



# FUTURE LEADERS

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100 OF BRITAIN'S MOST  
OUTSTANDING BLACK  
STUDENTS

**MEDIA INFORMATION PACK**



London Mayor Boris Johnson is flanked by eight of the top 10 graduates in Future Leaders at the 2011/12 launch event

# ‘We ask ourselves: “Who am I to be brilliant, gorgeous, talented, fabulous?” Actually, who are you not to be?’

Nelson Mandela

**F**uture Leaders is an annual magazine that features 100 of the most outstanding university graduates of African or African Caribbean heritage. It features profiles of the selected graduates as well as interviews and relevant articles.

The graduates, who will be nominated by universities, student unions and other parties with an expertise in this area, are judged by an independent panel from a shortlist of some 150 students.

The basic criteria for inclusion in the publication is a second-class upper or higher predicted degree, postgraduate students who have already achieved a degree at that level will also be eligible. Each nominee must also be able to demonstrate strong leadership skills in their extracurricular activities. Nominees must be aged under 25 on 31 September 2012.

We have two major objectives in putting out the publication: we want to encourage more black youngsters to go to university, and we want

to offer employers a good look at the talent that is coming out of our universities and give them an opportunity to engage with that talent.

These objectives drive our distribution policy, the aim of which is to get Future Leaders into the hands of as many university students and potential university students as possible. Thus the Future Leaders supplement will be distributed to universities and sixth-form colleges across the United Kingdom. Students of African or African Caribbean heritage make up between 1.5 and 2 per cent of the 1.69m students in the country as a whole.

With a print run of 35,000, we believe it is possible to reach about 75% of the university students we are targeting, giving advertisers a unique level of access to this market, which has hitherto been difficult to penetrate.

To get to the sixth-form students, Future Leaders will be distributed to more than 1,000 sixth-form colleges in London, the South East, the Midlands and the North West. In addition, the

publication will be available online as an ezine, as an app for iPhone and android operating systems and there will be a page on Facebook with links directly to it.

A full-scale public relations campaign will be implemented to publicise Future Leaders. In the past it has received major coverage in the Independent, the London Evening Standard, the Voice as well as on 14 BBC radio stations. We anticipate a similar level of media interest this year. Again, social networking sites such as Facebook and Twitter will also be utilised.

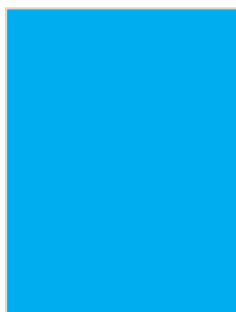
Also, there will be a high-profile launch event, hosted at City Hall by the Mayor of London, to which all the students in the magazine and advertisers will be invited.

Future Leaders is the only publication of its type and is unique as an aid to the recruitment of black graduates, while at the same time functioning as a great motivational tool for encouraging youngsters to get a university education. Be part of it.

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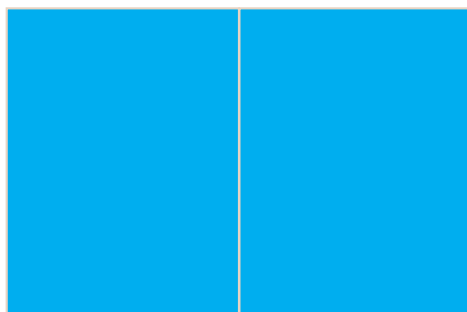
## Advertising

### Mechanical Data



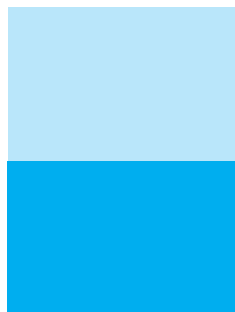
#### Full Page

Trim 297 x 210mm  
Bleed 303 x 216mm



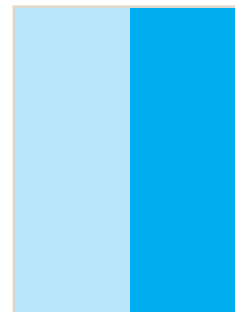
#### Double-page Spread

Trim 297 x 420mm  
Bleed 303 x 426mm (allow 20mm in central gutter)



#### Half Page (H)

140 x 210mm  
Allow 3mm Bleed



#### Half Page (V)

297 x 102 mm  
Allow 3mm Bleed

## Display Rates

Outside Back Cover	£20,000
Inside Front Cover	£15,000
Inside Back Cover	£13,000
Full Page	£7,000
Half Page	£5,000
Sponsorship/advertorials/website	by negotiation

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