



## MEET HARRY,

Harry is 21 and a final year student at Leeds University. Most of Harry's friends are also in their final year and are starting to make decisions about the next step in their lives.

Harry knows a lot of his friends through the university sports team, who he also socialises with most weekends.

Harry is very driven and wants to build his career when he leaves university, but only after travelling for six months to a year.

His main interests are sport and music, but he is also open-minded and loves reading and learning for his development.

Harry visits [www.independent.co.uk/student](http://www.independent.co.uk/student) at least once a week for the Career Planning section. He particularly likes the 'Getting a Job' section for its real life case studies from recently graduated students and those with extensive experience in specific industries.

### I wonder...

Where my career will take me and what my salary will be with my first job?  
How will the Middle East conflict affect my life in the future?  
Where is the best place this summer to go on holiday with a group of friends?

### I love...

Listening to my brand new i-touch.  
Driving my dad's BMW.  
Going to outdoor gigs and events.  
Hugo Boss, Diesel jeans, designing Nike iD trainers.

Of all 15-24 year old independent.co.uk users...

# 95%

have PCs at home

# 80%

used the internet to buy products and services (last month)

# \*57%

used the Internet over the last 6 months for school, college and university work

# \*65%

want to get to the top of their careers

THE INDEPENDENT.co.uk/student

news, opinion, environment, sport, life & style, arts & entertainment, travel, money, IndyBest, student, offers

39.4 million page impressions, 8.8 million unique users. Source: ABCe Sept 2009



## MEET CLAIRE,

Claire is 18, from Bristol, and currently waiting for her A-level results.

She has grown up with the internet and is a heavy user, for everything from courses and career information to shopping, gossip, competitions, games and chatting to her friends! Her passions are holidays, animals and using [www.independent.co.uk](http://www.independent.co.uk) every day for in-depth environmental editorial.

Claire struggled with her revision during exams and is contemplating clearing for her preferred course at a different university. She visits [www.independent.co.uk/student](http://www.independent.co.uk/student) for help and advice on clearing and for UCAS information.

Claire also uses the student life section on [www.independent.co.uk/student](http://www.independent.co.uk/student) to see what others in her situation are doing, and finds the student finance section invaluable for her budgeting.

### I wonder...

What affect will climate change eventually have on my kids?  
What jobs are out there that involve working with animals?  
What's the best festival to go to this year?

### I love...

Travelling and experiencing different cultures.  
Keeping up with the latest celebrity gossip.  
Spending money on new shoes.  
Guess jeans, Juicy Couture and Mac make-up.

# \*85%

listen to and download music

# 55%

are rock concert goers

# 41%

keep up with the latest fashions

# 56%

eat more healthy food than in the past

Source: TGI Net Jul 08-Jun 09  
\*highest of all quality newspaper websites



**The statistics for independent.co.uk:**

- 62% are male
- 19% of users are aged between 15-24
- 10% of users are aged between 15-19

**Online usage (15-24 year olds):**

- 30% enter competitions
- \*35% watch/upload video clips
- \*50% play games
- 51% listen to internet radio
- \*63% look for job opportunities

**On the more social side (15-24 year olds):**

- \*33% go online to meet new people
- \*52% join discussion groups/online chat forums
- \*77% participate in social network activities (Facebook, My Space, etc.)

**Living (15-24 year olds):**

- \*41% are in full time study

Source: TGI Net Jul 08-Jun 09 \*highest of all quality newspaper websites



**What our users think of [www.independent.co.uk/student](http://www.independent.co.uk/student):**

“It tends to have a different viewpoint and often carries stories that aren’t featured on The Times or BBC websites”

“I do visit other news sites, but I like The Independent for its accuracy and neutrality”

“Not raving left or right political loonies or knee-jerking gossipy headline seekers”

“Has interesting takes on stories not found on other websites and good environmental news coverage”

**Independent Student advertisers:**

**Food and Drink:**

Café Direct, McDonalds, Bacardi, Carlsberg

**Books:**

Blackwells, Borders, Waterstones

**Insurance:**

Campus Insurance, UK and Ireland Insurance

**Retail and Supplies:**

Dixons stores, HMV stores, Staples, Comet Group, Play.com

**Mobile:**

O2, Orange, Vodafone, T-Mobile

**Technology:**

Apple, Panasonic, Ringtone Factory, Hewlett Packard, Evesham Micro, Dell, Sony UK

**Finance:**

HSBC, Barclays Bank, Halifax, Lloyds TSB,

**Travel:**

National Express, STA Travel

**Fashion and Beauty:**

Dorothy Perkins, Gola, Schwarzkopf

**Student Welfare:**

Samaritans

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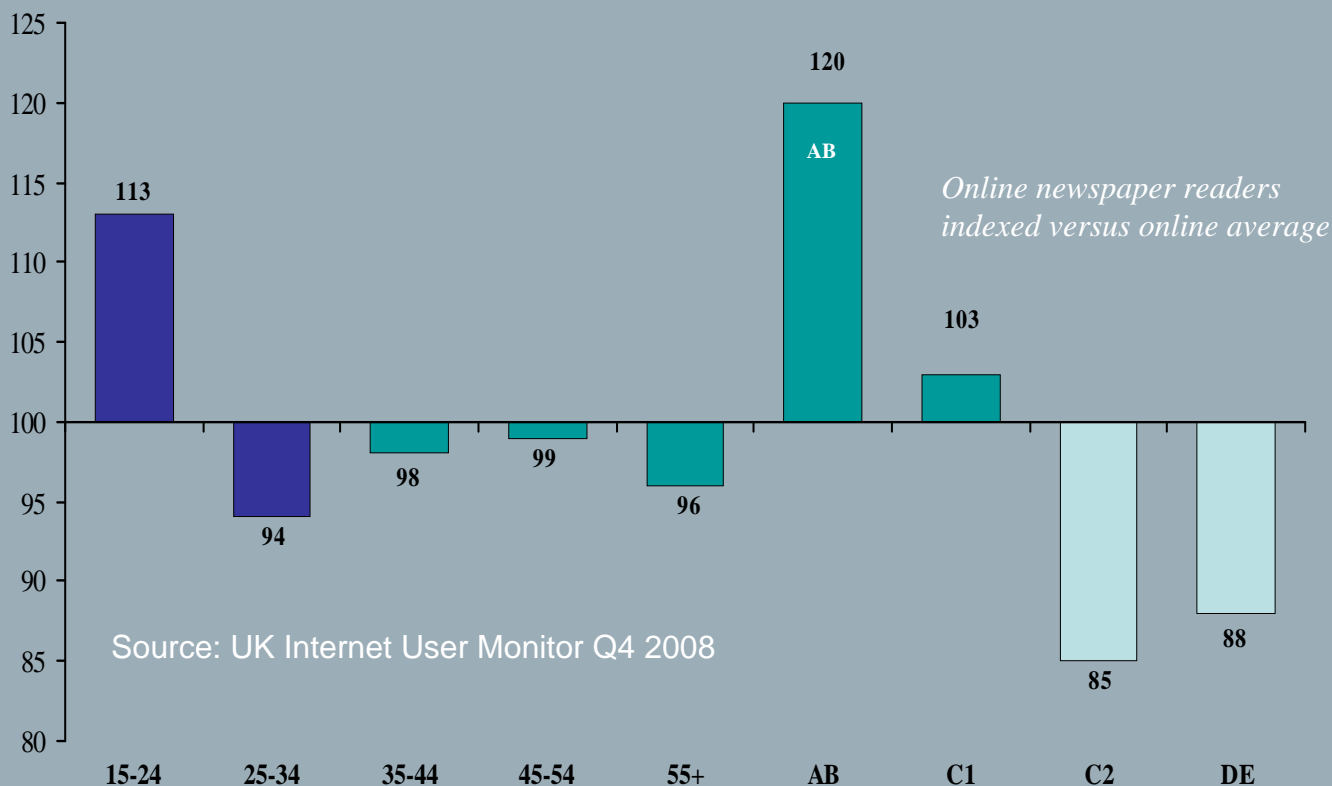
**For a selection of case studies and examples of our work visit:**  
[www.independent.co.uk/advertisingguide](http://www.independent.co.uk/advertisingguide)



## Why Use An Online Newspaper To Reach Students?

- Online newspaper users spend more time online (weekday av. 2.7hrs) compared with the average online user (weekday av. 2.3hrs)
- They have a much larger repertoire of sites (av. sites visited/mth. 33) than the average internet user (av. 27 sites)
- They also spend more online with an average of £685 over the last 6 months compared to £636 for all internet users

### Online newspaper users' profile is younger and upmarket



Source: UK Internet User Monitor Q4 2008

Source: BMRB Internet Monitor (NMA Press Click)

- The main income earner in an Independent user's household is a student in 4% of cases with 2% for all internet users & 2% for all online newspaper users
- 15% of Independent users (whole site) are students compared to 11% of all internet users and 12% for all online newspaper users

Source: UK Internet User Monitor Q4 2008 (Forrester)