

Attract STEM students & graduates with New Scientist advertising solutions

NEW SCIENTIST MAGAZINE



- ✓ 363,000 European-based readers
- ✓ Over 2,000 student subscribers and thousands of 18-24 year old readers, helping you to attract early-career talent
- ✓ Over 300 institutional subscribers including University of Oxford, University of Edinburgh and University of Surrey

SOCIAL MEDIA



- ✓ 4.3m fans and followers on New Scientist social media accounts
- ✓ Bespoke targeted campaign to relevant students and graduates across Facebook using a brand they trust and engage with
- ✓ A recent campaign for University of Strathclyde generated 2,990 social interactions and attracted 886 additional views to their studentship advert

GRADUATE CAREERS HUB



- ✓ Over 142,000 active STEM candidates visit our site every month
- ✓ 1/5 of our jobseeker audience are students or recent graduates
- ✓ Dedicated resource for graduate careers advice in the sciences, attracting relevant and proactive candidates to your opportunities

Get your opportunities in front of this audience!

We'll be heavily promoting your opportunities to a highly relevant and engaged student and graduate audience:

- ✓ New Scientist graduate event to be held in London, attracting hundreds of students and recent graduates to our careers advice and job site
- ✓ Online advertising and email marketing driving traffic to the Graduate Careers Hub and your recruitment or course listings
- ✓ Distribution of New Scientist magazine at key Graduate Careers Fairs including University of Oxford, Manchester University, University of Glasgow and Imperial College London
- ✓ Dedicated Graduate careers content driving organic search traffic throughout a period of high search queries for further education and graduate roles

Want to find more? Contact a member of our team on:

 +44 (0)20 8652 4444

 recruitment.services@rbi.co.uk

Advertising solutions to suit any budget!

Take advantage of one of our bespoke graduate packages to advertise your opportunities to a highly relevant and targeted early-careers audience.

PLATINUM



- ✓ Colour advert in New Scientist magazine
- ✓ Online listing on NewScientistJobs.com for 3 months
- ✓ Banner/MPU on Newscientist.com for 1 month
- ✓ Targeted boosted post on Facebook for 1 week
- ✓ Graduate Careers Hub content live for 4 weeks – promoted by email to drive additional traffic to the article
- ✓ Bespoke targeted email to a relevant segment of our graduate audience

Full Page: **£9,495**

Half Page: **£7,695**

Quarter Page: **£6,495**

GOLD



- ✓ Online listing on NewScientistJobs.com for 3 months
- ✓ Banner/MPU on Newscientist.com for 1 month
- ✓ Targeted boosted post on Facebook for 1 week
- ✓ Graduate Careers Hub content live for 4 weeks – promoted by email to drive additional traffic to the article
- ✓ Bespoke targeted email to a relevant segment of our graduate audience

Investment: **£4,995**

SILVER



- ✓ Online listing on NewScientistJobs.com for 3 months
- ✓ Banner/MPU on Newscientist.com for 1 month
- ✓ Targeted boosted post on Facebook for 1 week
- ✓ Bespoke targeted email to a relevant segment of our graduate audience

Investment: **£3,195**

BRONZE



- ✓ Online listing on NewScientistJobs.com for 3 months
- ✓ Banner/MPU on Newscientist.com for 1 month
- ✓ Bespoke targeted email to a relevant segment of our graduate audience

Investment: **£1,995**

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