



# MEDIA PACK 2020

Your opportunity to reach and engage current and prospective students from our highly responsive audience.



# The Scholarship Hub

A social enterprise, helping students find alternative funding opportunities for their university education from scholarships, grants, bursaries and degree apprenticeships. Established in 2013, The Scholarship Hub has rapidly become a valued and trustworthy resource. Our site is shared by schools and universities with their students and is featured regularly in the national media.

The Telegraph



Which? University



The Guardian

## Our Audience

Current and prospective undergraduate and postgraduate students, their parents and educators:

**49%** Students still in 6th form, considering their Higher Education options

**41%** Students currently at university

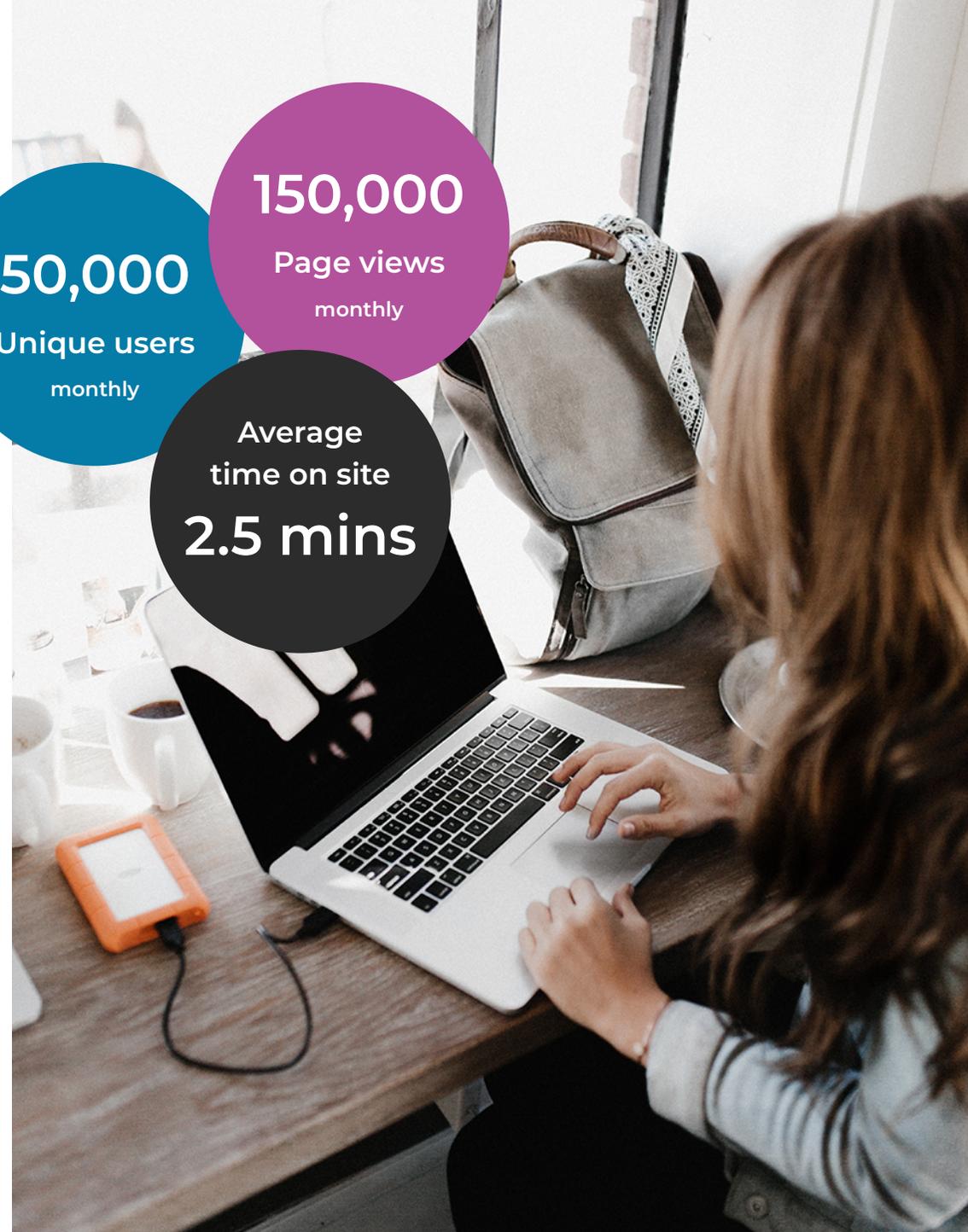
**9%** Teachers and Parents

[thescholarshiphub.org.uk](https://thescholarshiphub.org.uk)

**50,000**  
Unique users  
monthly

**150,000**  
Page views  
monthly

Average  
time on site  
**2.5 mins**



# Promotional Opportunities

## SOLUS MAILINGS

### Student mailings

We can target your marketing messages to students by

- Gender
- Year or Level of Study
- Location and/or where they wish to study
- Subjects
- Degree Apprenticeship interest

This means you can be confident your messages will be reaching the right students and achieve results.

### Influencer mailings

We also offer targeted mailings to parents and/or teachers

**Teachers can be targeted** based on their role:

- Sixth Form
- University
- Careers Advisor



**37%**  
Average  
open rate

**15%**  
Average  
click through  
rate



## NEWSLETTER

Reach our 26,000 newsletter subscribers with a featured article.

## BLOG CONTENT

Our blog drives **80%** of our website traffic from search engines. A blog post on our site will engage our current site visitors and can be used to attract new targeted users. Your article is pinned to other related articles. Featured articles can appear on our home page for up to one month.

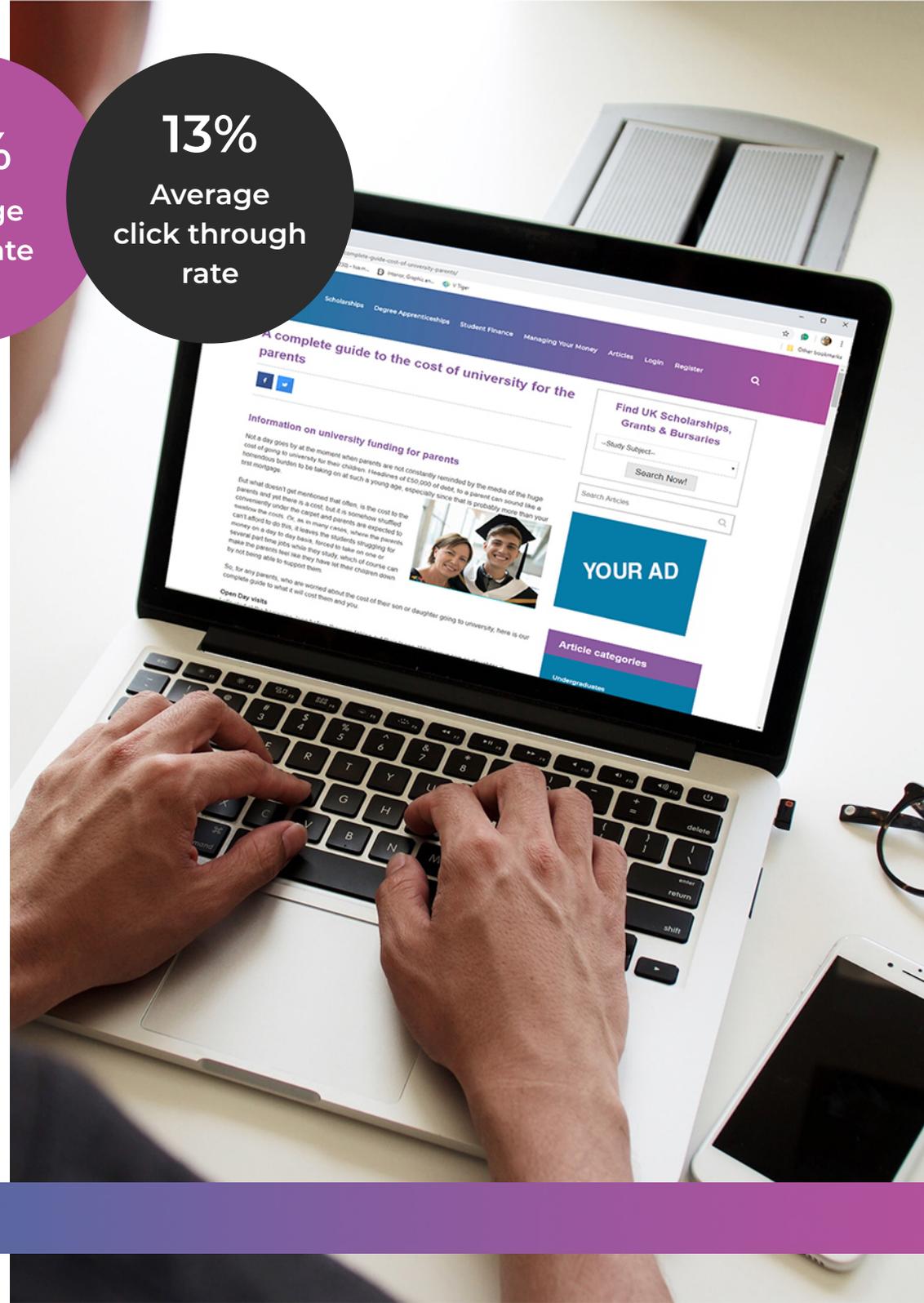
## ON SITE ADS

Build awareness and visibility of your brand. Banner ads can be placed around our site targeting students interests by:

- **Subjects**
- **University** institutions, application advice, university life
- **Degree Apprenticeships** general or by industry sector
- **Student Money Advice**
- **Level of Study** undergraduate or postgraduate

**31%**  
Average  
open rate

**13%**  
Average  
click through  
rate



## Companies we have worked with:



"We have worked with the Scholarship Hub for a number of years now and are always impressed with the quality of candidates on their database. Engagement rates are always high particularly when we are recruiting for Degree Apprenticeships. Karen is always immensely professional and very responsive which is ideal for our style of working."

Kav - Head of Candidate and Attraction, QA Ltd



## CONTACT US

To find out more about any of the media products in this pack, get in touch

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