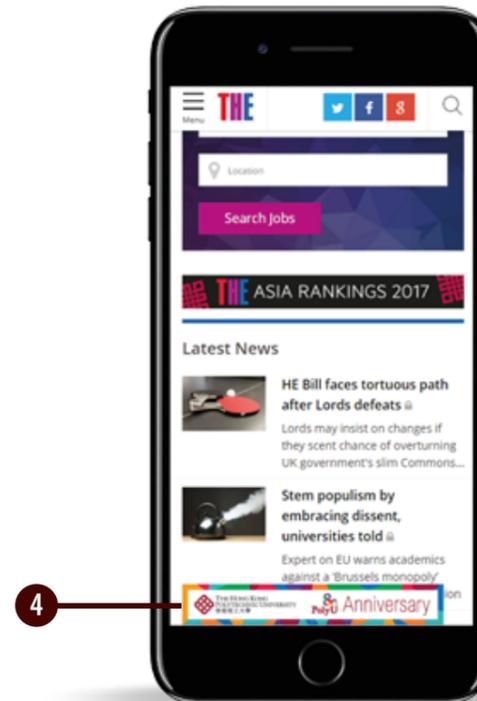
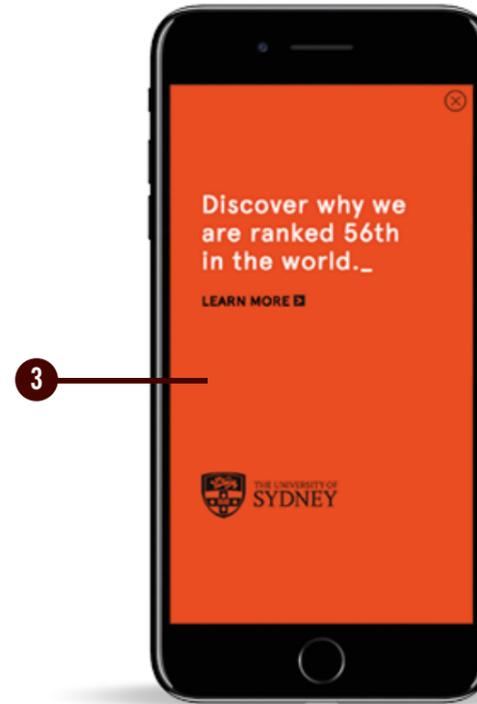
1. WALLPAPER/SITE TAKEOVER (DESKTOP ONLY)
The highest possible desktop exposure, with increased click-through rates, allowing you to rebrand the background space of sections of the *Times Higher Education* website, delivered according to your target audience (student/professional). Fixed timing ensures maximum exposure over a given time frame and *THE* can even assist in the design and build process. This ad unit is frequency capped at three impressions per 24-hour period, per user.

2. BILLBOARD (DESKTOP ONLY)
Dimensions: 970 pixels width by 250 pixels height

Our “billboard” placements serve in the highest possible positions on desktop delivered pages, ensuring a near 100 per cent visibility rate. This larger banner advertising unit allows your creative message more room to be displayed. It is above the fold, so spends a longer time in view. All these benefits and more ensure increased engagement and click-through rates.

3. MOBILE FULL PAGE (MOBILE ONLY)
Delivered to mobile website users (approximately 40 per cent of our total audience), mobile full-page advertisements deliver a full-screen advertising experience, ensuring your message is at the forefront of your desired audience. All adverts will be delivered with a “click to close” button (this can be built by *THE*) so as not to harm the user experience. This ad unit is frequency capped at three impressions per 24-hour period.

4. NAG-FOOTER BANNER (DESKTOP AND MOBILE)
Capture *THE*'s student or professional audience with a footer banner that is anchored to the bottom of the screen, even while the user is scrolling. The nag-footer banner is unobtrusive yet 100 per cent visible, making it a popular high-impact solution. A “click to close” button allows users to close the banner if they wish.





Your own microsite hosted by *THE*

Showcase your institution's academic or research excellence via *THE*'s university microsite, hosted on www.timeshighereducation.com.

THE-powered university microsites allow instant and up-to-date content to be fed directly to *Times Higher Education*'s online audience, who are based in more than 200 countries.

Present a compelling overview of core academic and research strengths and recent achievements. Establish brand relevance, reinforce reputation or assert leadership on a topical agenda.

OUR FEATURES INCLUDE:

- 12-month licence
- Use of rich media and text in up to eight content categories
- Social media links and contact module
- Client access to CMS system for easy set up and use, and analytics
- Internal banner advertising to draw our audience to your showcase.

Talk to our team about combining your university hub online with advertisements in the *THE* magazine for a full multi-platform approach.



Disseminate your unique stories via editorially driven content

INCREASE USER ENGAGEMENT USING *THE*'S CONTENT-DRIVEN SOLUTIONS.

Promote your institution's brand and disseminate your content and stories of excellence to *THE*'s influential audience via content marketing.

THE is a leading global publisher and we offer universities a unique opportunity to capitalise on our audience and engage with students, academics, researchers and university leaders via content driven solutions.

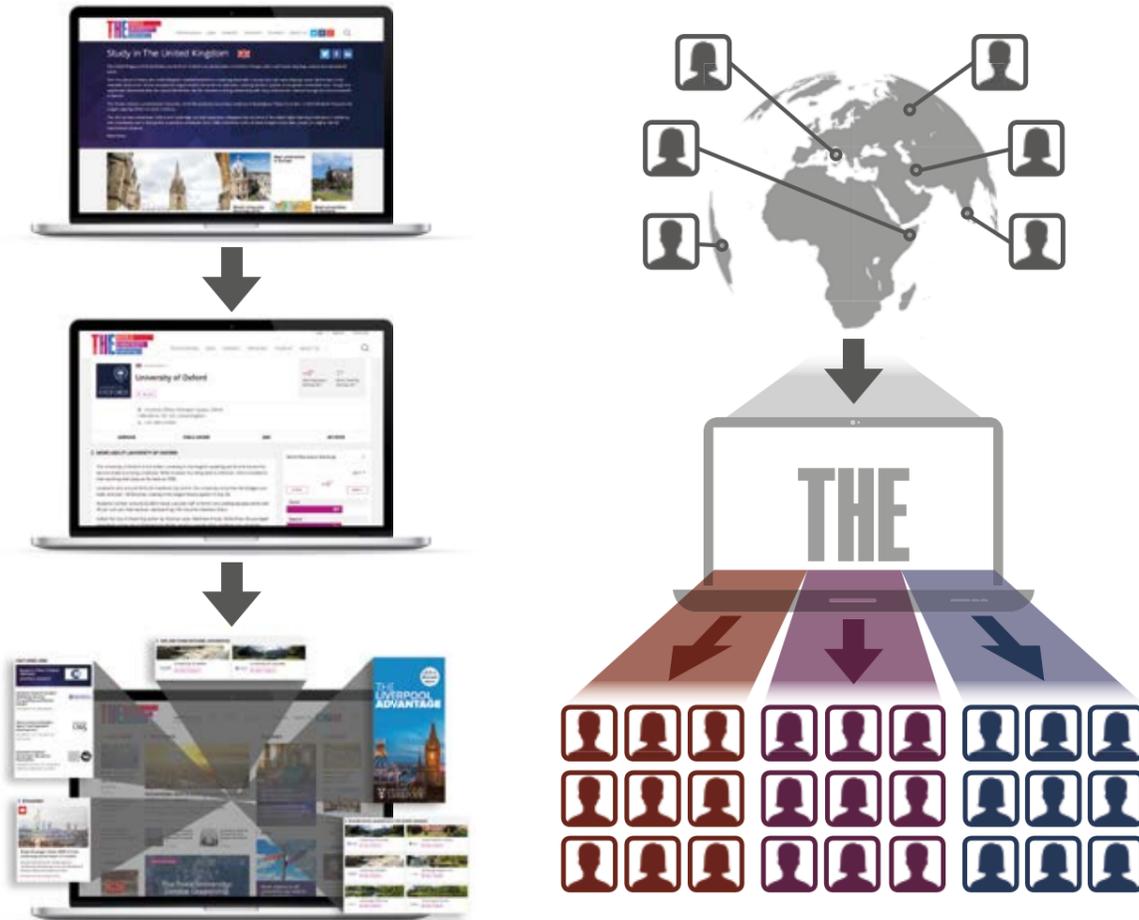
Content marketing can drive people to your university hub or profile on the *THE* platform, or your own website. We're able to create your advertisements using text, images and video from the click-through page, ensuring more of our audience interacts with your brand content. And, of course, all native adverts are fully mobile-optimised.

OPTIONS INCLUDE:

- **Auto-play video** – video automatically begins to play silently when in view. User engages advert to turn on sound, video pops out and a clear call-to-action message is displayed (as above)
- **Social media feeds** – display your Facebook, Twitter, Instagram and YouTube feeds directly to our professional and/or student audience
- **Infographic** – deliver short, eye-catching information in expandable positions
- **Pop-outs** – host galleries, articles or more with call-to-action prompts.

Combine your online native ad campaign with *THE*'s other content-marketing solutions, including email marketing (eDM), advertorials and sponsored supplements for a truly multi-platform campaign.

Advanced audience segmentation and ad re-targeting



Programmatic technology utilises advanced audience segmentation, which allows us to provide advertisement re-targeting to a very specific and defined audience.

Through programmatic, we place a cookie on every user who enters our website. We then track that user's actions to get a comprehensive understanding of who they are and what they are looking for.

For example, if an international student enters our website and looks at the "Study in UK" student page, then the University of Oxford's profile, followed by the "undergraduate tab", we can surmise with confidence that the student in question is interested in studying in the UK, at the University of Oxford, as an undergraduate student.

We can then offer advertising directly to that student (and others like them), on-site (www.timeshighereducation.com), and off-site (*The Guardian*, *Forbes*, Google, etc), to any website that offers third-party advertising.

Programmatic also applies to targeting academics and other professionals. For example, you can target your research success story in biology to professionals we have deemed as having a strong interest in biology.

Influence the influencers, promote your research excellence and build reputation with the world-renowned *THE* magazine and rankings supplements.
PRINT OPPORTUNITIES

Awards THE ppa 2017
WINNER

Influence the influencers in higher education

THE magazine is published on a weekly basis to a readership of 380,000 online and in print.

Our audience has a professional focus, comprising academics, researchers and university leaders from around the world.

Promote your campaigns and build awareness around your brand via multi-sized advertisements, or take advantage of advertorial opportunities.

HIGHLY ANTICIPATED PUBLICATIONS

Rankings supplements are aligned with the release of the rankings, providing multiple opportunities spread throughout the year. Plan ahead and put your university brand in front of an influential global audience.

Dedicated rankings supplements delve into the essence of the university brand and why it is so important. Featuring leading analysis and commentary from university leaders as well as the eagerly anticipated results, these special supplements are the must-have companions for all senior higher education stakeholders who aim to build, maintain or enhance their institutions' reputations.



There are several rankings supplements published throughout the year, which target specific regions and markets including, but not limited to:

- THE World University Ranking
- THE Asia Ranking
- THE Young University Ranking
- THE US Ranking
- THE Emerging Economies Ranking
- THE World Reputation Ranking
- THE Europe Ranking
- THE Latin America Ranking.

These supplements are also distributed at THE's summits and other leading higher education events around the world (including NAFSA, EAIE and AIEC) to senior and influential higher education stakeholders.



Sponsor a THE magazine supplement and engage directly with our extensive global audience

- Communicate your core values through an independent editorial medium.
- Develop awareness of your institutional excellence and build visibility around your brand.
- Speak directly to decision makers and influencers within higher education.
- Introduce specific achievements, initiatives opportunities and products.
- Affiliate your brand with one of the world's leading higher education titles.

SPONSORING A SUPPLEMENT GIVES YOU:

- 8-16 pages of full-colour brand presence
- Brand alignment with THE
- Run-on copies for your own promotional use
- Publication and distribution in print and online
- Optional assistance with content from our editorial team.



HALF-PAGE ADVERT
Vertical – 270mm high x 104mm wide.
Horizontal – 130mm high x 212mm wide.



FULL-PAGE ADVERT
A full-page in *Times Higher Education* magazine or a rankings supplement dedicated to promoting your brand or campaign.
Trim size – 300mm high x 230mm wide.



BELLY-BAND
Your brand and messaging wrapped around the outside of the *Times Higher Education* magazine, which then opens directly into your DPS (included with the belly-band).



DUAL-PAGE SPREAD (DPS)
Unmissable and high-impact, a DPS will put your brand centre-stage.
Trim size – 300mm high x 460mm wide.



GATEFOLD
Consisting of a full-page advertisement and a dual-page spread that folds out from the inside front cover, a gatefold makes a big statement and is *THE's* premier print proposition.

Tap into *THE*'s five decades of experience and expertise in the global higher education landscape

Drawing upon five decades of experience and expertise in the higher education industry, *Times Higher Education* has become an extension of countless universities' marketing departments and can provide your institution with strategic advisory on brand and reputation, no matter your institution's size, age or location.

THE'S BRANDING ADVISORY SERVICES CAN ASSIST WITH:

- Building global visibility around your institution's research, teaching and brand
- Understanding your institution's performance in academic surveys
- Utilising social media platforms to maximum effect
- Optimising your communications strategy
- Benchmarking and best-practice analysis
- Developing your institution's reputation.

Our consultants have a wealth of experience servicing universities in the higher education sector. They understand the global landscape, and can share and apply their expertise with your institution in an intimate, focus-group environment.

A GLOBAL UNIVERSITY NEEDS A GLOBALLY RECOGNISED BRAND

THE's branding advisory services will assess your institution's current performance and activities, and advise practical strategies for optimisation and advancement.

A STRONG GLOBAL BRAND AND REPUTATION IS CRITICAL IN:

- Attracting high-quality domestic and international students
- Attracting academic talent
- Forging strategic relationships
- Encouraging investment
- Advancing in reputation metrics and, ultimately, global rankings.

As the authority in higher education, *THE* is best positioned to deliver robust analysis and practical guidance on your institution's wider branding activities.

Tailored solutions for student recruitment, building international brand visibility, research awareness and developing reputation.

PACKAGE EXAMPLES

Holistic, 12-month campaigns at varying levels of exposure

The following options are just some examples of popular branding and student attraction packages. Our consultants can tailor a package to suit your institution's unique requirements.

ENTRY-LEVEL EXPOSURE

Enhanced institutional profile	Silver-tier profile (includes online banner "profile drivers" at regular frequency to drive more traffic to your profile)
Digital	500,000 standard display banner impressions
Print	1x full-page advertisement in a rankings supplement

MID-LEVEL EXPOSURE

Enhanced institutional profile	Gold-tier profile (includes online banner "profile drivers" at high frequency to drive more traffic to your profile)
Digital	1,000,000 standard display banner impressions 250,000 native advert impressions 1x eDM (electronic direct mail)
Print	1x full-page ad in a rankings supplement 1x dps in a rankings supplement 5x full-page ads in the <i>THE</i> magazine

HIGH-LEVEL EXPOSURE

Enhanced institutional profile	Gold-tier profile (includes online banner "profile drivers" at high frequency to drive more traffic to your profile)
Digital	1,500,000 standard display banner impressions 500,000 native advert impressions 250,000 nag-footer impressions 100,000 mobile advert impressions 1x eDM (electronic direct mail) 1x wallpaper sponsorship for one week
Print	3x full-page ad in a rankings supplement 3x dps in a rankings supplement 1x gatefold in a rankings supplement 15x full-page ads in <i>THE</i> magazine (brand advertisements or advertorials) 2x belly-bands in <i>THE</i> magazine
University hub	1x bespoke sponsored supplement(16pp) <small>*<i>THE</i> university hub/microsite; includes network-level native ad campaign</small>

Partnering with *Times Higher Education* will support the advancement of your institution

INTERNATIONAL STUDENTS

- A recent survey by student agency Hobsons shows that, of 45,000 placed international students, the number one factor influencing their decision was the international ranking and reputation of an institution.
- International students are valuable to a university not only in terms of financial benefit but also because of the cultural diversity that they bring to campus.
- One in three of the same students surveyed by Hobsons said that they used *Times Higher Education's* World University Rankings to help inform their study choice – more than any other rankings system.
- *THE's* branding solutions for student attraction are used by hundreds of universities around the world to engage and attract domestic and international students.

GLOBAL STRATEGIC PARTNERSHIPS

Promoting your institution's excellence to *THE's* influential global audience via our innovative cross-platform solutions will assist in generating interest around your institution's brand and help in forging new strategic partnerships with other world-leading institutions.

INSTITUTIONAL ADVANCEMENT

In their own right, the above points are practical reasons why your institution should consider partnering with *Times Higher Education*. However, it is important to also note that these points are used extensively as measures in *THE's* World University Rankings methodology – the formula that generates a university's score and rank.

Universities that consistently perform well in these areas often also perform well in the rankings.

Speak with our consultants at *THE* to discuss how we can help with your institutional advancement.

REPUTATION

- Universities with a stronger global reputation are more likely to attract more quality students, funding, research grants, academic talent and partnerships. They are also more likely to perform better in global university rankings.
- Reputation is a significantly weighted metric in a number of global university rankings, including *THE's* World University Rankings.
- With five decades of heritage in the higher education sector and a highly trusted and influential media brand, *THE* has partnered with institutions from around the world for decades, helping them to promote global brand awareness and build a strong reputation.

ACADEMIC TALENT

THE has a vast, global professional audience (approximately **380,000 weekly readers** online and in print) of academics, researchers and senior university leaders. By communicating your brand and institutional strengths with *THE*, you will be reaching a huge global audience of talented passive job seekers.

OUR BRANDING PARTNERS

Universities of all sizes and ages from around the world work with *THE*.

These are just some of our valued partners:

Al-Farabi Kazakh National University
Amity University
Amrita University
Australian Catholic University
Australian National University
Auckland University of Technology
Botho University
Brunel University London
Central Queensland University
CETYS University
Chalmers University of Technology
Chaoyang University of Technology
Charles Darwin University
Chinese University of Hong Kong
Covenant University
Cyprus University of Technology
Czech University of Life
Sciences Prague
East China Normal University
Emory University
ETH Zürich
Ewha Womans University
Federico Santa María
Technical University
Higher School of Economics, National
Research University
Hong Kong Polytechnic University
Hong Kong University of Science
and Technology

Huazhong University of Science
and Technology
Imam Abdulrahman Bin
Faisal University
Johns Hopkins University
(KAIST)
Kindai University
King Abdulaziz University
King's College London
Korea Advanced Institute of Science
and Technology
La Trobe University
LMU Munich
Macquarie University
Manipal University
Massachusetts Institute
of Technology
Massey University
McMaster University
Monash University
Monterrey Institute of Technology
and Higher Education
Moscow Institute of Physics
and Technology
Nanyang Technological University
National and Kapodistrian University
of Athens
National Research Nuclear University
MEPhI

National Taiwan Normal University
National University of Science and
Technology (MISIS)
National University of Singapore
Newcastle University
Northwestern University
NOVA University of Lisbon
Nove de Julho University
Örebro University
Peter the Great St Petersburg
Polytechnic University
PSL Research University Paris
Qatar University
Queen Mary University of London
Saint Petersburg State University
Shantou University
SOAS University of London
Sun Yat-sen University
Taipei Medical University
Tokai University
Toms Polytechnic University
Toyo University
Trinity College Dublin
Tsinghua University
University of Calgary
University of Canberra
University of Cyprus
University of East Anglia
University of Essex

University of Glasgow
University of Groningen
University of Helsinki
University of Hong Kong
University of Liverpool
University of Macau
University of Melbourne
University of Nebraska-Lincoln
University of Newcastle
University of New South Wales
University of Portsmouth
University Of Queensland
University of Seville
University of South Australia
University of Southern California
University of Southern Queensland
University of Surrey
University of Sydney
University of Taipei
University of Tasmania
University of Technology, Sydney
University of Texas at San Antonio
University of the Sunshine Coast
University of the Witwatersrand
University of Tsukuba
Victoria University
Victoria University of Wellington
Yonsei University
Zhejiang University

OUR GLOBAL OFFICES

Expert consultants based in local offices around the world are ready to speak with you

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