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BRANDING

PRODUCT

PORTFOLIO

Global profile and visibility

THE

INTRODUCTION

For **50 years**, Times Higher Education (THE) has been a leading global authority in higher education around the world through powerful insights, analysis and news. Since launching the World University Rankings in 2004, THE has collected more than **9 million** individual datapoints from **3,500+** universities in over **100 countries** and regions, creating an unrivalled proprietary dataset and establishing THE as a world leader in higher education analytics.

Coupled with a website reach of more than **30 million** annual users, THE is best-placed to support you with understanding and achieving your strategic goals.

Trusted by governments, higher education institutions and organisations, our solutions have been specifically developed to inform, measure and support your strategic and tactical goals, from **data benchmarking** to **marketing** and **recruitment**, both domestically and on the **world stage**.

This is product pack **3 of 4** covering **THE's Branding** products. You can find information relating to the rest of our solutions through these other three product packs: Hiring, Data and Consultancy



“WE SEE OUR PROJECTS WITH TIMES HIGHER EDUCATION AS OUR MOST VALUED COLLABORATION PROJECTS FOR OBTAINING THE WORLD-WIDE VISIBILITY THAT WE STRIVE FOR.”



Head of international relations,
University of Luxembourg

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01

BRAND AND REPUTATION ARE IN MANY WAYS, THE GLOBAL CURRENCY OF HIGHER EDUCATION

In an extremely competitive global market, a strong brand is crucial to an institution's ability to attract academic talent, investment and philanthropic support, and to forge strategic partnerships. Furthermore, recent research has shown that a university's reputation is the number-one priority for students when selecting where to study.

Universities are brands, whether they like it or not, and senior university leaders are increasingly recognising that reputation management, communication, public engagement and brand development are crucial leadership issues. Universities must be proactive in telling their institutional stories, communicating their unique strengths and highlighting their distinctiveness in a crowded market.



Phil Baty - Chief Knowledge Officer,
Times Higher Education (THE)



Universities are brands, whether they like it or not, and senior university leaders are increasingly recognising that reputation management, communication, public engagement and brand development are crucial leadership issues.

Times Higher Education (THE) is a key strategic partner to hundreds of universities around the world in doing just that.

THE can help build visibility and awareness around your institution's key strengths and, ultimately, support the development of your international reputation. To find out more, get in touch with our branding consultants who will work closely with your institution to set tailored strategies and solutions.

In today's dynamic higher education market, your institution's global brand and reputation can no longer be left to chance.

02

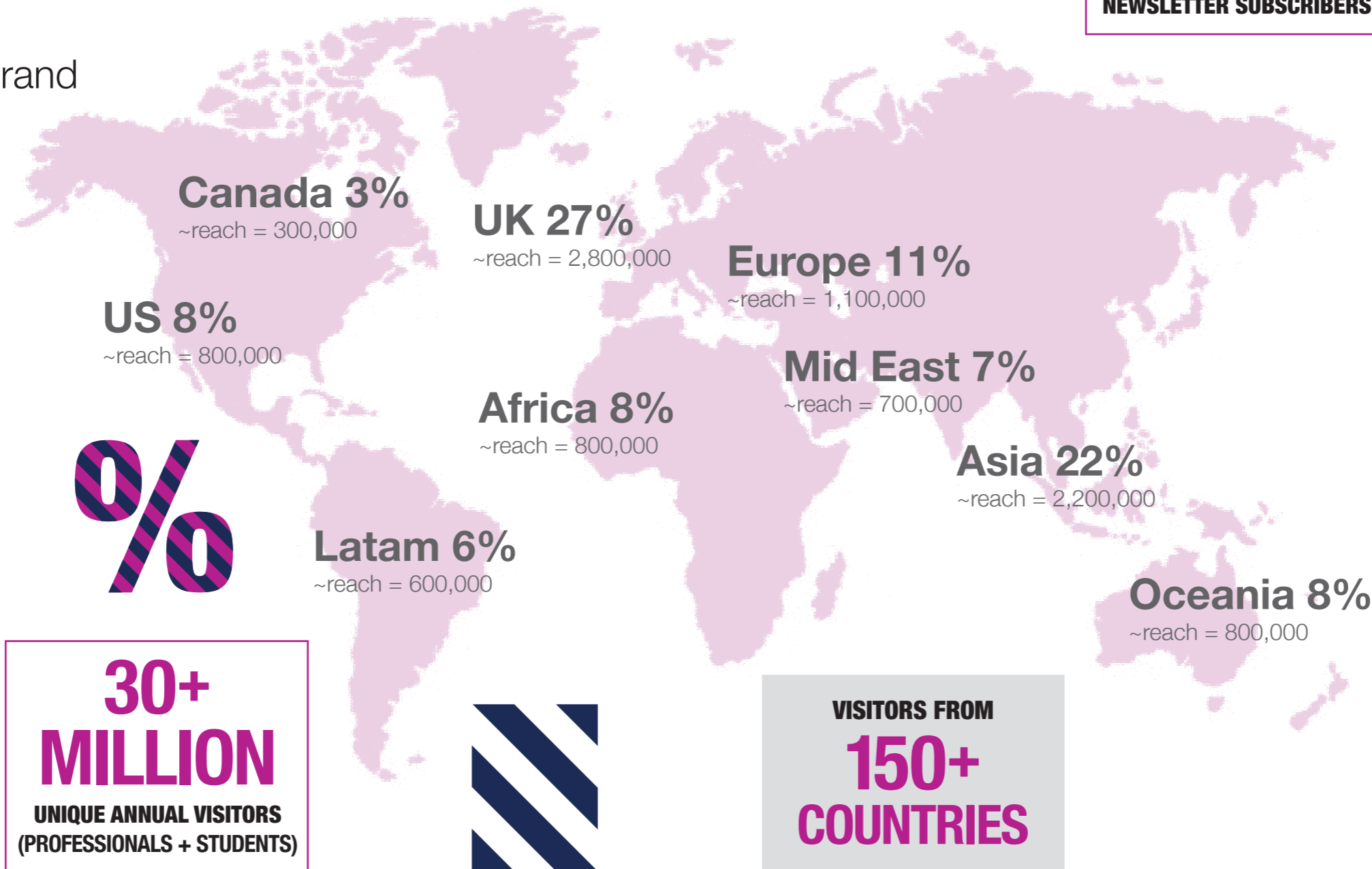
AUDIENCE STATS

Build your global brand visibility with THE

University leaders, academics, researchers, professionals and government leaders from around the world engage with THE for high-quality content, data and insights, providing a unique opportunity to align your brand with THE, reach your core audiences and promote your stories of excellence to our global audience of readers.

100+ MILLION
PAGE VIEWS PER ANNUM

110,000+
NEWSLETTER SUBSCRIBERS



30+ MILLION
UNIQUE ANNUAL VISITORS
(PROFESSIONALS + STUDENTS)

150+ COUNTRIES
VISITORS FROM

THE's academic & professional audience breakdown of approximately 10 million annual visitors:

Field of experience	% of answers	Reach (approx)
Administrators and leadership	9%	900,000
Education	8%	800,000
Business & Management	7%	700,000
Arts & Humanities	6%	600,000
Engineering & Technology	5%	500,000
Languages, Literature & Linguistics	4%	400,000
Business & Economics	4%	400,000
Computer Science	4%	400,000
Biological Sciences	4%	400,000
Social Sciences	4%	400,000
Medicine & Dentistry	3%	300,000
Other	42%	4,200,000

Location	% of answers	Reach (approx)
United Kingdom	27%	2,700,000
United States	8%	800,000
Australia	7%	700,000
India	7%	700,000
Canada	3%	300,000
United Arab Emirates	3%	300,000
China	2%	200,000
Pakistan	2%	200,000
Mexico	2%	200,000
Malaysia	2%	200,000
Nigeria	2%	200,000
South Africa	2%	200,000
Turkey	1%	100,000
Brazil	1%	100,000
Germany	1%	100,000
Other	30%	3,000,000

Please contact branding@timeshighereducation.com if you'd like to request audience insights not available here

03

ENHANCED PROFILES

Increase your visibility

Your profile on THE is the first point of contact for our 30 million+ audience of students, academics and university leaders.

Use an enhanced profile to upload customised content, allowing you to engage with your audience, convert enquiries and promote your brand.

PROFILES INCLUDE:

Logo | Web links
Social links | Videos
Photos | Resources
+ more

UNIVERSITY PROFILES ON THE'S WEBSITE RECEIVE
MILLIONS OF HITS
EACH YEAR

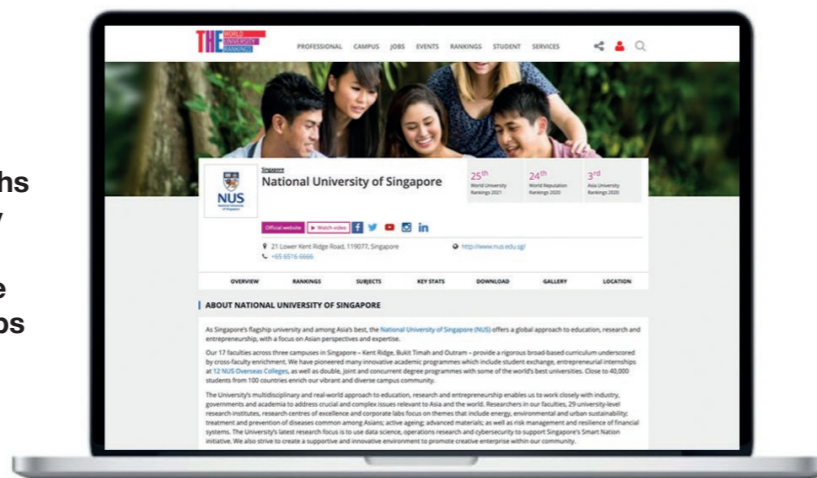
ENHANCED PROFILES RECEIVE
6 TIMES
MORE VIEWS THAN BASIC PROFILES



All Enhanced Profiles and Hubs include a Social Media campaign to drive traffic to your content from across THE's owned channels.

KEY FEATURES:

- Showcase your institution's unique attributes, performance and key statistics to a global audience of key higher education stakeholders
- Demonstrate your institution's key strengths to other global university leaders who may be interested in partnering with you for research collaborations, student exchange programmes or other strategic partnerships
- Present what your institution has to offer to a wide audience of passive academic job seekers



04

RESEARCH HUBS

Showcase your excellence

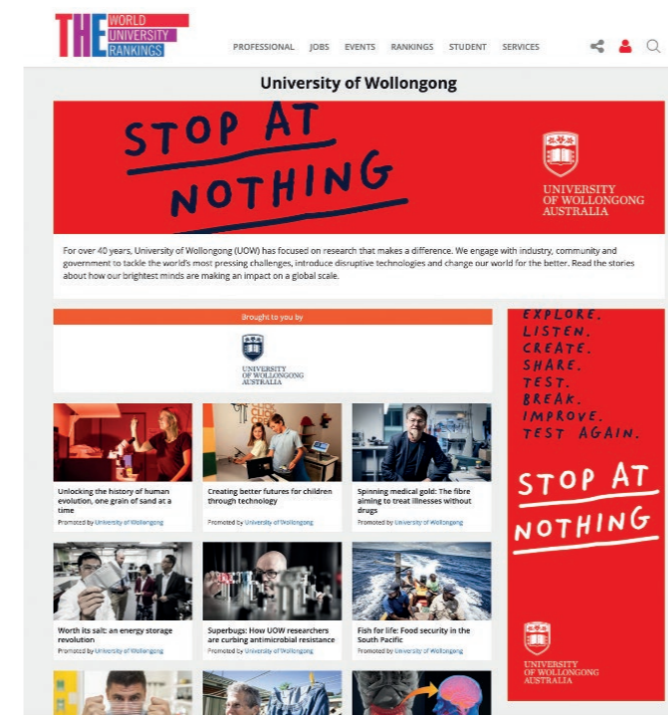
Showcase your institution's academic or research excellence via THE's Research Hub, hosted on www.timeshighereducation.com.

Our co-branded Research Hubs allow instant and up-to-date content to be fed directly to THE's 30 million+ online audience across more than 200 countries and regions.

Present a compelling overview of core academic and research strengths and recent achievements. Establish brand relevance, reinforce reputation or assert leadership on a topical agenda. You can even access THE's own writers to help shape your content.

THE HAS AN ONLINE AUDIENCE OF

OVER 30 MILLION



05

CONTENT
MARKETING

Co-branded Excellence



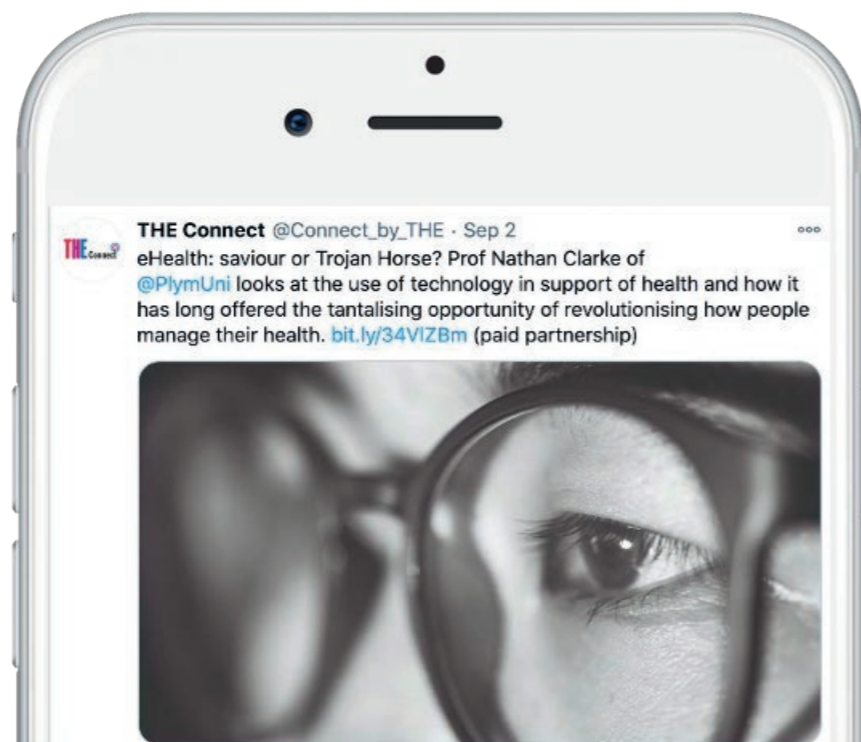
Promote your institution's innovation, leadership, research impact and working environment with THE Connect – branded content for high-level, targeted engagement.

THE Connect is THE's own bespoke branded content platform, working with university partners through THE's special projects and content curation departments. Our team will work with you to agree a bespoke brief, promoting the things that matter to you through a series of co-created articles.

Designed to feature a range of senior leader and researcher voices this co-branded content will be promoted across THE owned media channels including social media, specifically targeting pre-agreed audience demographics.

SUBJECTS RECENTLY FEATURED ACROSS THE'S BRANDED CONTENT INCLUDE:

- Best-in-class R&D projects
- Increasing access through digital transformation
- Alumni engagement post-graduation
- Lifelong learning
- Civic engagement
- Partnering with industry
- International collaboration



06

VIDEO
INTERVIEWS
& ROUNDTABLES

Share your stories through editorially driven content

THE's Editorial Special Projects department will partner with your university to produce a range of digital content designed to reach the professional audiences you wish to target, including university leaders, academics and researchers.

Our journalists will agree a brief with you that can include digital articles and/or video. This content will feature testimonies from trusted sources within your university's staff and administration.

All interviews for co-created content are conducted by THE's

expert journalists and shared with you for sign-off before publication and promotion. Through true collaboration these special projects are designed to enhance reputation and increase visibility with THE's unparalleled global academic audience.



07

PROGRAMMATIC AD RE-TARGETING

Targeted reach for your market

Re-engage academics, researchers and university leaders through THE's programmatic ad re-targeting. Utilising exclusive first party data distilled from the millions of higher education stakeholders that visit THE's owned channels every year, THE can run targeted paid social and programmatic display ads to actively re-target your preferred audience.

TARGETING OPTIONS INCLUDE:

- Country of origin
- Discipline
- Seniority
- + more



Our ongoing relationship with THE – via a range of initiatives – has played a key role in cementing our position as Australia's global university.

FIONA DOCHERTY

Vice-president, external relations, UNSW Sydney



Advanced audience segmentation and ad re-targeting

Targeting by intent, not just demographics, our pay per click/landing service means less wastage and delivers a true 'audience first' approach to your multi-task, multi-platform digital campaign – driving more interest to your institution.

RE-TARGETING PLATFORMS INCLUDE:

- Facebook
- Instagram
- Twitter
- Google Ad Network



08

DIRECT EMAIL MARKETING

Engage directly with THE's email subscribers

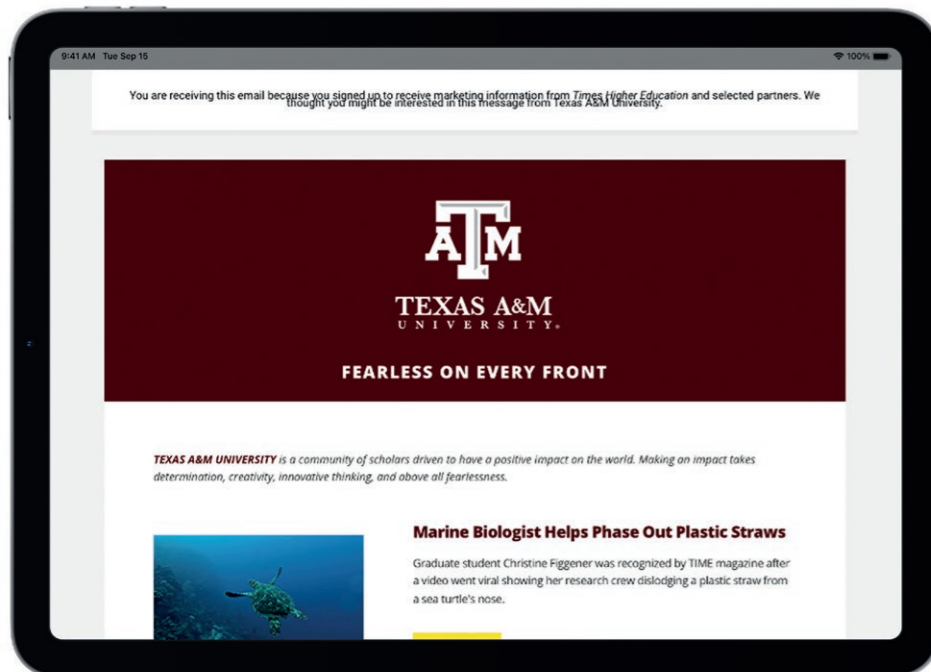
Direct Email Marketing, optimised through THE's extensive academic database, is one of the most effective ways to reach and engage with your target audience.

Simply supply your content and your desired target audience, and we will send a bespoke THE co-branded email to registered academics, researchers, university leaders and professionals who actively engage with THE's content.

TARGETING OPTIONS INCLUDE:

- Country of residence
- Role
- Discipline

We can even help you to create the email content with the assistance of our Special Projects team, so don't hesitate to ask if you require assistance.



09

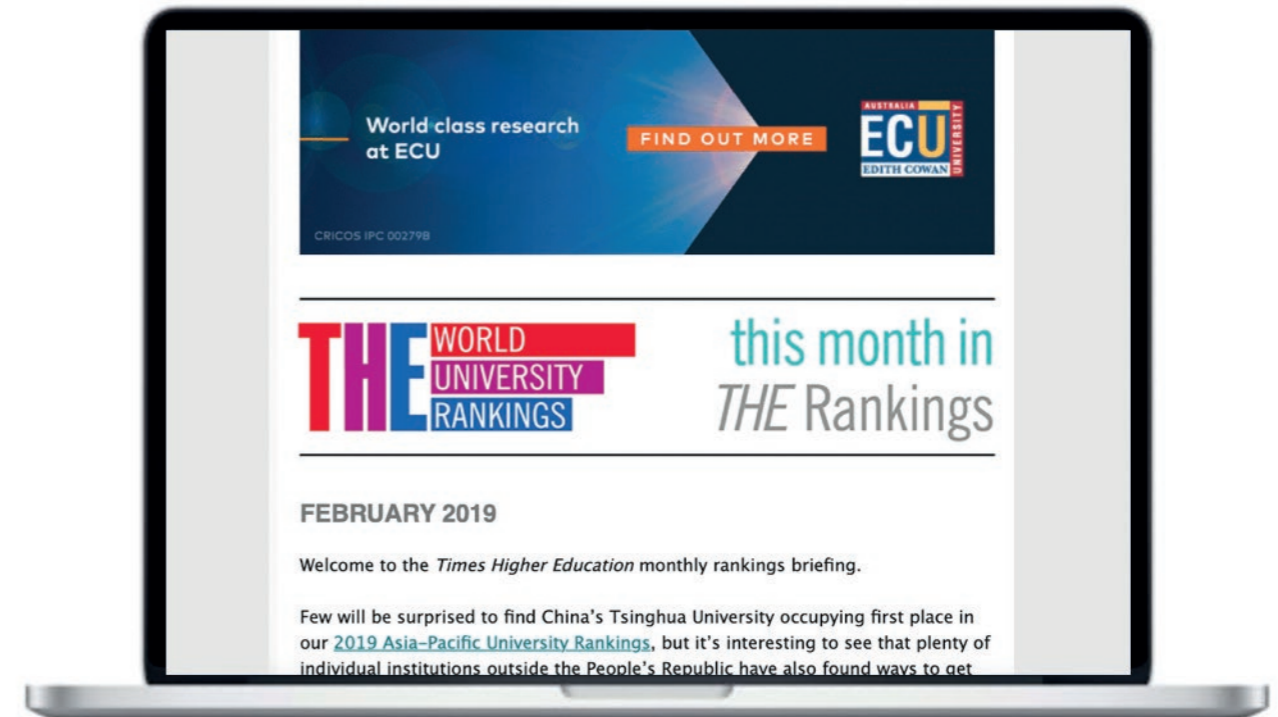
ACADEMIC NEWSLETTER SPONSORSHIP

Over 110,000 readers from around the world have opted-in to receive our weekly academic newsletter, providing a highly visible platform to promote your brand, stories of research excellence, teaching and innovation to an engaged audience.

With just one newsletter sponsorship opportunity available each week, it's an invaluable solus platform to engage academics, researchers and university leaders with your brand, and nurture your institution's reputation, globally.

ACADEMIC NEWSLETTER SPONSORSHIP IS AVAILABLE IN THREE FORMATS:

- Header banner (600 x 250)
- Sponsored article (300 x 300) plus 100 words
- Footer banner (600 x 100)



10

DISPLAY ADVERTISING

High visibility, engagement and click-through rates

Put your brand front and centre of THE's huge academic audience with targeted, high impact display advertising on the THE website – a platform trusted and respected by academics, researchers and university leaders.

With full control over who you target and where, your message will reach your preferred audience

across the 30 million+ annual visitors to our website.

A wide range of formats are available to ensure optimal visibility and provide creative expression and engagement, and our in-house team can work with you to understand your KPIs to identify the most appropriate campaign targeting for optimising your conversions and ROI.

FORMATS INCLUDE:

- Wallpaper (site-takeover)
- Billboard (970 x 250)
- Mobile full page
- Nag footer
- Half-page Unit (300 x 600)
- Mid-page Unit (300 x 250)
- Leaderboard (728 x 90)



11

PRINT ADVERTISING

Influence the influencers

THE magazine is published on a fortnightly basis to a readership of over 500,000 online and in print.

Our audience has a professional focus, comprising academics, researchers and university leaders from around the world.

Promote your campaigns and build awareness around your brand via multi-sized advertisements or take advantage of advertorial opportunities.

HIGHLY ANTICIPATED SUPPLEMENTS

Dedicated rankings supplements are aligned with the release of THE's rankings across the year, providing multiple opportunities to engage our readership. Plan ahead and put your university brand in front of an influential global audience. Supplements delve into the essence of the university brand and why it is so important.

Featuring leading analysis and commentary from university leaders as well as the eagerly anticipated rankings results, these special supplements are the must-have companions for all senior higher education stakeholders who aim to build, maintain or enhance their institutions' reputations.

FORMATS INCLUDE:

- Gatefold
- Dual-page spread (DPS)
- Full-page ad
- Half-page ad
- Belly-band
- Inserts



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SPECIAL PROJECTS

Combine reach with authority and credibility

THE can become an extension of your university's marketing department, and support you in creating high-quality content that reflects your brand, conveys your excellence, and that resonates with a global audience of academics, researchers and university leaders.

EDITORIAL WRITING

THE has been an authoritative source of news and insights in the global higher education sector for almost five decades.

We have talented journalists at our disposal to help clients create rich pieces of content to use as part of their story-telling and marketing activities.

Work can include: advertorials, articles, interviews, blogs, podcasts, publications, video script and more.

DESIGN

In addition to copywriting, THE also has talented designers that can help visualise your institution's story and brand.

Our designers create eye-catching designs that help to accentuate your content and messaging, and elevate your university's brand.

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CONSULTANCY SERVICES

Supporting global higher education leaders to achieve sustainable growth and strategic impact

THE Consultancy provides strategic, data-driven guidance to universities and governments globally. Building on our vast sector expertise and long history, our dedicated team of expert industry consultants support our partners to build effective and sustainable strategies aligned to their unique mission.

THE CONSULTANCY SUPPORT FOR BRANDING AND REPUTATION:

STAKEHOLDER PERCEPTIONS ANALYSIS

Insights into the perceptions of internal and external stakeholders that are strategically important to your institution, including current students, prospective students, faculty, staff, academics, donors, industry partners, alumni and government representatives.

GLOBAL ACADEMIC REPUTATION ANALYSIS

An examination of academic reputation via analysis of evidence collected from researchers globally participating in THE's Academic Reputation Survey.

DIGITAL BRAND AUDIT

This health check process will give valuable insights into your overall brand performance, considering different aspects of your brand presence, including awareness, reputation and positioning.

SPONSORED CONTENT

Reducing emissions with the right research

The Institute of Environmental Technology at VSB – Technical University of Ostrava is expanding its programme of innovative, collaborative projects

Since its foundation in 2004, the Institute of Environmental Technology (IET) at VSB – Technical University of Ostrava (VSB-TUO) has focused on innovation that maintains the health of the planet. The institute's main research is energy recovery from waste (municipal, bio-waste, industrial), for example by combustion. Pyrolysis – the thermal treatment of waste without oxygen, to extract carbon, liquids or gasses – is a key focus, as is the production of biogas from biodegradable waste. "These are processes which are already known and commercially applied, but we strive to develop improvements and the utilisation of products from them," says Lucie Obalová, IET's director (pictured, inset).

Notable IET research projects include decreasing emissions from the combustion process in waste incinerators, and research into the mitigation of pollution from industrial processes, such as nitric acid production, with its high emissions of nitrous oxide and fossil fuel combustion that produces pollutants such as nitric oxide, carbon dioxide and sulphur dioxide. Professor Obalová says: "We focus on catalytic methods of reducing emissions from these processes". IET also addresses pollution via organic compounds in water, because



wastewater treatment plants often do not separate pollutants such as hormones and pesticide residue effectively.

Professor Obalová notes that photocatalysis, the oxidation of an organic compound in the presence of a catalyst and light, is particularly promising. "The aim is to develop a process that works in sunlight, without potentially polluting energy input," she says.

IET works closely with industry in the Czech Republic, where its partners include Spolana, a large chemical plant in Neratovice, and SMS CZ, which produces waste incineration units. IET also carries out commercial contract research with both small and large private companies.

As a public university, VSB-TUO partners with government agencies, such as the Czech Ministry of Industry and Trade, the National Science Foundation, and also with the Ministry of Education, Youth and Sports on a research infrastructure project, which shares IET's research and resources using an open-access model.

Despite its relative youth, IET has already established several academic partnerships with universities in the

Czech Republic and across Europe, including in Austria, Finland and Poland. Further afield, it has research partners in China, Taiwan, Egypt, Peru and Argentina. Because of this, opportunities to collaborate on research with IET are both valued and welcomed.

IET has identified several key areas for its future research, including enabling hydrogen technologies for cleaner transport and how to decrease the emissions of nitric oxide by its direct decomposition to nitrogen and oxygen, without using reducing agents such as ammonia and urea. "It seems simple, but it is very challenging," says Professor Obalová. As is another planned research project about the photocatalytic reduction of carbon dioxide to methane, hydrogen and methanol. With the future health of the planet at stake, though, IET's research will only become more important in the years ahead.

To find out more, visit: iet.vsb.cz/en

VSB TECHNICAL UNIVERSITY OF OSTRAVA | INSTITUTE OF ENVIRONMENTAL TECHNOLOGY

THE Connect



Working with Times Higher Education has increased our brand recognition with senior international university stakeholders markedly, so much so that we have had numerous incoming requests for conversations on student-staff exchange programmes and research collaborations.



HABIB M. FARDOUN

Director, Observatory Center for Academic Standards and Excellence, King Abdulaziz University

THE

Contact branding@timeshighereducation.com for more information