

## CORE MAILINGS

DIRECT TO APPLICANTS' DOORS...

Put your message directly into the hands of up to half a million students at once with UCAS core mailings. Reaching your target audience has never been simpler.

- Direct mail in UCAS-branded envelopes, directly to personal correspondence addresses.
- Mailings at four key stages in the application process so you can time your campaign for maximum effectiveness.
- The most up-to-date and accurate university applicants.
- Segment your message to specifically target UK and/or international applicants.
- Your message in supplementary emails as part of advisory and confirmation of offers mailings.

Applicants receive UCAS core mailings at four key stages in the year:

- **Welcome mailing (Oct-May)** to confirm that applications have been received.  
**Ideal for early, non-time-specific mailings.**
- **Statement of decisions mailing (Dec-Jun)** to acknowledge firm and insurance choices have been made.  
**Ideal for early, non-time-specific campaigns.**
- **Advisory mailing (Jun/Jul)** to advise on Clearing processes.  
**Very time-focused. Preparation for HE underway.**
- **Confirmation of offers mailing (Jun-Sep)** confirming a student's place at university.  
**First message to 'new' students. Key buying and preparation time.**

**Core mailings are a targeted and cost-effective way** for you to directly reach large numbers of students. UCAS is an essential part of applicants' lives, giving the mailing – and your message – maximum impact.

### SIZING

- Content must fit in a C5 envelope.
- Weight: 7 – 10g per slot.
- Exclusivity: each insert is sector exclusive with a maximum of six inserts per mailing.
- Pricing: prices vary depending on the mailing, and include all postage charges.

To find out more about core mailings and what they can do for you, contact UCAS Media on 01242 544 881 or email us at [ucasmediacommercialteam@ucas.ac.uk](mailto:ucasmediacommercialteam@ucas.ac.uk)

