
THE STUDENT
SUPPLIER DIRECTORY
A global shop window to promote
your services to millions of students

THE STUDENT SUPPLIER DIRECTORY

part of THE

Reach out to millions of international students through a media channel trusted like no other.

The world over, **Times Higher Education's** website is the trusted source for the students seeking information on universities, attracting 14m plus visits from students from around the globe in the last 12 months alone.

That traffic – actively seeking guidance, information and practical help – provides agents, consultants and service providers to the student body with a unique route to market.

Under the trusted umbrella of **THE**, our online **Supplier Directory** – part of the dynamic new **THE Student** platform – brings your services to the attention of a highly targeted, engaged and active audience of prospective and current students available nowhere else.

Featuring in the directory will raise your profile around the world and has the potential to generate leads from students considering study in more than 50 destinations worldwide.

Enhanced value

Raise your supplier status to Enhanced and the **THE Supplier Directory** becomes much more than a route to market. You join a community of suppliers with access to supplier focused webinars, training, exclusive offers, events and student opinion panel data in a monthly newsletter.





Our audience is your audience

Reaching out to potential international students globally, **THE Student** is built on the powerful reach of our expert editorial content and World University Rankings, featuring more institutions than any other major rankings provider.

Our **Supplier Directory** means you are guaranteed a truly global audience of engaged students throughout the year.

RANKING PROVIDER	THE	QS	ARWU
No. of institutions in latest world rankings	1,526	1,003	1,000

14,000,000 + / student visitors to THE website in the past 12 months

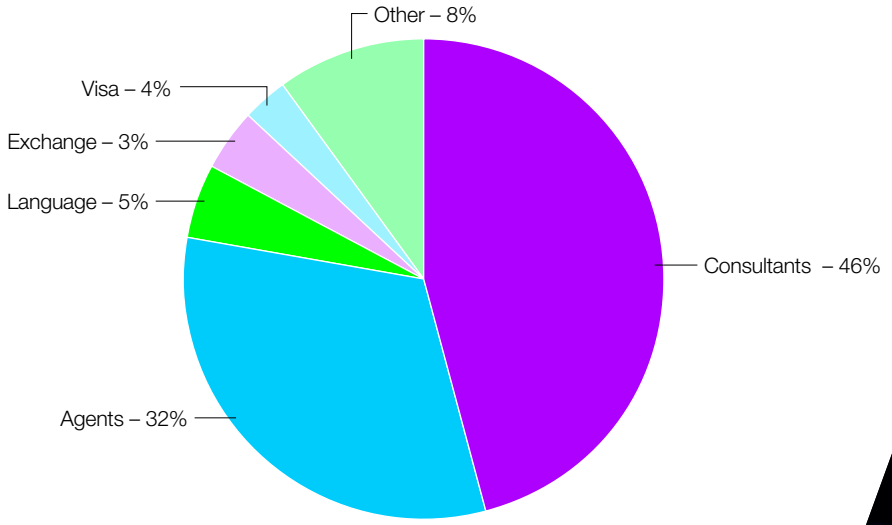
150 / countries and regions represented

305,000 / **6,260** / **57,000**

150,000 + / database of prospective students

THE Supplier Directory

- **THE Student** users are looking to use study abroad suppliers (agents, accommodation, finance etc) to help them with the complicated business of preparing to travel overseas to study – but, until now, they haven't had a definitive place to look to find reputable suppliers.
- The **THE Suppliers Directory** is the first ever one-stop-shop for international students to discover and select companies that provide services to help give them the support they need as they prepare to study abroad.
- It features a growing list of 2,500+ Suppliers, carefully curated by **THE**, in 30+ different service lines – from agents to language learning.
- Students can select, save and engage with suppliers at any point along their journey towards studying abroad.
- Make sure that your company profile stands out by enhancing your profile.

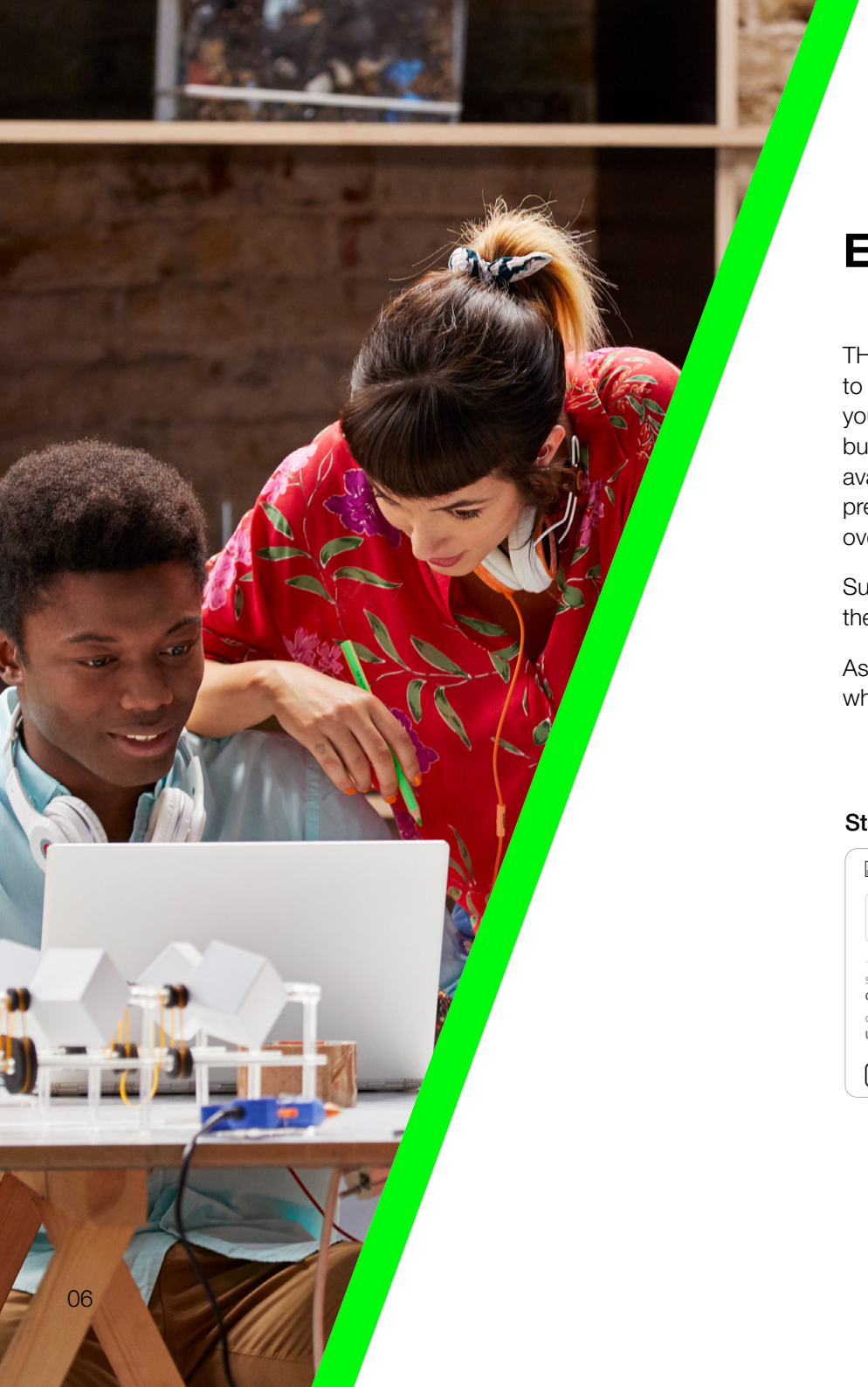






For any young person keen to study abroad, **THE Student** will bring everything they need to make an informed decision into one place. This is our invitation for your business to be part of that everything.

Reaching the 14m+ students that already visit THE's website every year, THE Student will help a global audience choose who to engage with to make their study abroad journey a success.



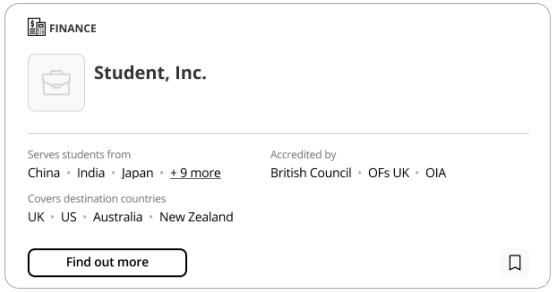
Enhanced profile. Enhanced stand-out

THE Student's Supplier Directory is a strong magnet for all prospective students, attracting them to explore the suppliers that can support them as they are looking to study overseas. So giving your services maximum visibility here is key to increasing enquiries and attracting students to your business. Suppliers are categorised into 30 areas, with additional filtering and search options available. Enhanced Profiles in THE Student search results include company branding as well as preferential positioning. You also have full control over the content of your profile, including an overview, service details, embedded video, testimonials branding and enquire buttons.

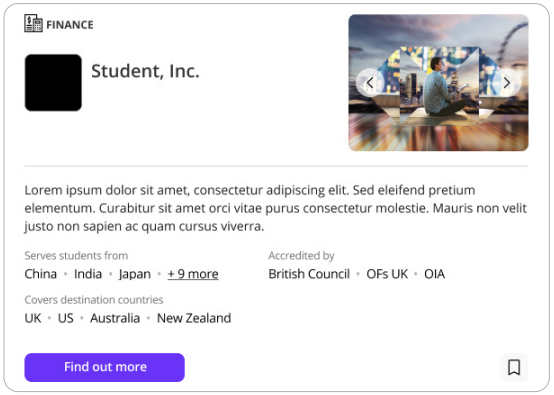
Suppliers subscribe to Enhanced Profiles for a 12-month period, and we will provide you with all the support you need to begin showcasing your organisation in the best possible light.

As part of the Enhanced Profile package we will provide you with regular performance reports, which will clearly illustrate the ROI of your enhanced profile.

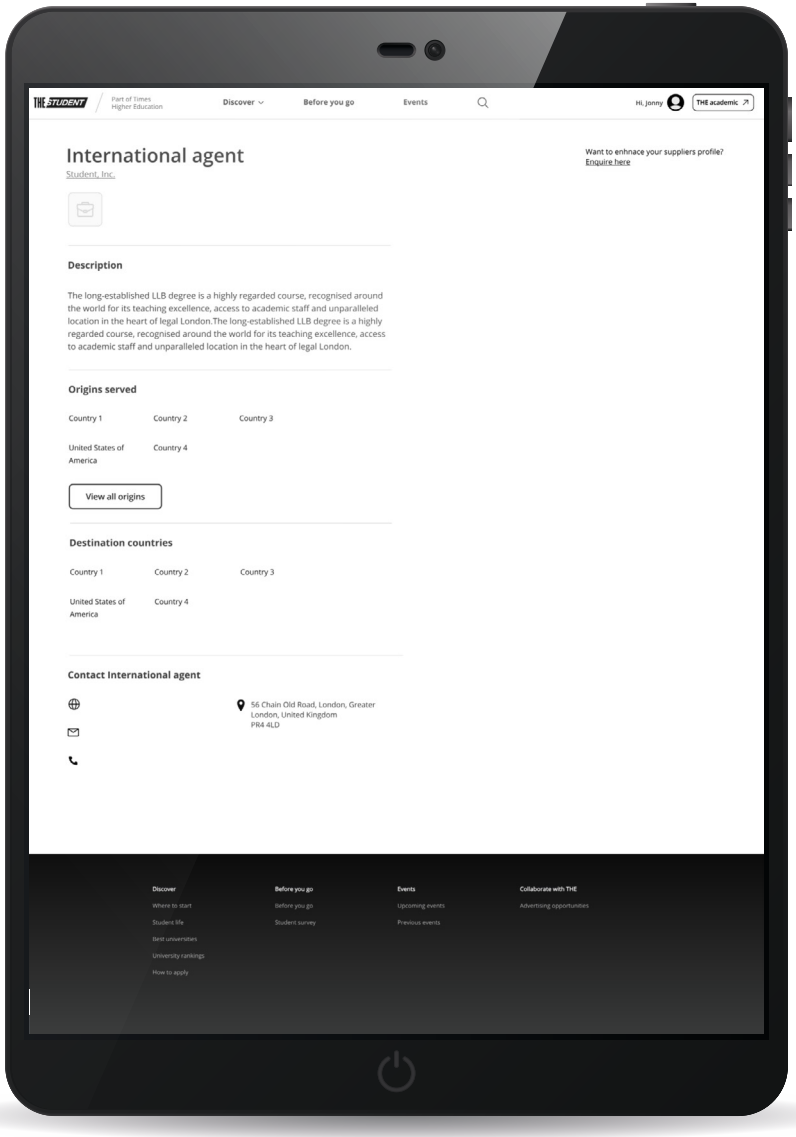
Standard profile



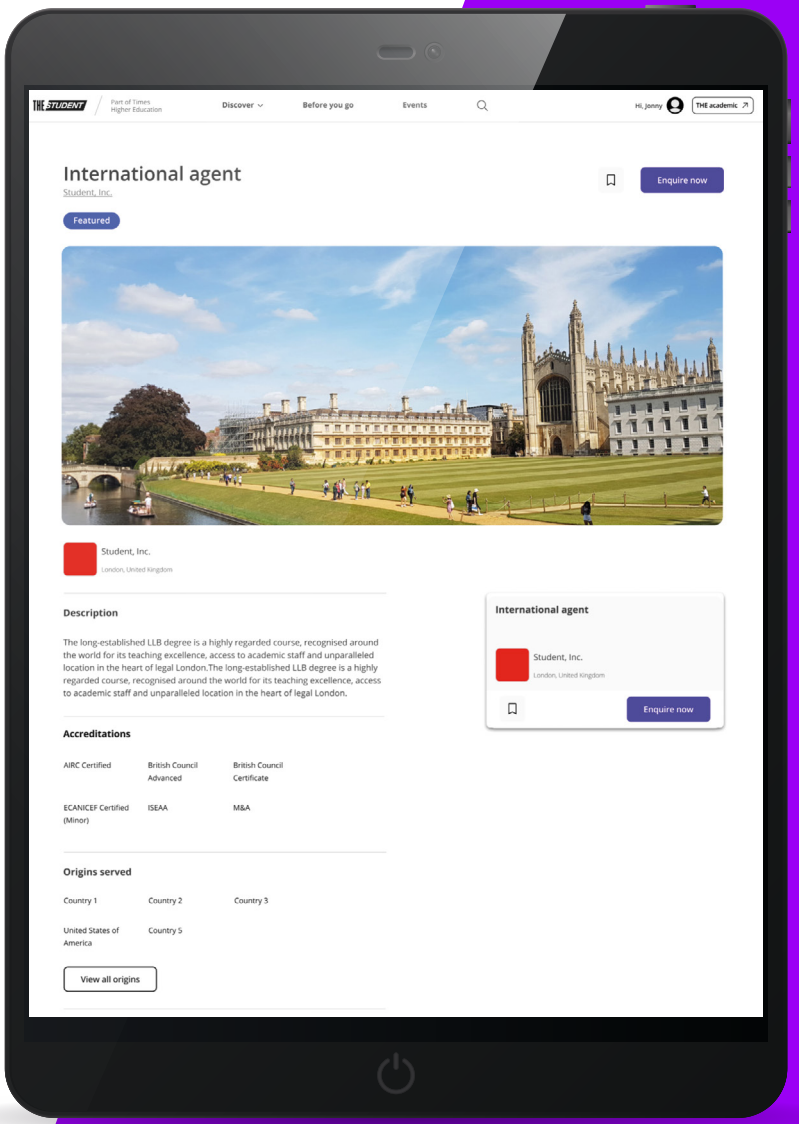
Enhanced profile



Standard profile



Enhanced profile



Social Boost

To drive even greater traffic and enquiries to your Suppliers Profile, you can choose to further boost visibility via **THE's** social media channels.

THE's Social Boost promotes your Suppliers Profile to the right prospective students through our programmatic services, promising higher levels of engagement and more applications.

There are a range of demographical targeting options available, including age, location and other interests, so you can zero in on your exact target audience.





A detailed overview of the three types of suppliers profile

BENEFIT	BASIC	ENHANCED	ENHANCED SOCIAL BOOST
Dedicated page on THE Student	✔	✔	✔
Company description	✔	✔	✔
Address	✔	✔	✔
Categorisation	✔	✔	✔
Origin/Destinations served	✔	✔	✔
Prominent search listing	✖	✔	✔
Website links	✖	✔	✔
Email address	✖	✔	✔
Telephone number	✖	✔	✔
Company logo	✖	✔	✔
Accreditations	✖	✔	✔
Rich images	✖	✔	✔
Embedded video	✖	✔	✔
Testimonials	✖	✔	✔
Multiple categorisations	✖	✔	✔
Bespoke company description	✖	✔	✔
Rotation on THE Student homepage	✖	✔	✔
Profile advertised across site	✖	✖	✔
Guaranteed numbers of visits	✖	✖	✔

Become part of the THE Student suppliers community

When you enhance your profile with **THE**, the benefits extend beyond having a channel to reach millions of prospective international students.

THE Student will make available a wide range of additional benefits to members of this community, including:

- **Newsletter** – Regular newsletter containing news about the prospective student sector
- **Events** – Exclusive invites to certain **THE** events, such as networking and student events
- **Unique insights** – A selection of insights from **THE Student Pulse**, **THE's** curated panel of over 10,000 prospective international students
- **Discounts** – A selection of discounts on a range of other **THE Student** products and services
- **Exclusive Webinars** – Masterclass insights into the international student sector from leading **THE** personnel







To discuss your company profile listing on the THE Supplier Directory get in touch today!

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