WORK WITH THE EXPERTS

When we say we’re the experts in graduate careers, we really mean it. At the forefront of graduate labour market research for more than 40 years, we have unrivalled insight into what graduates do, where they go and what their motivations are.

We use this intelligence to guide and inspire career choices that enable graduates to make the best use of their skills – ultimately delivering you more relevant and high-quality applications.

Visit Luminate, our indispensable hub for data, trends, advice and thought-leadership on the school leaver and graduate labour market. Providing a fresh voice for the sector, it is aimed at careers advisers, recruiters, employers and anyone interested in labour market information.

luminate.prospects.ac.uk

WHAT OUR LABOUR MARKET INTELLIGENCE CAN DO FOR YOU:

Access real data
Want to know what graduates do? Our dedicated research team analyse the career paths, behaviours and destinations of more than 250,000 of the graduating cohort every year.

Understand key trends
Did you know that more than a fifth of engineering graduates become IT professionals?
Or that 20% of physicists go on to work in business and finance roles?
We have the expertise to interpret and predict trends in graduate employment and share these insights with employers.

Create effective campaigns
Our intelligence informs all your recruitment with us, allowing you to put together more targeted and productive campaigns.

PROSPECTS

PROSPECTS

e.sales@prospects.ac.uk t 0161 277 5200 @prospects www.prospects.ac.uk
THE STUDENT JOURNEY

Our insight and research means we understand the journey to career success better than anyone. We continuously engage with students throughout this journey, allowing recruiters to position their brand in front of students well before the application process begins.

Prospects is aligned with key student brands including an exclusive partnership with the NUS, enabling us to build relationships with NUS TOTUM cardholders via their channels.

An unrivalled on-campus presence puts our publications in 100% of UK university careers services.

We engage with students throughout their studies and beyond, providing advice, tips and the latest opportunities relevant to their interests and stage of study.

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1ST YEAR

As career options begin to be explored, our apprenticeship and work experience platforms introduce school-leavers and students to potential employers.

2ND YEAR

Every year, students are guided to make the best use of their skills with our unique career planning tools and sector guides.

FINAL YEAR

A multi-channel approach, including email communications, social media and interactive digital products means students can access opportunities wherever they are.

GRADUATION

New graduates enter the job market informed and ready for work. We remain engaged with them from their first job and beyond.
ATTRACTION
THE BEST

More than two million students and graduates visit Prospects.ac.uk every single month, making us by far the most widely used graduate careers website. Quantity doesn’t come at the expense of quality however, as our high-impact online and on-campus activities have resulted in engagement with a more diverse and high-calibre audience than ever before.

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 million unique browsers visit</td>
<td></td>
</tr>
<tr>
<td>Prospects.ac.uk every month</td>
<td></td>
</tr>
<tr>
<td>970,000 students and graduates</td>
<td></td>
</tr>
<tr>
<td>are registered to receive Prospects</td>
<td></td>
</tr>
<tr>
<td>emails</td>
<td></td>
</tr>
<tr>
<td>95,000 followers connect with</td>
<td></td>
</tr>
<tr>
<td>us via social media</td>
<td></td>
</tr>
<tr>
<td>30% of all UK final-year students</td>
<td></td>
</tr>
<tr>
<td>are registered with Prospects</td>
<td></td>
</tr>
<tr>
<td>70,000 of our registrants graduating</td>
<td></td>
</tr>
<tr>
<td>in 2018/19 have studied at a Top 40</td>
<td></td>
</tr>
<tr>
<td>university</td>
<td></td>
</tr>
<tr>
<td>89% of our web visitors expect</td>
<td></td>
</tr>
<tr>
<td>to receive a 2:1 or higher</td>
<td></td>
</tr>
<tr>
<td>84% of our web audience have already</td>
<td></td>
</tr>
<tr>
<td>gained some form of work experience</td>
<td></td>
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</tbody>
</table>

PROSPECTS
THE ONLINE JOURNEY

Prospects.ac.uk is fully responsive and designed with an entirely user-centred approach, simple navigation and optimised content – reinforcing Prospects’ brand values through inspiring and illuminating design.

The site guides its users on every step of their career decision-making journey and is one of their first points of contact whether directly, through our strong relationships with careers services, via our print and digital portfolio, or by organic search. Our advice content predominantly ranks on page one of search results.

Step 1
Researching/information gathering
Exploration of options is a very significant element of the student journey.
What job will suit me? What can I do with my degree? What vacancies can I apply for? These are just some of the questions a large proportion of students arriving at the Prospects site are asking. Our detailed and trusted advice is often the first step to identifying careers and the qualifications needed to get there – more than 900,000 entrances to the site each month are to a job profile page.
Our career tools are accessed by more than 47,000 users each month enabling them to explore their career choices and identify roles that appeal to them based on their skills and motivations.

Step 2
Job search
Once the user has made their career choices, they start searching for their opportunities online and on social media.
Our research shows that students and graduates consider various factors when choosing jobs to apply for. What kind of work does it involve? Do I have the skills to do it? Are there opportunities for personal development? Is the advert trustworthy/credible? These are just some of the questions raised during their search.
With an average of 300,000 searches for jobs each month, our users look at job listings in addition to student case studies and employer profiles, which help them understand more about the role on offer.

Step 3
Application
At the application stage, students are looking for CV advice and tips – one of our most popular sections on Prospects with more than 185,000 page views a month.
With application advice as well as relevant opportunities on the site, we provide our audience with guidance throughout their journey in addition to keeping them up-to-date with the latest opportunities via email alerts.
As their experience evolves, we help them consider further study to develop their careers or alternative job roles. For us, it’s important to ‘Love What You Do’ and our services and support during the career decision journey make that happen.
THE PROSPECTS AUDIENCE

We have a broad registrant profile, spanning school leavers to those with professional and postgraduate qualifications.

We connect with students at key points along their career journey and develop products that enable you to put your opportunities in front of a large and relevant audience.

19% Postgraduate

Prospects is the market leader in postgraduate study information, providing recruiters with access to high-calibre students and graduates to fill more specialist roles.

24% A Level and HND

Our prominence with a pre-university audience means we are ideally positioned to promote your apprenticeship schemes to students seeking to start their career straight after college.

57% Bachelors degree

We register more than a third of all final-year students from UK universities every year, as well as remaining relevant for more experienced graduates who are looking to progress their career.

92,000 are first degree final-year students (graduating 2019) and ready to make decisions about their future.

80,000 are pre-final year students, and are looking to Prospects for guidance on how to shape their future career plans.

Chart key: Highest level of qualification achieved or expected by Prospects’ registrants.
RIGHT PLACE
RIGHT TIME

Online, on campus or through our digital products, we engage with our huge audience wherever they are.

Prospects.ac.uk provides one unified experience across desktop, tablet and mobile. Our multi-channel approach, along with an unrivalled understanding of graduate careers, means we direct students and graduates to the information and opportunities right for them. At the application stage candidates come to recruiters fully informed of the role expectations and knowledge of their sector on a wider scale.

View our student and graduate recruitment packages to find the right options for you.
Student journey

Across online, on-campus and mobile channels, Prospects puts your brand in front of motivated students from day one.

We know that most students are considering their career options from their first year at university. This recruitment package enables you to influence their decisions at this early point, as well as showcase your internship and graduate scheme opportunities all year round.

The package includes online exposure on Prospects.ac.uk via a profile and internship/graduate scheme listings as well as a presence in the Student Career Guide distributed in both print and digital format.

You can enhance your campaign further with additional branding and web advertising options including email and display advertising.

Package booking deadline: July 2019
Live date: September 2019

2.1 million monthly unique visitors to Prospects.ac.uk
700,000 Prospects registrants emailed with the Student Career Guide in digital format at peak times of year
70,000 print copies of Student Career Guide distributed via university careers services and careers fairs
95,000+ following through social media

Graduate employer profile for 12 months
An ideal platform to tell students and graduates what you have to offer including masthead, images and video

5 x Job adverts (any combination of Graduate scheme and Internship listings)
Includes a bold masthead image and a video to further increase awareness of your brand and make your vacancy stand out

Display or profile advertising in Student Career Guide
Produced in digital and print format with a combined circulation of 770,000

Social media support
Via Twitter, Facebook and LinkedIn to 95,000+ followers

Gold  |  Silver
---|---
✓ | ✓
✓ | ✓
DPS | Full-page

Additional vacancy listings are also available to add to your package
# Law

As the comprehensive guide to all stages of the recruitment process, Prospects’ law recruitment package is your one-stop shop for effective promotion of your firm’s opportunities.

With your training scheme, vacation scheme and employer profile listed on Prospects.ac.uk as well as advertising in our digital Guide to a Career in Law, this sector-focused package gives you unrivalled exposure through our online and digital channels.

Package booking deadline: September 2019  
Live date: October 2019

- **2.1 million** monthly unique visitors to Prospects.ac.uk  
- **160,000** Prospects registrants emailed with Prospects Guide to a Career in Law in digital format at peak times of year  
- **95,000+** following through social media

<table>
<thead>
<tr>
<th>Package Details</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>12 months unlimited job listings and events</strong>&lt;br&gt;Promotion of your latest vacancies and events you are holding on Prospects.ac.uk all year round</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td><strong>1x training contract plus 1x vacation scheme listing</strong>&lt;br&gt;Promotion of your latest opportunities on Prospects.ac.uk</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td><strong>12 month graduate employer profile</strong>&lt;br&gt;An ideal platform to tell students and graduates what your law firm has to offer</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Advertising in Guide to a Career in Law</strong>&lt;br&gt;Display or profile advert with a circulation of 160,000</td>
<td>DPS</td>
<td>Full page</td>
<td>Half-page</td>
</tr>
<tr>
<td><strong>Social media support</strong>&lt;br&gt;Target our law audience via paid social media advertising on the Facebook network and Google</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>
Our STEM guide provides a targeted channel to promote your opportunities to current students and recent graduates from a Science, Technology, Engineering or Mathematics degree discipline.

Containing industry insights, job search advice and postgraduate study options, this digital-only publication is an ideal opportunity to promote your brand and opportunities to relevant and engaged STEM candidates.

Effective independently or as a campaign enhancement for the Student Journey Package, additional promotion via social media and Prospects.ac.uk will ensure all-round recruitment success.

Booking deadline: October 2019
Live date: October 2019

2.1 million monthly unique browsers to Prospects.ac.uk
350,000 Prospects registrants emailed with the STEM guide in digital format at peak times of year
95,000+ following through social media

What the package includes:
Advertising in digital magazine
Sent directly to more than 350,000 students and graduates and hosted on Prospects.ac.uk

Social media support
Via Twitter, Facebook and LinkedIn to 95,000+ followers
With more than two million unique visitors every month, Prospects.ac.uk is the UK’s biggest and busiest graduate careers website.

Reaching your target audience couldn’t be easier with our range of digital products, which are constantly evolving in response to user behaviour and the latest best practice guidelines.

Employers can now choose from a suite of new online advertising options to ensure maximum exposure for their opportunities.

**Web**

### PACKAGE

**Employer profile**

An employer profile will raise awareness of your organisation all year round, enabling you to provide background information as well as essential supporting details such as locations, work sectors and application and interview tips.

Introduce your profile with a bold masthead image, embed up to four images and a video to further increase awareness of your brand and make your profile stand out.

**Case study**

Our research shows that jobseekers are strongly influenced by in-depth case studies that give them a real insight to what a job entails.

**Advertorial**

Showcase your organisation and opportunities to students and graduates in an editorial-style piece with your branding featured prominently.

**Event listing**

Increase attendance at your recruitment events, open days or online events via our market leading website audience of more than 2.1 million unique monthly browsers. Discounts available for multiple bookings.

**Job advert**

With more than 300,000 job searches every month, this is the perfect platform to fill your graduate roles, internships and apprenticeships.

To drive a great response your job posting includes an email alert to relevant job seekers and is included across relevant content pages on the site. You will also receive additional exposure on partner sites, social media and within our sector emails.

**Campaign boosters**

Increase the exposure of your job adverts, profiles and case studies to relevant users within our website content.

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**2.1 million** monthly unique visitors to Prospects.ac.uk

**970,000** Prospects registrants receive Prospects’ regular email communications

**260,000** Prospects registrants signed up to receive jobs by email

**300,000** monthly job searches

**95,000+** following through social media
Web

With more than two million unique visitors every month, Prospects.ac.uk is the UK’s biggest and busiest graduate careers website.

**Package**

**Branded solus emails**

One of our most popular products, we offer our clients the opportunity to craft their own audience from a wide range of criteria and target specific groups of jobseekers with tailored messages and opportunities. This offers a great way to boost a campaign and drive more applications.

**Social media**

*Social media advertising* Target a specific audience from our registrant data and similar users via Facebook network. Must be purchased with a branded solus email.

**Takeover day**

Exclusive postings across our Facebook, Twitter and Instagram accounts for a day.

**Takeover week**

A week of branding and messages across Facebook and Instagram aimed at a targeted Prospects audience.

**Sector email top jobs**

Enhance your campaign by featuring in the ‘top job’ position in one of our sector emails that are distributed to engaged jobseekers. Jobs in this position receive an average of 200% more clicks than in the general listing.

**Weekly audience sizes (approx):**
- Accounting, banking and finance (70,000+)
- IT (30,000+)
- Engineering (35,000+)
- Business, consulting and management (95,000+)
- General (220,000+)
- Work experience (220,000+)

**Bi-weekly audience sizes (approx):**
- Marketing (120,000+)
- Sales (25,000+)
- Information, research and analysis (35,000+)
- Teaching and education (45,000+)

**Monthly audience sizes (approx):**
- Law (40,000+)
- Charity and voluntary (175,000+)
- Property and construction (20,000+)
- Apprentice and school leaver (15,000+)
- Newsletter (850,000+)

**Journey widget**

Feature your opportunity next to highly relevant content.

**Multi-channel retargeting**

Targeted banner advertising served on external websites including Facebook and Google network to people who have already visited the Prospects website.

**Web banners**

Our banners will push your content to the most relevant users. They are a great way to generate both brand awareness and response for your campaign.
LOVE WHAT WE DO

With forty successful years of graduate recruitment under our belt, we know our solutions work.

Whether you’re looking to recruit one hundred graduates for your annual intake or need one candidate to start next week, your personal account manager will work with you every step of the way to get the results you want.

To find out for yourself, get in touch.
sales@prospects.ac.uk
0161 277 5200

‘We hired a candidate who had initially heard about us through your site – excellent demonstration of the links and layering of messages working, thank you!’

Catherine Stoneman, Head of Recruitment, Explore Learning

‘Not only did you assist with the advert itself but there was regular communication throughout both campaigns, My final set of requirements have been very specific and you went out of your way to investigate our options and provided me with some vital information for my future campaigns.’

Joanna Carslake, HR – Recruitment & Employee Lifecycle Manager, DS Smith

‘A top priority this graduation season was diversity. Prospects proposed various options and while these campaigns are still ongoing, Prospects are outperforming other sites with the level of applications.’

James Standing, Client Manager, Penna

PROSPECTS

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