



ADVERTISING INFORMATION

For the 2007-2008 edition to be published in September 2007

INTRODUCTION

The Times Top 100 Graduate Employers is a prestigious annual directory featuring Britain's best-known and most sought-after graduate recruiters. Published for the first time in 1999, it is now firmly established as the most widely-read graduate careers directory at the UK's top universities.

The new 2007-2008 edition is being compiled from the results of interviews with more than **17,000 final year students** graduating from university in 2007. The book provides an authoritative and easy-to-use guide to the leading organisations employing graduates.



Published as a hard-backed full-colour book and produced to the very highest standards, the ninth edition of *The Times Top 100 Graduate Employers* will be essential reading for students and graduates looking for their first job in 2007-2008.

During the **autumn of 2007**, over **60,000 copies** of the directory will be distributed free to finalists at the leading universities across the UK and further copies will be available for recent graduates to purchase from *The Times* newspaper or book retailers.

DISTRIBUTION

The 2006-7 edition of the directory will be distributed to **final year students** at the **top fifty** universities named in *The Times Good University Guide 2007* during the first two weeks of September, through local university careers services, student organisations and direct distributions. Between 250 and 2,500 copies will be available at each university, depending on the size of the final year student population and the number of finalists looking for a job.



Each university careers service will receive a **donation** in return for their help distributing copies of the book. During the last eight years, over **£200,000** has been donated to careers services across the UK.



The launch of the new edition of the directory will be supported by a substantial on-campus publicity campaign and promotions at the university careers services.

The universities included within the distribution are:

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|--------------------|--------------------|--------------------------------|--------------------|
| <i>Aberdeen</i> | <i>Dublin</i> | <i>Leeds</i> | <i>Plymouth</i> |
| <i>Aberystwyth</i> | <i>Dundee</i> | <i>Leicester</i> | <i>Reading</i> |
| <i>Aston</i> | <i>Durham</i> | <i>Liverpool</i> | <i>Sheffield</i> |
| <i>Bangor</i> | <i>East Anglia</i> | <i>London</i> | <i>Southampton</i> |
| <i>Bath</i> | <i>Edinburgh</i> | <i>Loughborough</i> | <i>St Andrews</i> |
| <i>Belfast</i> | <i>Essex</i> | <i>Manchester</i> | <i>Stirling</i> |
| <i>Birmingham</i> | <i>Exeter</i> | <i>Manchester Metropolitan</i> | <i>Strathclyde</i> |
| <i>Bradford</i> | <i>Glasgow</i> | <i>Newcastle</i> | <i>Sussex</i> |
| <i>Bristol</i> | <i>Heriot-Watt</i> | <i>Northumbria</i> | <i>Swansea</i> |
| <i>Brunel</i> | <i>Hull</i> | <i>Nottingham</i> | <i>Ulster</i> |
| <i>Cambridge</i> | <i>Keele</i> | <i>Nottingham Trent</i> | <i>Warwick</i> |
| <i>Cardiff</i> | <i>Kent</i> | <i>Oxford</i> | <i>York</i> |
| <i>City</i> | <i>Lancaster</i> | <i>Oxford Brookes</i> | |

EMPLOYER ENTRIES

Each employer named within *The Times Top 100 Graduate Employers* will have the opportunity to include a two-page, full colour **Employer Entry** in the directory to promote their recruitment programme. Entries are presented alphabetically, by company, and follow a standard format.

The **left-hand page** of the *Employer Entry* is headed by the employer's logo and describes the organisation, its recruitment programme, and useful contact details, compiled from information provided by the employer. In addition to the basic text, essential details such as the job functions graduates are recruited for, starting salaries, and the closing dates for applications will be presented using a standard format and colour coding across all entries.

The **right-hand page** of the entry is a display advertisement for the organisation.



The Times Top 100 Graduate Employers also includes a short editorial section which explains how the book is compiled, analysis of the current graduate job market and a guide to successful job-hunting.

The cost of an *Employer Entry* and other advertising in the 2007-2008 edition of the directory is:

Employer Entry	£7,950 +VAT
Employer Entry with an additional full-page display advert	£10,950 +VAT
Employer Entry with an additional double-page display advert	£12,950 +VAT

The deadline for booking an *Employer Entry* in the 2007-2008 edition is **Thursday 31st May 2007** and all copy should be supplied by **Friday 29th June** – the new directory will be published on **13th September**.

RESPONSE SERVICE

The directory also includes a special response service which allows students to request further information about the employers featured in the employer entries via a postage-paid reply card or using the dedicated *Top 100* enquiry website **www.top100graduateemployers.com**

The response service automatically sends out targeted emails to registered students about the organisations they are interested in, including regular updates on employers' local recruitment events and application deadlines. Contact details of students who have requested information are forwarded to employers regularly by email. The response service for the 2007-2008 edition will be provided between **September 2007** and **March 2008**, free-of-charge to employers booking entries within the directory.

Annually more than **10,000 students** use the response service and over 120,000 individual emails are sent out on behalf of employers featured in *The Times Top 100 Graduate Employers* directory. Typically each graduate recruiter receives between **500** and **3,000** names, email addresses and postal contact details for finalists who are interested in their organisation.

