

STATISTICS

THE OPEN UNIVERSITY

The Open University is Britain's only national university, which makes it Britain's largest single teaching institution. Advanced multi-media methods are used to bring its courses into the home and workplace. The University has awarded more than 280,000 degrees.

STUDENTS

Open University students are different from other students because they study part-time. This means that they have jobs, families, run cars, use computers at home, have mortgages, take holidays, enjoy leisure time and have disposable income. Their ages range from 18 to 90 plus.

SESAME

Sesame is the newspaper published by the Open University to link its students and staff. Although the OU's main headquarters is at Milton Keynes, there are 13 Regional Centres in England, Scotland, Wales and Ireland which look after the needs of the students in their areas. Sesame is a serious, responsible publication which is produced by an award-winning team of professionals. There are six editions a year which are mailed direct to all registered students, including approximately 17,000 students studying overseas version courses. It is also sent to around 4,500 full-time staff and 7,500 OU tutors.

ADVERTISING

Because of Sesame's unique readership of around 165,000 mature students nationally, plus 12,000 university staff, advertising space sells out very quickly. In order to manage the mailing list, an updated rate card and schedule for the following year is sent out around the end of October to all past and present advertisers and anyone who has expressed an interest. Space is sold on a first-come-first-served basis and bookings for the following year are not accepted until the new schedule has been produced and sent out.

READER OCCUPATIONS INCLUDE

Corporate managers; science and engineering professionals; teaching and education staff; health professionals; construction and engineering staff; home-makers; retired people; clerical and secretarial staff; armed forces and security personnel; buyers; brokers; sales representatives; entertainment professionals; catering and hospitality personnel.