Not Going to Uni

Search and apply for apprenticeships, gap years, distance learning & jobs

Online | OnMobile | InSchools

The UK’s leading site for school and college leavers

Media Pack 2015/2016
About us

Not going to uni was established in 2008 to help young people make informed decisions about their future by showing the opportunities that exist outside of the traditional university route such as apprenticeships, traineeships, sponsored degrees, gap years, volunteering, distance learning and jobs.

We provide a platform for young people to engage with employers, training providers and industry bodies, showing that you can have a successful career without university!

Key stats

Approx 130,000+ visitors per month
Over 100,000 applications generated a year
Over 45,000 social media reach
Over 140,000 subscribers to our e-newsletters
Over 500 schools visited last year, resulting in 100,000 young people engaged through our workshops and programmes

Awards and accolades

Telling young people about amazing opportunities is its own reward but it’s nice that we’ve won a number of awards since we launched.

- Best Young Persons’ Website at the Hants Web Awards
- Top 20 Tweeters Job Seekers Should Follow by Jobsite
- Finalist in the ICG learning awards
- Finalist in the Thames Gateway Business Awards
- Shortlisted in The Smarta 100 a celebration of the most resourceful, original, exciting and disruptive small businesses in the UK

Our survey of nearly 2,000 young people found that 61% had not been told about alternative routes to University

To find out more call us on 0203 691 2800 or email info@notgoingtouni.co.uk
Proud to work with:

National Careers Service
Apprenticeships
Starbucks Coffee
Barclays
Vodafone
AAT
ALDI
PwC
College of Defence
Babcock
PRET
QA
Tesco
Lifetime
BT
MetFilmSchool
The Sheffield College
Army
BBC
Sainsbury's
NUS
Next
M&S
Nestlé
British Airways
Lloyds Banking Group
Vision West Nottinghamshire College

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Getting Applications

Branded company profile with Unlimited listings

£300 per month

Upload your listings in minutes, run reports on your campaign performance – all from your dedicated dashboard. All listings are branded and include key information such as: start and end date, location/s, qualifications required, description, sector and company profile.

Application process can be by:

• URL to direct candidates to your application landing page
• Candidate profiles emailed to your inbox

Profile raisers

You can also increase the visibility and reach of your listing by featuring them on key pages:

Home Page + £350 per month

Search Results Page + £250 per month

Sector / Location Search Result + £150 per month

Click here to see live listings

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Be Inspired: Case Studies

Our “Be Inspired“ section features over 600 video and text case studies enabling our student audience to gain a great understanding of the opportunities and career sectors available.

NGtU Blog

An excellent way to share your knowledge about your industry and be seen as an authority within your sector.

Feature all of your Case Studies and blog to your hearts content!

£100 per month

Careers in Racing fully support the initiatives and opportunities provided by Not Going to Uni and have taken great pleasure in watching it's expansion over the past few years, whilst simultaneously expanding its relationship with the horseracing industry and helping us attract great candidates.

Michelle Douglas, Industry Recruitment Associate, British Horseracing Authority

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Banner Ads

Banner advertising is available in both leader board and MPU and generates hundreds of thousands of views every month. These banners are highly visible and have great presence across the website and can now be geo-targeted by location.

£15 per 1000 impressions

1. **Leader Board**
   - 728px wide x 90px high

2. **MPU banner**
   - 300px wide x 250px high

Featured Provider

Be seen as a brand of choice amongst our audience. A great way to build reputation and gain extra visibility. This brand new inventory allows you to display your logo as a featured provider across key areas of the site. Once clicked the visitor is taken to your profile page with all your current opportunities on full display.

- **Home Page**
  - £250 per month
- **Search Results Page**
  - £150 per month
- **Sector Results Page**
  - £100 per month

Did you know? We delivered nearly 10 million banner impressions last year!
Monthly Group E-newsletter

Our monthly not going to uni e-newsletter goes straight to the inbox of our registered subscriber database made up of students, career advisors and industry professionals across the UK.

£1,500 per inclusion

Targeted E-newsletter Campaigns

Let us create bespoke email campaigns, allowing you to target our audience by:
- Age
- Gender
- Location

£250 set-up
and £125 per 1000 recipients

Social Media Campaigns

We are a very social company and we love promoting your key messages throughout all our social platforms to over 45,000 followers.

6 Facebook posts
12 Tweets

£100 per month

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**Background Take Over**

If you want to create real impact, enhance awareness of your organisation and promote your offering then our background takeovers are a sure-fire way to reach our visitors and generate 1,000s of click-throughs for your brand.

£2,000 per week

**Homepage Slider Box**

This high profile real estate sits on the homepage and showcases your brands key messages with both graphics and text and directs our visitors to your target url.

£250 per week

**Did you know?**

Our Background take overs regularly generate over **10,000** click-throughs in a week.

With a plethora of “how to get into uni” websites out there giving the impression that it is the only way to get on in life (unless you learn a trade) not going to uni is a breath of fresh air!

Tam Sutton Greenford, via Facebook

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NGtU Online Magazines

The Not Going to Uni online guides are a valuable resource for students, parents and careers advisors as they are packed full of advice, helpful insights and case studies. These guides generate a wealth of press interest and are an ideal medium to convey your key messages and success stories.

Full Page Advert £2,000
Half Page Advert £1,200
Double Page Spread £3,000

Case Study Feature £500
Magazine sponsor £5,000

To include:
- Logo on the cover/ all pages of footer
- Double Page Spread
- Written Welcome
- Featured on Social Media
- Featured within Press Releases

Full page
210mm wide x 297mm high
Full page with bleed
216mm wide x 303mm high

Half page landscape
180mm wide x 130mm high
Half page portrait
86mm wide x 270mm high

Did you know?
Over the years, forewords for our magazines have been written by David Cameron, Peter Jones, Sir Alex Ferguson, Levi Roots & James Caan

To find out more call us on 0203 691 2800
or email info@notgoingtouni.co.uk

Proud to work with:
NGtU is regularly featured on TV, Radio and in the national and regional press. Here’s just a snapshot...

**TV**

**Radio**
LBC, BBC Radio 1-5, Capital radio, Heart, Kiss and numerous BBC regional stations

**Print**
Telegraph, Times, Mirror, Independent, Sun, Guardian, Metro, Evening Standard and over 300 regional newspapers

**Online**
Huffington Post, Times Education Supplement, Recruiter Magazine, Wales Online, Guardian Online, Mail Online

Click here to see more on our pinterest page

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What our users say about us...

Hi, I have applied for 3 roles had 2 interviews and 2 offers... you guys are sick!!
Jess T from Manchester

What a great site, you really helped me show my parents that there are great roles out there for 17 year olds.
Ryan from London

A big thank you to everyone @ NGtU I got a top apprenticeship!
Jonny P from Crawley

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