

International Students

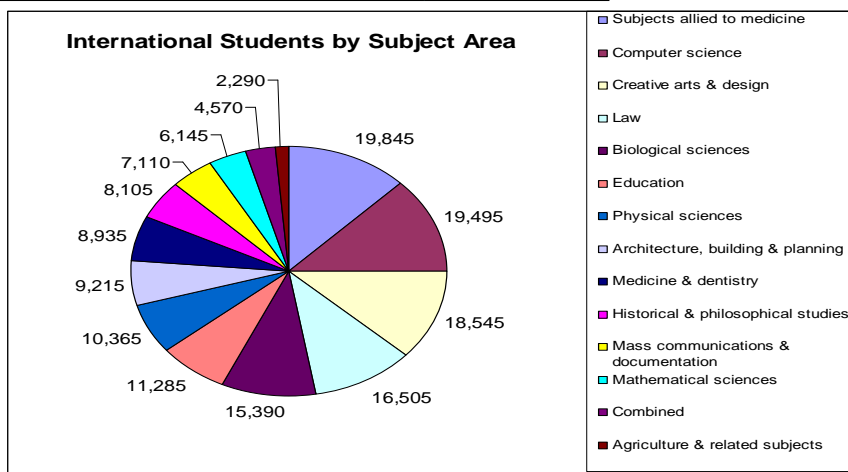
Marketing to international students is big business. There are an estimated **250,000** non-EU overseas students in UK universities bringing in vital income. With the squeeze in domestic funding, universities are seeking to maximize other sources of income. Last year the level of fees charged to overseas students rose by approximately **5%**. Average fees for undergraduate courses now cost between £9,300 for standard courses and £11,500 for laboratory-based courses.

The latest figures from UCAS show that applications from non-EU students to degree courses are up by **21%**. Interestingly, though, applications from EU students from outside the UK – who are not subject to visa requirements and pay the same fees as domestic students – are up by **over a third**.

EMG's tend to have a preference for certain courses and in particular in India and China the prestige of attending a university in the UK is very high and the numbers they come over in is staggering. Take a look at the figures for yourself:

Country of Origin	2007/08
China	45,355
India	25,905
United States of America	13,905
Nigeria	11,785
Malaysia	11,730
Hong Kong	9,700
Pakistan	9,305

Source:
UK Council for
International Student
Affairs



Smart marketers realise in order to capitalise on this burgeoning market they need to adopt a different approach by speaking to them via a medium that is relevant and engaging.

Indoor Media has access to over 400 sites that attract all the major EMG's within the UK. With international targeting capabilities, comScore rated sites, and ABCe audited technology to serve ads we offer a proven marketing solution.

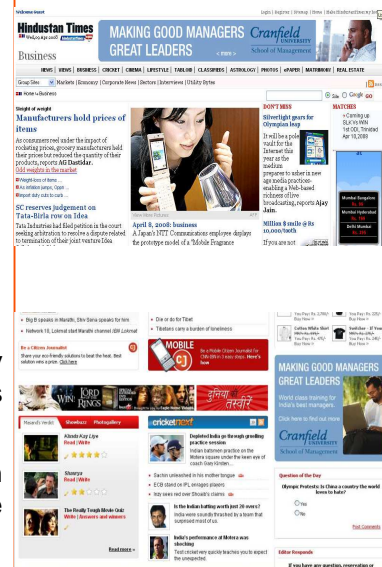
To find out more on how Indoor Media can benefit you please call Neel on **020 7125 0007**

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We previously ran a campaign across our South Asian portfolio for Cranfield University that yielded a CTR double that of the industry accepted average.

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