A word from the editor

The publication of the *THE* World University Rankings and their related regional and specialist spin-off publications are among the most eagerly anticipated events across the global higher education calendar. Our events always attract millions of digital readers and widespread media coverage.

Our Rankings are trusted by governments, university leaders, faculty and students alike. We publish the only tables that use global university performance indicators to examine institutions across all of their core missions: teaching, research, knowledge transfer and international outlook. Our exciting academic summit series brings together thought leaders at the highest levels of global higher education and research. As a result, our summits are the perfect places to host the official global ranking launches and prestigious data masterclasses.

Phil Baty, Editor, *THE* World University Rankings
Professional Audience Demographics

By role

- Junior academics: 31%
- Temporary staff/others: 18%
- Support staff: 11%
- Senior academics: 22%
- Professional staff: 13%
- Senior leaders: 5%

By role: Times Higher Education survey with YouGov (Dec 2010)

By geography

- Asia: 32%
- United States: 13%
- Canada: 5%
- Latin America: 3%
- United Kingdom: 25%
- Continental Europe: 15%
- Oceania: 4%
- Others: 3%

By geography: Adobe Analytics (Omniture) for September 2014 to August 2015 for timeshighereducation.com

Student Audience Demographics

By geography

- Rankings and Profile-related traffic
  - United States: 14%
  - India: 7%
  - Australia: 4%
  - United Kingdom: 13%
  - Canada: 5%
  - Rest of world: 57%

Geographic coverage based on page views

International Reach

- Rankings and Profile-related traffic
  - Of visits to the THE’s ranking tables and university profile pages comes from outside the UK

87%

Source: Adobe Analytics (Omniture) for April 2014 to March 2015 for timeshighereducation.com/world-university-rankings
An essential read for all university stakeholders. The THE World University Rankings print and digital supplements are a must read, containing not only the results of the prestigious 2016/17 rankings, but news, thought and analysis from some of the most influential higher education leaders in the world. Providing an ideal platform to influence the ‘influencers’ in the global academy, the THE World Rankings supplement provides a must-read resource for senior stakeholder…

- Distributed in the September 8th edition of the weekly THE magazine (90,000 weekly ‘paid for’ readership)
- Free digital download via the THE World University Rankings website
- Distributed at key industry events including the THE World Summit series, EAIE conference, AIEC conference and NAFSA

Opportunities include…
- Inside Front Cover / Inside Front Cover Gate-fold
- Double Page Spread
- Back Cover / Inside Back Cover
- Full Page Positioning

LIMITED SPACE NOW AVAILABLE
University Profiles - An Essential Investment

Becoming a member of the THE University Rankings universe is a distinct achievement.

Whether you are a member of the World University Ranking, our World Subject Rankings, our 150 Under 50 Ranking, one of our Regional Rankings, or a forthcoming Country Rankings, you have a unique opportunity to leverage this position to increase your brand exposure on the world stage.

Why invest in your global profile?

33% of prospective international students consult the THE WUR when choosing their university*

24M unique visitors over the last year**

150 countries in the last year**

On top of this, the THE World University Rankings are built into national policy goals in multiple countries.

Key features

- Showcase your unique attributes, performance, and key statistics to a global audience of academics, students, and higher education stakeholders
- Overseas universities using the rankings to identify prospective partners get the best picture of your strengths
- Students using the rankings for a list of universities to research don’t miss out on what your institution has to offer
- Academics browsing the rankings to reference you as a potential new employer are able to see how working at your institution will be the right next step

THEDataPoints customers

Special offers are available to customers of THEDataPoints, our interactive, cloud-based performance benchmarking product, accessible from anywhere and online.

*Hobsons, 2015    **Google Analytics, Dec 2015 - Jan 2017
University Profiles - An Essential Investment

Gold

- Promotion through traffic-driving profile cards, embedded next to articles around our site
- All features as available on Silver, and Bronze
- ROI - THE tracks outlinks, page views, visit and downloads
- Preferential search results listing on corresponding country section(s)
University Profiles - An Essential Investment

Silver

- University social media links
- Download box for university prospectus course literature and other promotional material
- Removal of competitor and peer profile advertisements – offering clean, branded page
- ROI - THE tracks outlinks, page views, visit and downloads
University Profiles - An Essential Investment  

Bronze

- ROI - THE tracks outlinks, page views, visit and downloads
University Profiles - An Essential Investment

Key statistics only

Traffic drivers to ‘Gold Profiles’

Key statistics

MPU banner advertisement

Native advertisement
## University Profiles - Feature Comparison

<table>
<thead>
<tr>
<th>Feature</th>
<th>Basic</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry in our directory</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Location map</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Address</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Share this <em>THE</em> profile</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Bespoke hero image</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Link to university website</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Short description (plain text - 350 words)</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Extended description (html - 1000 words)</td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Audience-specific text (predefined options)</td>
<td></td>
<td>✓</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Prospectus download</td>
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<td>1</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Video</td>
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<td>Youtube only</td>
<td>All platforms</td>
<td>All platforms</td>
</tr>
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<td>Photo gallery</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Link to own social platforms</td>
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<td>-</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Optimised in-platform search (3 keywords)</td>
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<td>-</td>
<td>✓</td>
</tr>
<tr>
<td>Surrounding banners deactivated</td>
<td>-</td>
<td>-</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Promoted position in platform search results</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>✓</td>
</tr>
<tr>
<td>Promotion in-site with traffic-driving prompts</td>
<td>-</td>
<td>-</td>
<td>x3 traffic than bronze</td>
<td>x6 traffic than bronze</td>
</tr>
</tbody>
</table>

### Forthcoming in 2017

<table>
<thead>
<tr>
<th>Feature</th>
<th>Basic</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admissions guidelines</td>
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<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Course details</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Accommodation details</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Fees</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Subject data</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Profile Management Platform (“CMS”)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ask a question about this uni</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Access to student enquiries</td>
<td>-</td>
<td>POA</td>
<td>POA</td>
<td>POA</td>
</tr>
<tr>
<td>Basic stats access</td>
<td>-</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Advanced stats access</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>✓</td>
</tr>
</tbody>
</table>
University Hub

Showcase your institution’s academic or research excellence through our University Hub product on www.timeshighereducation.com.

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

Our features Include:
• Video, text images in up to 8 content categories
• Online Client CMS
• Internal banner advertising to draw our audience to your showcase
• 12 month ‘native’ advertising campaign

Talk to our team about combining your University Hub online with advertisements in the THE Magazine for a full multi-platform approach.
Online Advertising - Boost Your Reach

Our www.timeshighereducation.com platform gives you the chance to engage over 1.4 million unique users per month from a distinctive, highly global audience.

- Promote your brand to the academic and research communities or the global community of prospective students and their families
- Drive direct response from a target segment
- Choose from a range of high-impact banner advertising units to suit any campaign
- Leverage traffic around a rankings release to target a specific location

Placements include:
- Leaderboard
- HPU (half page unit)
- MPU (mid page unit)
- Native
- Billboard
- Mobile full page

Option to target the city, country and/or content section.

1. Adobe Analytics (Omniture) for September 2014 to August 2015 for www.timeshighereducation.com
**Standard Banner Units**

1. **Leaderboard and or Billboard Position**
   - Leader board: 728 pixels width by 90 pixels height
   - Billboard: 970 pixels width by 250 pixels height
   - Targeting options: Country, city, content section

2. **MPU (Mid Page Unit) and or HPU (Half Page Unit)**
   - MPU: 300 pixels width by 250 pixels height
   - HPU: 300 pixels width by 600 pixels height
   - Targeting options: Country, city, content section
High Impact Online Display Advertising

For guaranteed 100% 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 whilst exploring www.timeshighereducation.com

100% visible impressions, lower wastage and higher engagement and click through rates.

Wallpaper / Site Takeover (desktop only)
The highest possible desktop exposure with increased click through rates, allowing you to re-brand 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 3 impressions per 24 hour period.
**Mobile Full Page (mobile users only)**
Delivered to mobile website users (approx. 40% of our total audience view [www.timeshighereducation.com](http://www.timeshighereducation.com) the way), mobile full page adverts 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 3 impressions per 24 hour period.

**Billboard (desktop only)**
Our ‘billboard’ placements serve in the highest possible positions on desktop delivered pages, ensuring a near 100% visibility rate. This larger banner advertising unit allows your creative message more room to be displayed. Above the fold, longer time in view; all these benefits and more ensure to increase engagement and click through rates.
Native Advertising

Increase user engagement using our native design platform. Placing sponsored links within content can drive people to your University Hub or Profile on the THE platform, or your own website content.

We’re able to create your adverts 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:
• Video view: autoplay, silent video when advert is in view
• Social media feeds: display your Facebook, Twitter, Instagram and Youtube feeds, directly to our professional and student audience
• Infographic: deliver short eye-catching information in expandable positions

Contact our sales team for more information about native advertising opportunities.
**Video Share (YouTube)**
Increased user engagement through content marketing. All adverts created by Times Higher Education are free of any additional charge. All native adverts are device responsive and enjoy the same levels of targeting capabilities as display banner adverts.

**Auto Play Video**
Video begins to silently play when in view.

User engages advert to turn on sound, video pops out and clear call to action message displayed. Links to advertiser landing page.

**Click-out**
Entire headline is ‘clickable’ clicks directly out to advertiser URL.

**Other options**
- Social media feeds, automatically push out your Facebook, Instagram, YouTube content onto our site
- Pop outs – host galleries, infographics or articles with call to action
Branding & Student Attraction Opportunities

**PROFILING OPPORTUNITIES**
- THE Enhanced Profile (12 month licence)
- THE Microsite (12 month licence)

**ONLINE DISPLAY OPPORTUNITIES**
- **Leaderboard** 728 x 90 (shared space — increases to 970 x 250)
- **MPU** 300 x 250 (shared space — increases to 300 x 600)
- **Half Page** 300 x 600 (Cost Per Thousand Impressions)
  *Geo-targeting for all banners

**ENHANCED PROMOTION OPPORTUNITIES**
- Native advertising options
- Enhanced Promotions (Mobile)

**HIGH IMPACT DISPLAY**
- Billboard
- Mobile Full Page
- Wallpaper

**PRINT OPPORTUNITIES**
- Full page (Annual WUR supplement)
- Double page spread (Annual WUR supplement)
- THE Belly-band including DPS (in the magazine)
- THE Magazine — University Feature/Topic supplement (16 pages)

*Geo-targeting for all banners

All prices correct of January 2016.
# Value Promotional Packages

## TO ATTRACT STUDENTS (Online Only)

<table>
<thead>
<tr>
<th>Package</th>
<th>Description</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Package 1 — Bronze ‘Enhanced’ Profile — 12 months</td>
<td>50,000 mobile full-page ad impressions (high impact — targeting ‘Rankings’ and ‘Student’ website sections)</td>
<td></td>
</tr>
<tr>
<td>Package 2 — Silver ‘Enhanced’ Profile — 12 months</td>
<td>150,000 mobile full-page ad impressions (high impact — targeting ‘Rankings’ and ‘Student’ website sections) 120,000 Standard Display Banner impressions — 12 months (targeting rankings and student website sections)</td>
<td></td>
</tr>
<tr>
<td>Package 3 — Gold ‘Enhanced’ Profile — 12 months</td>
<td>400,000 mobile full-page ad impressions (high impact — targeting ‘Rankings’ and ‘Student’ website sections) 1,200,000 Half Page Banner impressions — 12 months (targeting rankings and student website sections) University Microsite — 12 months (including annual content/ sponsored ad campaign targeting rankings and student website sections)</td>
<td></td>
</tr>
</tbody>
</table>

## RESEARCH REPUTATION ENHANCEMENT

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<thead>
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<th>Impressions</th>
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</thead>
<tbody>
<tr>
<td>Package 1 — Silver ‘Enhanced’ Profile — 12 months</td>
<td>50,000 mobile full-page ad impressions (high impact — targeting ‘Professional’ and ‘Rankings’ website sections) 120,000 Banner impressions — 12 months (targeting ‘Professional’ website sections)</td>
<td></td>
</tr>
<tr>
<td>Package 2 — Silver ‘Enhanced’ Profile — 12 months</td>
<td>400,000 mobile full-page ad impressions (high impact — targeting ‘Professional’ and ‘Rankings’ website sections) 1,200,000 Standard Display Banner impressions — 12 months (targeting ‘Professional’ website sections) University Microsite — 12 months (including annual content/ sponsored ad campaign targeting ‘Professional’ website) 8 x ½ page adverts to appear in the weekly <em>Times Higher Education</em> magazine</td>
<td></td>
</tr>
<tr>
<td>Package 3 — Gold ‘Enhanced’ Profile — 12 months</td>
<td>400,000 mobile full-page ad impressions (high impact — targeting ‘Professional’ and ‘Rankings’ website sections) 1,200,000 Standard Display Banner impressions — 12 months (targeting ‘Professional’ website sections) University Microsite — 12 months (including annual content/ sponsored ad campaign targeting ‘Professional’ website) 25 x ½ page adverts to appear in the weekly <em>Times Higher Education</em> magazine 16 page ‘University Feature Sponsored Supplement’ Full Page Advert in <em>THE</em> regional rankings supplement 2016 Full Page Advert in <em>THE</em> World University Rankings 2016/17 supplement</td>
<td></td>
</tr>
</tbody>
</table>