

# UNDERGRADUATE STUDENT RECRUITMENT

LOWER 6TH FORM/YEAR 12

UPPER 6TH FORM/YEAR 13

UCAS CONVENTIONS  
220,000 ATTEND

UNIVERSITY AND COLLEGE OPEN DAYS

UCAS APPLICATION WINDOW OPENS

UCAS EXTRA

CLEARING  
30,000 ENTER

START OF HIGHER EDUCATION

**PRINT:**  
Publication dates for reaching potential students at crucial times in their application process through magazines



**ONLINE:**  
Targeted times for reaching potential students through Bebo and The Student Room

The Student Room logo (a blue speech bubble containing the text 'The Student Room') and the Bebo logo (a red circle with a white 'b') are positioned in the center. Two red arrows point horizontally outwards from the logos, one to the left and one to the right, indicating targeted online times.