

Not Going to Uni

Search and apply for apprenticeships, gap years, distance learning & jobs



Traineeships



Apprenticeships



College Courses



Distance Learning



Jobs



Employment & Training



Sponsored Degrees



Gap Year



Degree Apprenticeships

Online | OnMobile | InSchools

The UK's
leading site
for school
and college
leavers

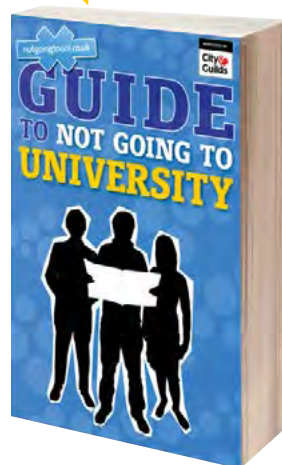


About us

Not going to uni was established in 2008 to help young people make informed decisions about their future by showing the opportunities that exist outside of the traditional university route such as apprenticeships, traineeships, sponsored degrees, gap years, volunteering, distance learning and jobs.

We provide a platform for young people to engage with employers, training providers and industry bodies, showing that you can have a successful career without university!

Our survey of nearly **2,000** young people found that **61% had not been told about alternative routes to University**



Key stats

Approx **200,000+** visitors per month

Over **100,000** applications generated a year

Over **50,000** social media reach

Over **700** schools visited, resulting in **100,000** young people engaged through our workshops and programmes

Careers adviser answers questions on the site and we have a fantastic library with over **500** case studies on the site to help young people make informed choices.

Awards and accolades

Telling young people about amazing opportunities is its own reward but it's nice that we've won a number of awards since we launched.

- Best Young Persons' Website at the Hants Web Awards
- Top 20 Tweeters Job Seekers Should Follow by Jobsite
- Finalist in the ICG learning awards
- Finalist in the Thames Gateway Business Awards
- Shortlisted in The Smarta 100 a celebration of the most resourceful, original, exciting and disruptive small businesses in the UK

To find out more call us on **0203 691 2800**
or email **info@notgoingtouni.co.uk**

Proud to work with...



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Getting Applications

Branded company profile with Unlimited listings

£300 per month

Upload your listings in minutes, run reports on your campaign performance – all from your dedicated dashboard. All listings are branded and include key information such as: start and end date, location/s, qualifications required, description, sector and company profile.

Application process can be by:

- URL to direct candidates to your application landing page
- Candidate profiles emailed to your inbox

Profile raisers

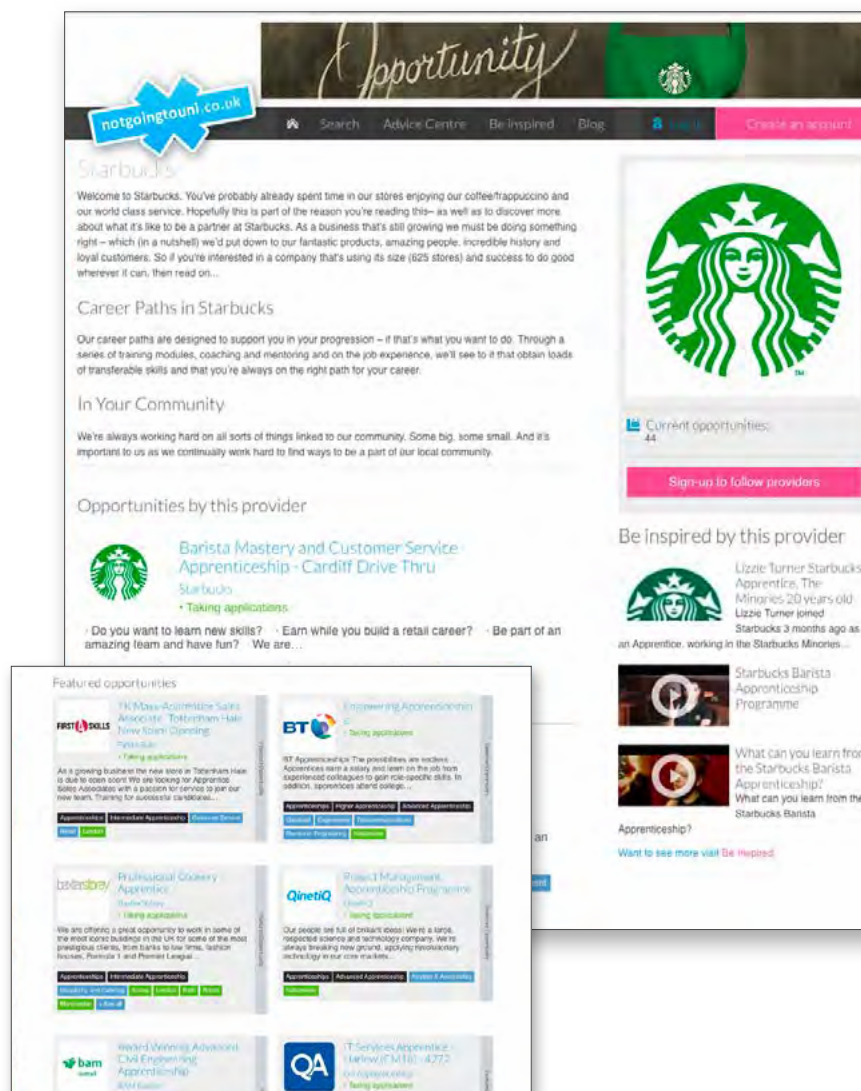
You can also increase the visibility and reach of your listing by featuring them on key pages:

Home Page + **£400 per month**

Search Results Page + **£300 per month**

Sector / Location Search Result + **£150 per month**

[Click here to see live listings](#)



Not Going to Uni has provided great candidates to aid our expansion and they have been a pleasure to deal with. I would thoroughly recommend them.

Ian Dobrin
Group Recruitment Director
Barnard Marcus

To find out more call us on 0203 691 2800
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Be Inspired: Case Studies



Our “Be Inspired” section features over 600 video and text case studies enabling our students audience to gain a great understanding of the opportunities and career sectors available



NGtU Blog

An excellent way to share your knowledge about your industry and be seen as an authority within your sector.

£100 per month

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Social Media



We are a very social company and we love promoting your key messages throughout all our social platforms to over 50,000 followers.

6 Facebook posts

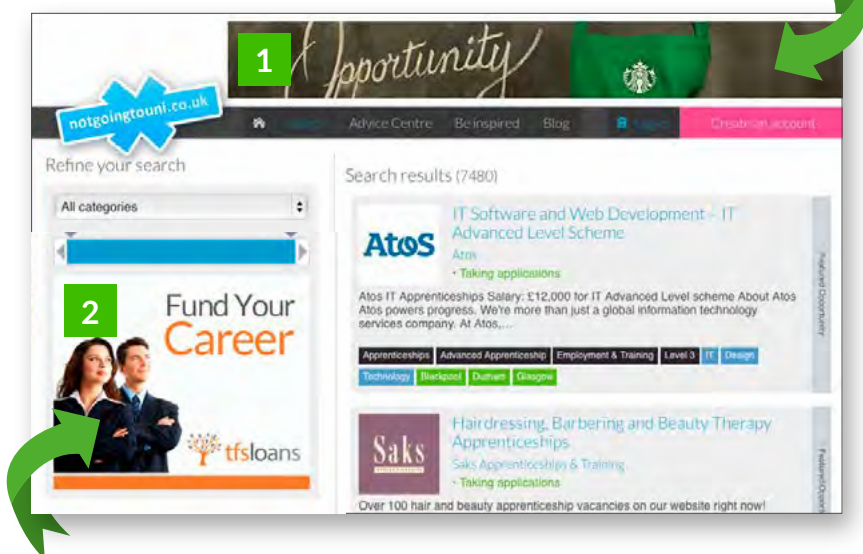
12 Tweets

£100 per month

Careersinracing fully support the initiatives and opportunities provided by Not Going to Uni and have taken great pleasure in watching it's expansion over the past few years, whilst simultaneously expanding its relationship with the horseracing industry and helping us attract great candidates.

Michelle Douglas,
Industry
Recruitment
Associate,
British Horseracing
Authority

Banner Ads



Banner advertising is available in both leader board and MPU and generates hundreds of thousands of views every month. These banners are highly visible and have great presence across the website and can now be geo-targeted by location.

£15 per 1000 impressions

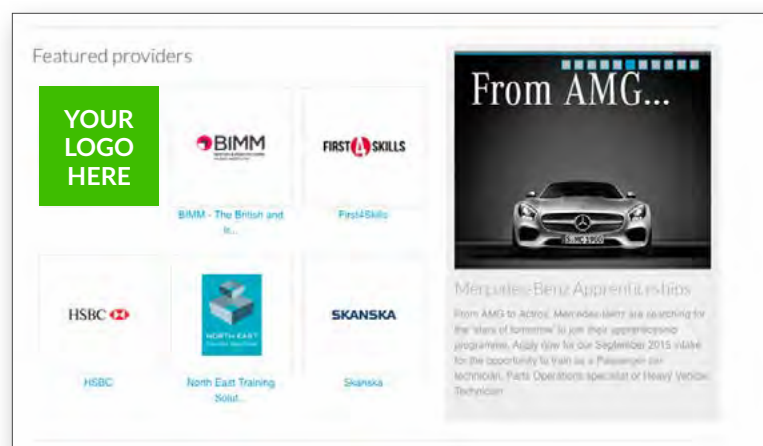
1 Leader Board

728px wide x 90px high

2 MPU banner

300px wide x 250px high

Featured Provider



Be seen as a brand of choice amongst our audience. A great way to build reputation and gain extra visibility. This brand new inventory allows you to display your logo as a featured provider across key areas of the site. Once clicked the visitor is taken to your profile page with all your current opportunities on full display.

Home Page

£300 per month

Search Results Page

£200 per month

Sector Results Page

£100 per month

Did you know? We delivered nearly **20 million** banner impressions last year!

Not Going to Uni has consistently provided good quality candidates and works hard on our behalf reaching out to young people and promoting a range of our opportunities.

Elizabeth McVeigh,
Senior Marketing
Executive,
Kaplan Vocational
Training

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Monthly Group E-newsletter

Our monthly not going to uni e-newsletter goes straight to the inbox of our registered subscriber database made up of students, career advisors and industry professionals across the UK.

£1,500 per inclusion

Targeted E-newsletter Campaigns

Let us create bespoke email campaigns, allowing you to target our audience by:

- Age • Gender • Location

£250 set-up

and £125 per 1000 recipients

Client E-newsletter Campaigns

Circulated to over 17,000 companies and careers advisers on our database

£1,500 per newsletter

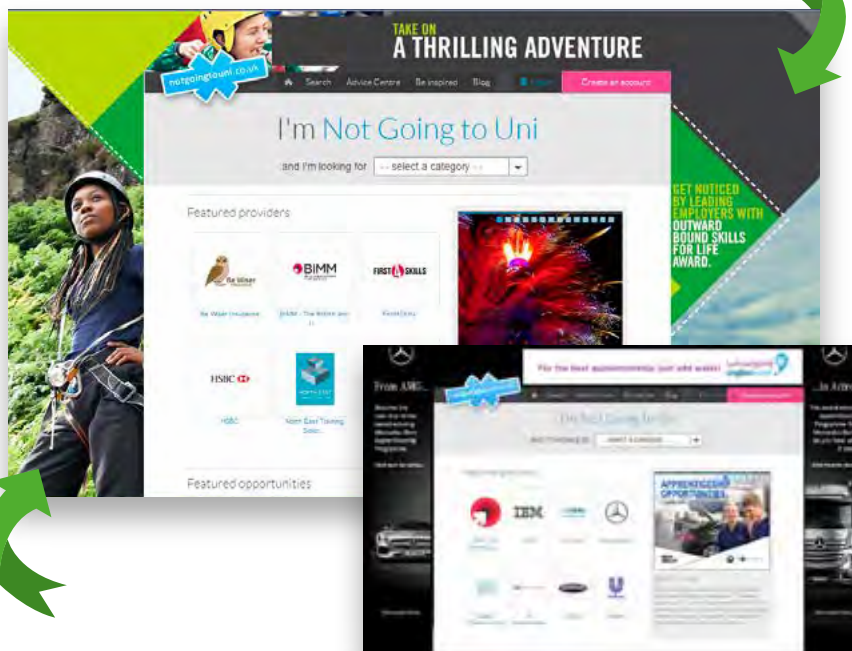
Not Going to Uni have made working with them very easy. They have taken the time to listen and understand us and have matched our expectations, helping us to target a key audience through their professional and trusted team.

Dr Benjamin Culling,
Strategic Marketing,
RDI



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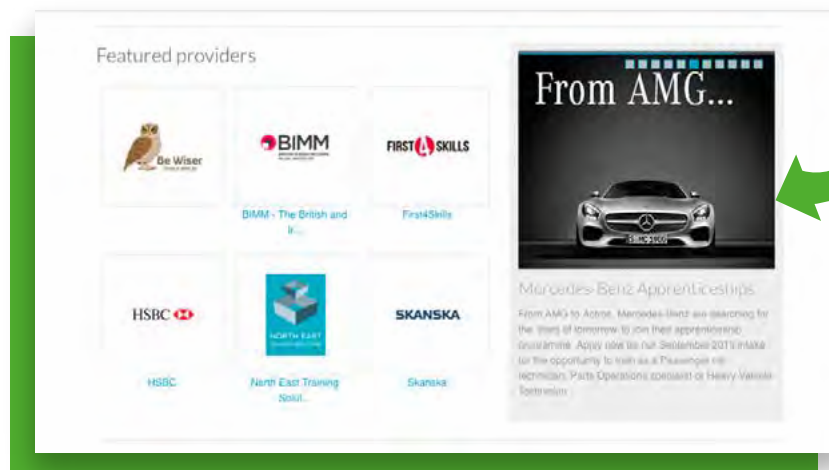
Background Take Over



If you want to create real impact, enhance awareness of your organisation and promote your offering, then our background takeovers are a sure-fire way to reach our visitors and generate 1,000s of click-throughs for your brand.

£2,500 per week

Homepage Slider Box



This high profile real estate sits on the homepage and showcases your brands key messages with both graphics and text and directs our visitors to your target url.

£250 per week

With a plethora of "how to get into uni" websites out there giving the impression that it is the only way to get on in life (unless you learn a trade) not going to uni is a breath of fresh air!

Tam Sutton
Greenford,
via Facebook

Did you know?

Our Background take overs regularly generate over **3000** click throughs in a week.

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NGtU is regularly featured on TV, Radio and in the national and regional press. Here's just a snapshot...

TV

BBC Breakfast, C4 News, C5 News, ITV News, Sky News, BBC News 24, Newsnight, CNBC, RTV

Radio

LBC, BBC Radio 1-5, Capital radio, Heart, Kiss and numerous BBC regional stations

Print

Telegraph, Times, Mirror, Independent, Sun, Guardian, Metro, Evening Standard and over 300 regional newspapers

Online

Huffington Post, Times Education Supplement, Recruiter Magazine, Wales Online, Guardian Online, Mail Online

[Click here to see more on our pinterest page](#)



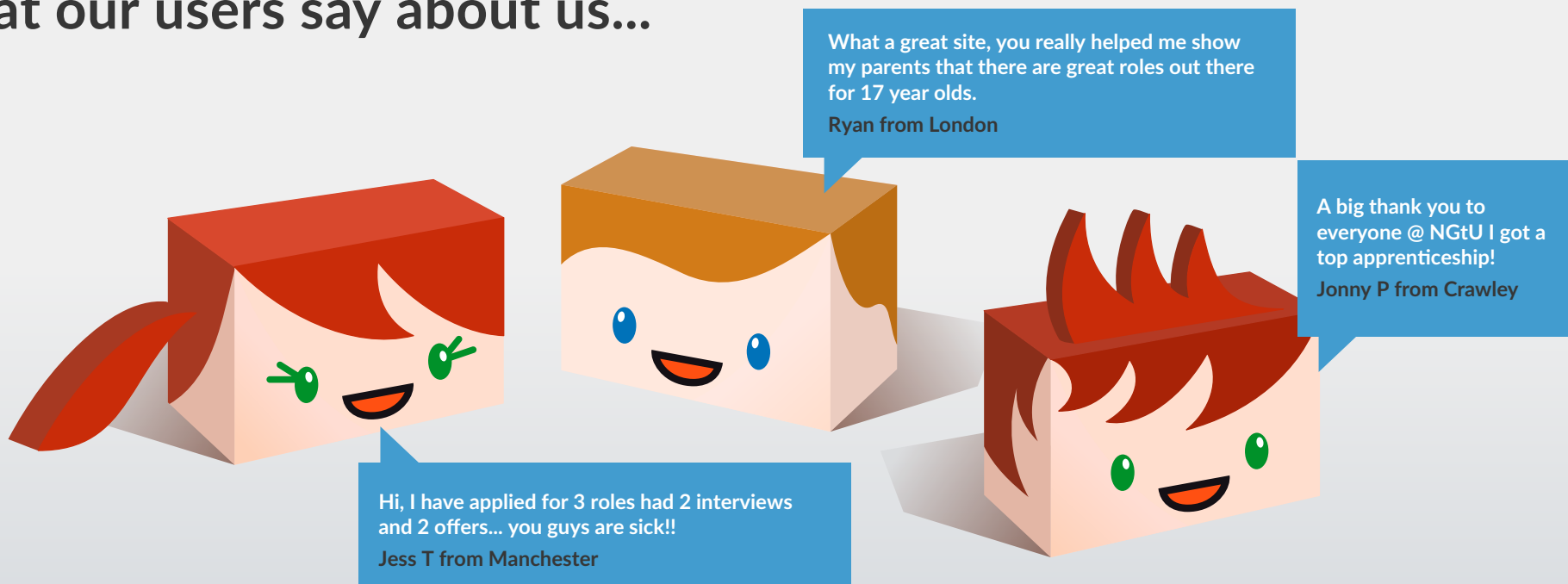
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What our users say about us...



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