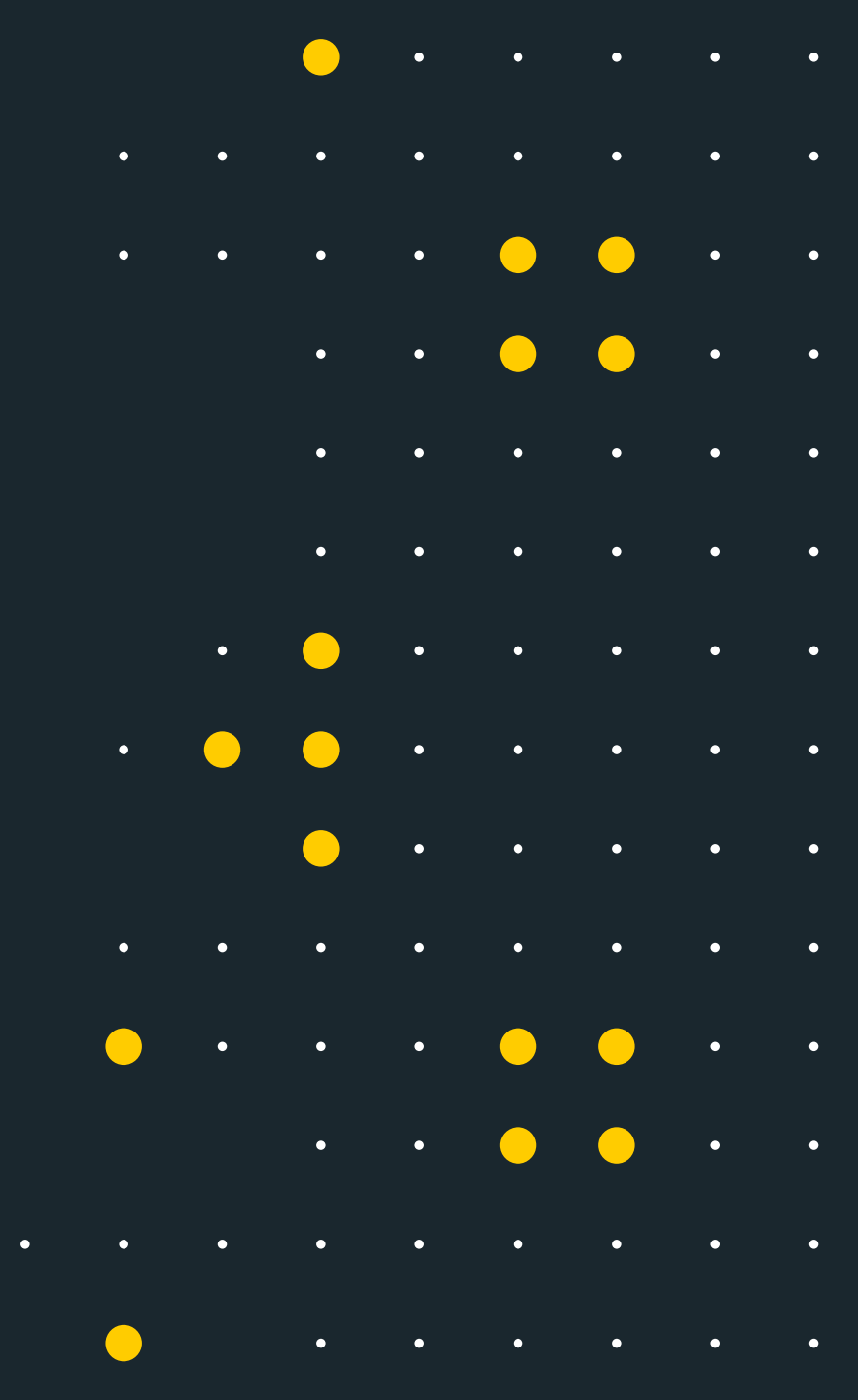




Making the most of the QS World University Rankings

Turn the rankings moment into visibility,
insight, strategy and student demand



In this pack



01 The rankings opportunity

Why the publication moment creates a window for visibility, insight and action.

02 Promote your result

Use QS channels to strengthen reputation, stakeholder engagement and sector visibility.

03 Turn rankings analysis into action

Use QS Performance Datasets to interrogate the drivers and decide what to do next.

04 Shape strategic decisions with data-led insight

Connect performance with recruitment, skills and innovation intelligence.

05 Turn visibility into student demand

Convert rankings attention into student engagement, leads, applications and conversion.

The QS World University Rankings 2027 **opportunity**

Explore how you can maximise its impact

The QS World University Rankings opportunity

Rankings drive global visibility

The QS World University Rankings covers thousands of institutions globally. Students and academics alike use them to discover and compare universities globally.

Student research peaks around the rankings release

Prospective students actively explore rankings pages and university profiles. Global rankings provide prospective students with a trusted way to evaluate universities across multiple factors, from academic reputation to employability outcomes.

Identifying and demonstrating your strengths builds future results

Highlight institutional strengths to inform future strategies and stand out from the crowd.

QS World University Rankings 2026: Top global universities

Discover the top universities around the world with the QS World University Rankings 2026.

Over 1,500 of the world's top universities are included in the 2026 edition of the QS World University Rankings, with over 100 locations represented around the world... [read more](#)



Register for free after membership to access direct university comparisons and more

Register today!

Grid view

List view




Search




1504 Results


Apply filters

Published on 12 June 2025

University rank (High to Low)

Rank 1	 Massachusetts Institute of Technology (MIT) Cambridge, United States	<input checked="" type="radio"/> Shortlist <input type="radio"/> Compare
Overall Score 100	Research & Discovery Learning Experience Employability Global Engagement Sustainability	
	Citations per Faculty Academic Reputation	
	 100	 100

Rank 2	 Imperial College London London, United Kingdom	<input checked="" type="radio"/> Shortlist <input type="radio"/> Compare
Overall Score 99.4	Research & Discovery Learning Experience Employability Global Engagement Sustainability	
	Citations per Faculty Academic Reputation	
	 99	 99.4

Rank 3	 Stanford University Stanford, United States	<input checked="" type="radio"/> Shortlist <input type="radio"/> Compare
Overall Score 99.4	Research & Discovery Learning Experience Employability Global Engagement Sustainability	
	Citations per Faculty Academic Reputation	
	 99	 99.4

Demand during QS World University Rankings

Top visitor countries during rankings release	2025 users
India	424,664
Indonesia	260,671
United Kingdom	279,217
United States	223,030
Türkiye	132,451
Hong Kong	131,227
China	132,190
Australia	118,119
Malaysia	111,559
Canada	99,105

75M

annual visits to QS platforms

190

countries accessing the rankings

2.4M

visitors to the ranking tables in first month of release

QS platforms attract millions of visitors **researching universities each year**. Key audiences include prospective students, academics and industry experts.

TopUniversities.com annual visitor profiles

India

Yearly users:

Over 7 million

Top study destinations:

- United Kingdom
- United States
- Canada
- Australia
- Germany

United States

Yearly users:

3.5 million

Top study destinations:

- Mexico
- United Kingdom
- Spain
- Ireland
- Canada

Indonesia

Yearly users:

3 million

Top study destinations:

- China
- Taiwan
- Malaysia
- Australia
- Japan

United Kingdom

Yearly users:

3.5 million

Top study destinations:

- United States
- China
- Ireland
- France
- Australia

Your ranking result is a signal. How will you act on it?

Capture the moment to communicate your strengths

Build a credible narrative for prospective students, stakeholders, peers and internal audiences.

Highlight strengths and proof points that help people understand your institutional story.

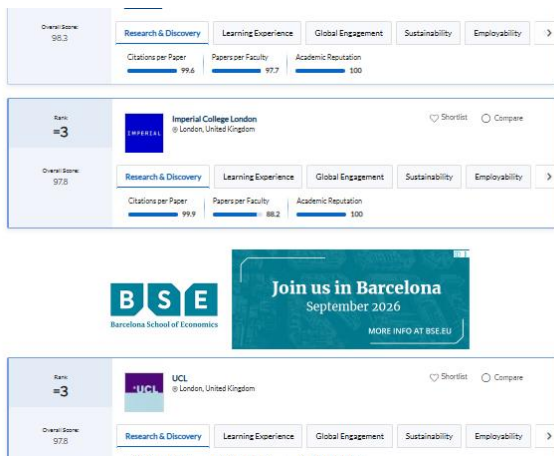
[Speak to a QS representative →](#)

Use the rankings data to decide your next steps

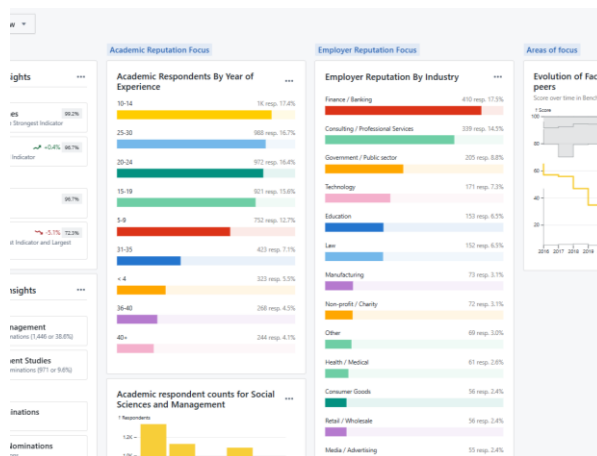
Explore the data behind the outcome.

Benchmark against other institutions and make data-informed strategic decisions.

Four ways to act on the rankings opportunity



Promote your result
Build visibility, reputation and sector presence



Analyse the drivers
Performance Datasets and benchmarking



Shape strategic decision
Data-led insight across performance, recruitment, skills and innovation



Convert student demand
Digital advertising, student fairs and conversion activation

Promote your **results**

Use your rank to strengthen your institution's visibility, reputation, stakeholder engagement and sector presence.

Make your rankings story **work harder**

A ranking result can become a reputation story, a leadership message, a student-facing proof point or a sector engagement opportunity.

- Turn the result into a clear narrative for the audiences that matter most.
- Use QS channels to place that story in a trusted higher education environment.
- Add evidence beyond the ranking position where your strengths need more context.

The QS solutions

- QS Digital B2B and brand build campaigns
- QS Publications
- QS Summits
- QS Stars

Increase visibility through QS content channels

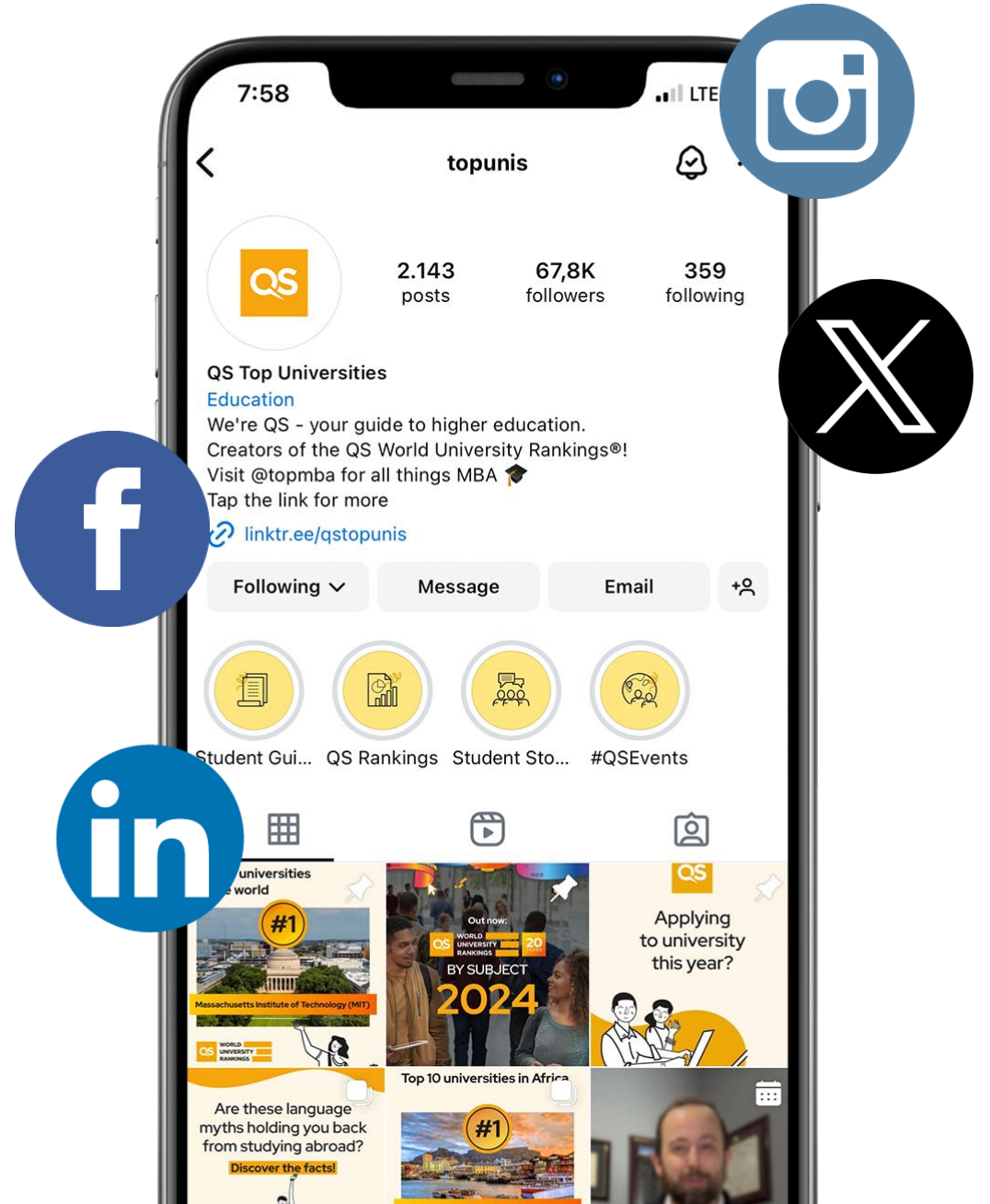
Use QS-owned and connected channels to reach higher education audiences with a credible rankings-linked message.

Sponsored content on QS platforms

Grow your university's reputation and showcase expertise through sponsored articles, supported by bespoke content creation, visibility planning, optimisation and reporting.

Targeted social amplification

Sponsored social media posts and regionally adapted messaging, including China-focused channels such as WeChat and Weibo, where relevant to your institution's key audience.



Build your reputation among the academic community

Rankings momentum can support peer visibility, leadership positioning and international engagement beyond the student audience.

QS Publications

Use QS Insights Magazine, QS Yearbook and QS-GEN opportunities to sponsor content, share thought leadership and reach engaged higher education audiences.

QS Summits and sponsorship

Use QS Summits sponsorship to increase visibility among higher education leaders, government officials, industry experts and prospective partners.

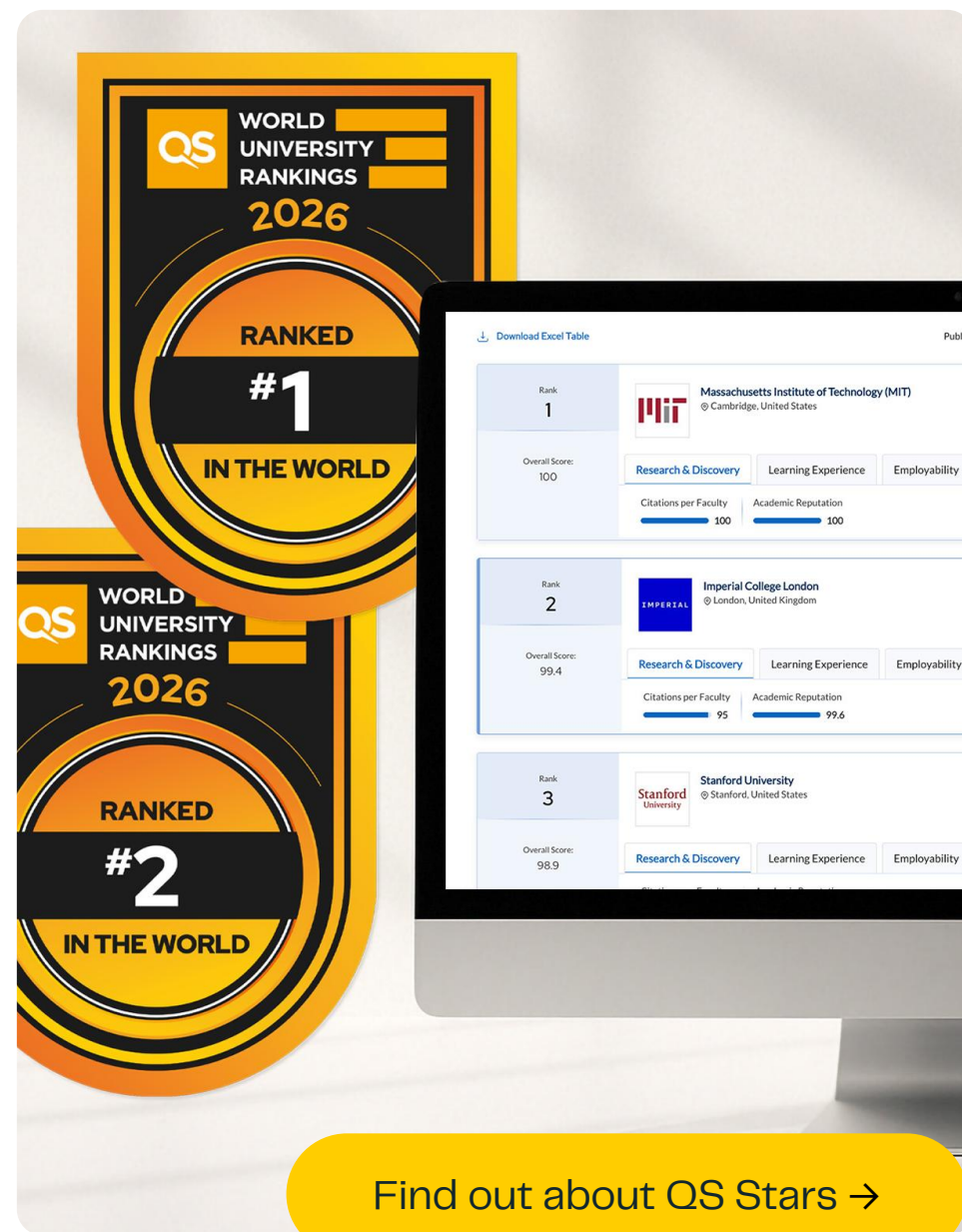


Showcase strengths beyond the ranking position

QS rankings provide a benchmark of institutional performance. **QS Stars** complements this with a deeper assessment of institutional strengths, quality and student-facing impact beyond rankings indicators.

Together, they help institutions to:

- Assess performance across teaching, employability, global engagement, facilities, inclusiveness and more
- Identify performance gaps and areas for strategic improvement
- Support evidence-based planning, investment and operational decision-making
- Communicate a broader, multi-dimensional profile to students, partners and stakeholders



The image displays two QS World University Rankings 2026 medals. The top medal is for the Massachusetts Institute of Technology (MIT), ranked #1 in the world. The bottom medal is for Imperial College London, ranked #2 in the world. To the right, a computer monitor shows the QS Stars website interface, which provides a detailed breakdown of institutional performance across various metrics.

Rank	Overall Score	Research & Discovery	Learning Experience	Employability	Citations per Faculty	Academic Reputation
1	100	100	100	100	100	100
2	99.4	95	99.6	99.6	95	99.6
3	98.9	98.9	98.9	98.9	98.9	98.9

Find out about QS Stars →

Ready to make your rankings story more visible?

[Request a rankings visibility consultation →](#)



Turn rankings analysis into **action**

Use in-depth rankings analysis to understand the drivers, benchmark against peers and identify what to do next.

From ranking position to “what should we do next?”

Understanding the result is useful.

Now turn that analysis into clear strategic priorities. QS Performance Datasets provide the analysis layer that turns rankings outcomes into evidence for action.

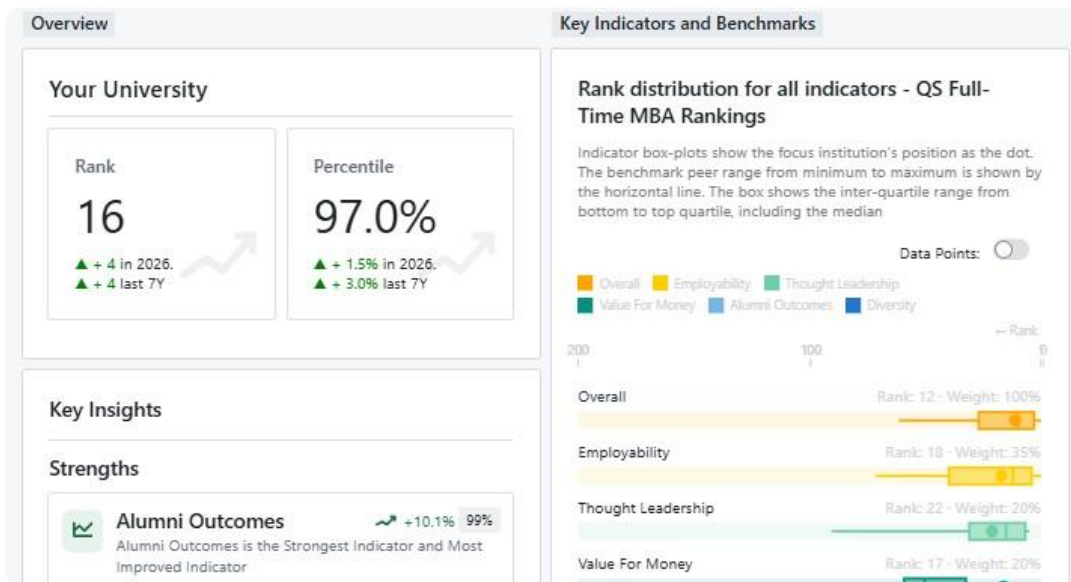
- 1 What **changed** in our result and why?
- 2 Which indicators had the **greatest influence**?
- 3 Where are we **gaining or losing** ground?
- 4 How do we **compare** with meaningful peers?
- 5 What should we **prioritise** in our next internal review?

Turn rankings analysis into action

QS Performance Datasets

Gain the clarity you need to understand performance, prioritise action and plan for long-term success.

QS Performance Datasets combine our world-leading ranking and survey data into **powerful insight tools** that reveal not just what's changing, but why.



2K

institutions ranked,
8,000+ analysed

300M

data points across rankings,
reputation and sustainability

25+

years of global expertise in pushing
higher education forward

QS



Make insight **effortless** for every team

With QS Performance Datasets, teams can:

- **Build and share dashboards:** Create insights in minutes and cut manual reporting.
- **Add context and communicate clearly:** Include commentary and export visuals for leadership presentations.
- **Enable self-service:** Give departments easy, on-demand access to trusted data.
- **Boost efficiency and visibility:** Reduce workload while increasing impact across the organisation.
- **Learn and connect:** Join a global user community and access expert coaching sessions.

What could your people achieve if insight was this **easy to access**, explain and share?



Choose the focus that fits **your goals**

Premium

Achieve complete performance insight. Leverage all QS performance and reputation datasets to gain a holistic understanding of your institution's strengths, challenges, and opportunities across every discipline.

World Focus

Strengthen your global position. Benchmark your performance against international peers to inform strategic decisions, drive improvement, and enhance your global competitiveness.

Regional Focus

Grow your regional impact. Understand and optimise your presence within your region using QS regional benchmarks to identify emerging opportunities and measure progress.

Subject Focus

Advance subject-level excellence. Pinpoint areas of strength and potential across disciplines to enhance reputation, refine focus, and maximise subject-specific performance.

Graduate Management Education Focus

Maximise your GME programme's impact. Through specialised insights, benchmark performance, identify growth opportunities, and enhance differentiation in a competitive global market.

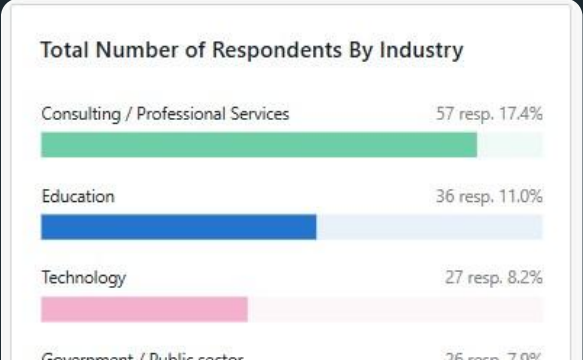
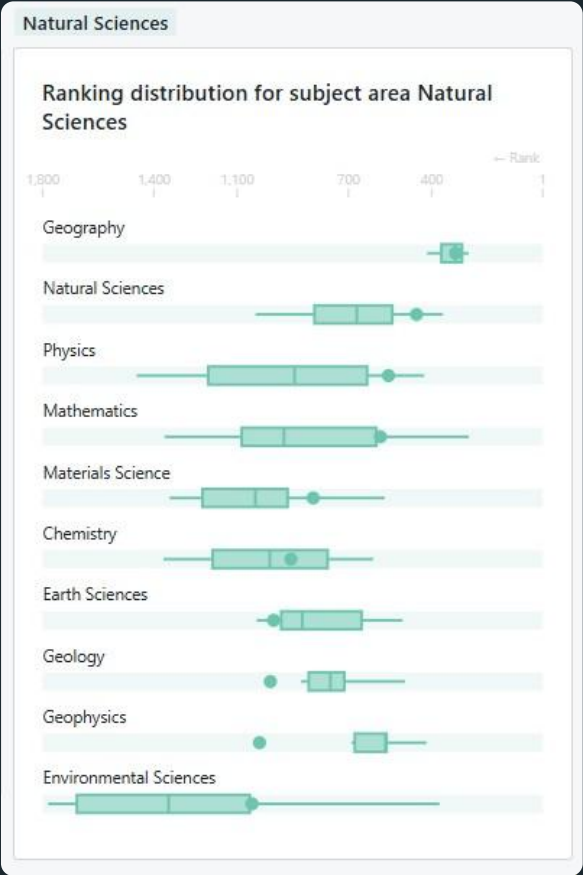
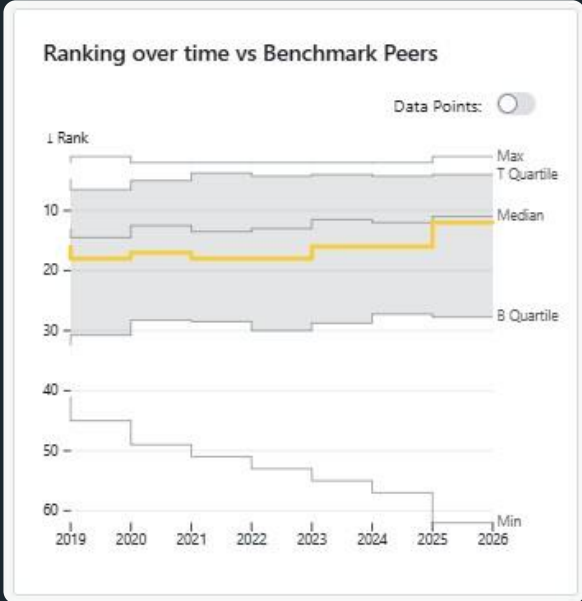
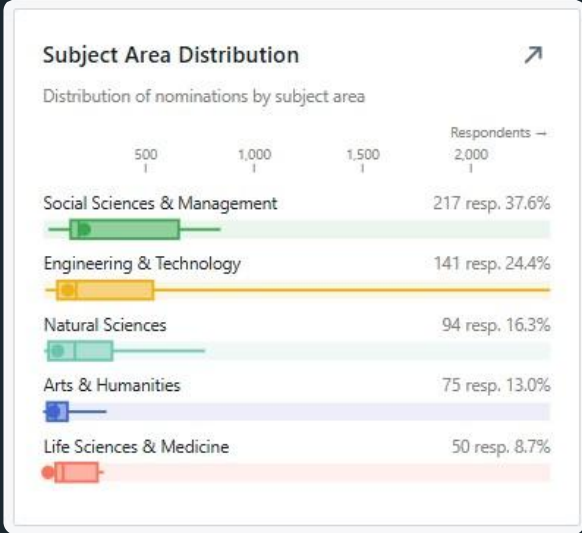
	World University Rankings	Academic Reputation	Employer Reputation	Subject Rankings	Sustainability Rankings	Regional Rankings	GME Rankings
Premium	✓	✓	✓	✓	✓	✓	✓
World Focus	✓	✓	✓			✓	
Regional Focus		✓	✓			✓	
Subject Focus		✓	✓	✓			

Full time MBA Rankings, Executive MBA Rankings, Business Masters Rankings in: Business Analytics; Finance; Management; Marketing; Supply Chain Management; and International Trade Rankings

All packages include **Education Market Insights**, powering up your analytical data with qualitative information.

Discover the power of QS Performance Datasets

Request a demo →



Make reputation management **more intentional**

Coordinate academic, employer and alumni engagement with greater visibility, continuity and institutional alignment.

Beyond rankings results to “who is shaping institutional perception?”

Rankings results often expose wider challenges around stakeholder visibility, fragmented outreach and institutional coordination.

Many universities still rely on disconnected teams, spreadsheets and manual workflows to manage academic and employer engagement ahead of QS survey cycles.

Institutions should ask:

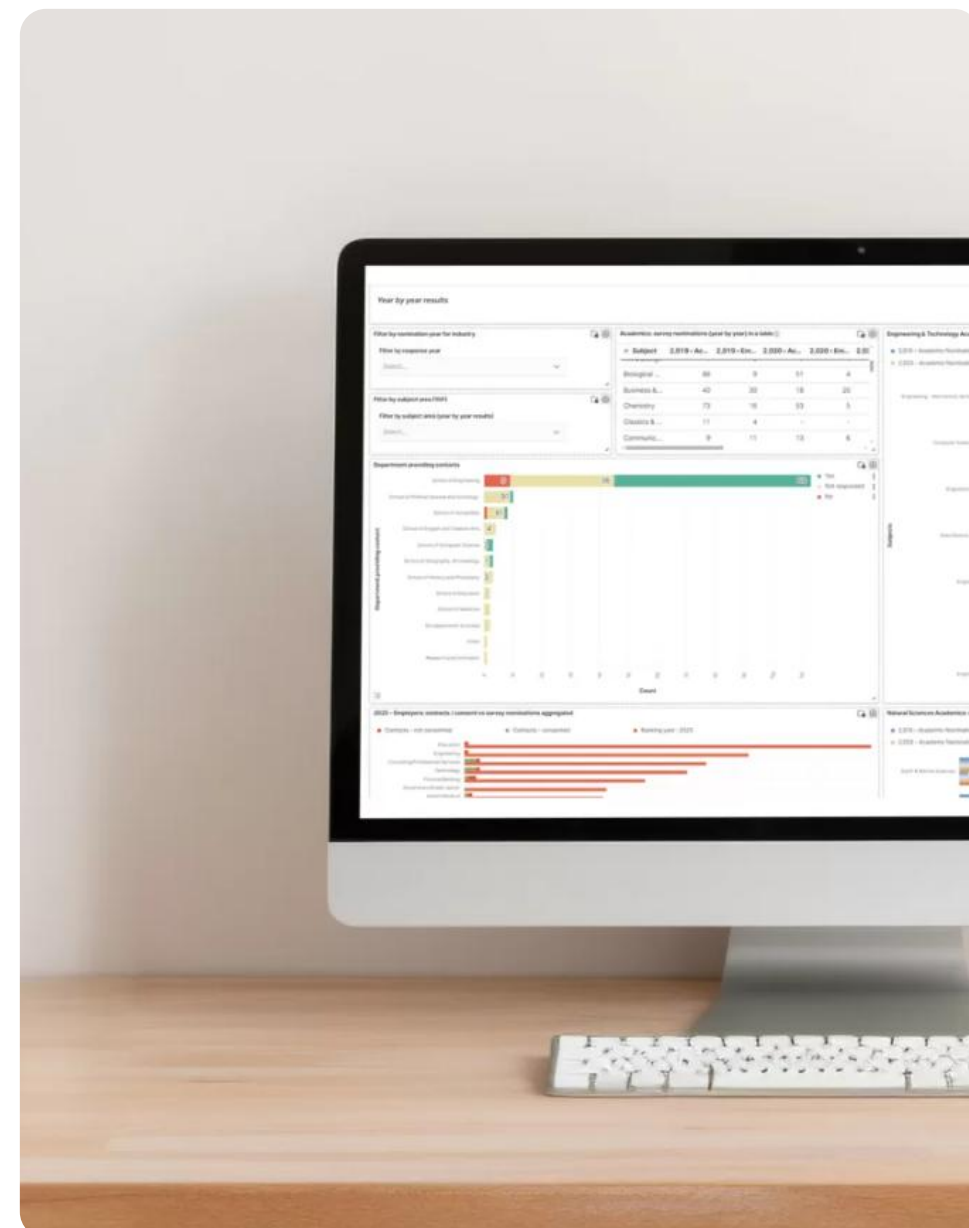
- Do we have visibility into who represents our institution globally?
- Are academic and employer networks managed consistently across teams?
- Where are engagement efforts fragmented or reactive?
- How do we improve continuity ahead of future QS surveys?

Operationalise reputation management institution-wide

QS Reputation Manager provides the operational infrastructure to help universities coordinate academic, employer and alumni engagement in one shared system, enriched with QS insight.

The platform enables institutions to:

- Structure and manage global stakeholder networks
- Identify relevant contacts for QS surveys with greater confidence
- Coordinate engagement activity across departments and regions
- Monitor participation, continuity and representation over time



Ready to take a more coordinated approach to reputation management?

[Request a demo →](#)



Shape strategic decisions with **data-led insight**

Use the rankings moment as a trigger for broader decisions across performance, recruitment, future skills and innovation.

Beyond performance: Connecting insight across higher education

QS Analytics brings together in-depth intelligence across:

Performance

Rankings, reputation,
outcomes

Recruitment

Student mobility
and demand

Innovation

Research collaboration
and impact

Skills

Employability and
workforce readiness

Together, they create an **unrivalled view** of your institution's place in the world.

Find your next cohort

Strategic recruitment decisions are stronger when rankings visibility is connected with demand, mobility and market intelligence.

- Identify student demand and mobility patterns across priority markets.
- Use forecasts and survey insight to understand where demand may grow.
- Connect recruitment planning with wider performance, skills and innovation data.
- Prioritise markets, programmes and messaging before campaign activation.



Align programmes with future skills demand

Employability and future work relevance are key concerns for future students.

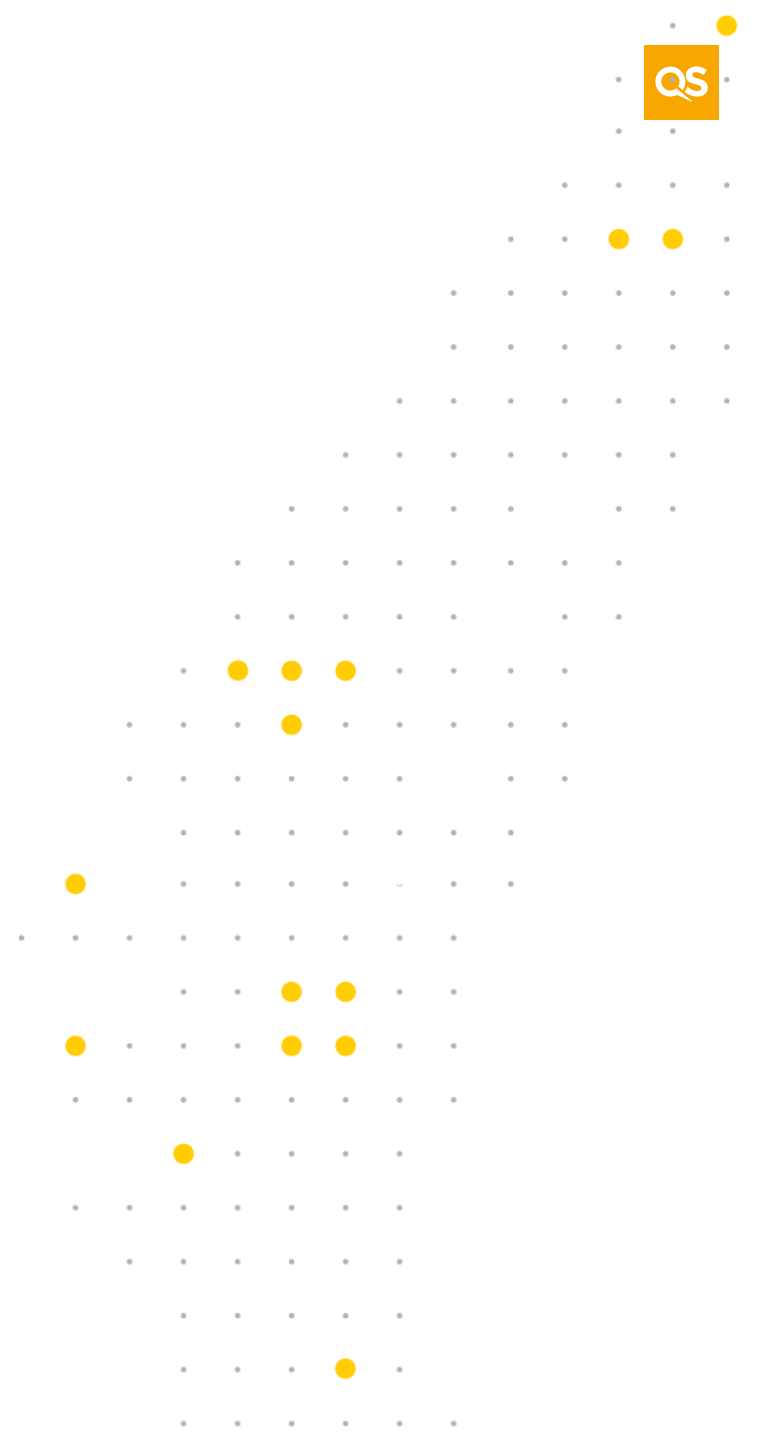
With our Skills Datasets, you can:

- Understand where employer demand is growing, which skills are emerging or declining, and where academic programmes may need to evolve.
- Use insight to inform programme development, employability strategies, partnerships, internal planning and evidence-led investment.

Identify innovation signals and **future opportunity**

Strategic planning also requires intelligence on policy reform, technology adoption, partnerships and emerging models.

- Surface signals of change across global education markets.
- Track innovation in policy, edtech adoption, partnerships and delivery models.
- Use insight to anticipate change, shape strategy and evidence leadership.
- Connect innovation intelligence with performance and skills datasets.



Turn insight into strategic action

The value is not in separate datasets.

It is in connecting the right evidence to the decision the institution needs to make.

[Download the QS Analytics Brochure →](#)

1

Where should we focus investment?

2

Which markets and audiences should we prioritise?

3

Which programmes should evolve for future demand?

4

Where is innovation creating opportunity or risk?

5

How do we evidence strengths internally and externally?

Turn visibility into student **demand**

Maximise your rankings attention to support awareness, engagement, and lead generation

How international students **explore** their university options

47%

use rankings to
research study
options

45%

say university
reputation influences
their final decision

35%

attend information
sessions and
university fairs

44%

use social media to
explore universities
before applying

Amplify your strengths with QS

Rankings table
wraparounds

Targeted
display ads

Retargeting on
Meta and Google

Sponsored
articles

QS Advanced
Profiles

Email campaigns
and name buys

QS Stars rating

QS Student
Recruitment Events

The QS Digital advantage

Data-driven excellence

Powered by QS first-party profiles, student insights and QS Analytics datasets.

Platform reach

Campaigns run where students are:
TopUniversities, TopMBA, Meta, Google Search, YouTube and more.

Prioritising student enrolments

Optimised for lead quality and conversion, not just clicks.

Comprehensive management

Support across development, targeting, delivery, optimisation and reporting.

Targeted lead generation

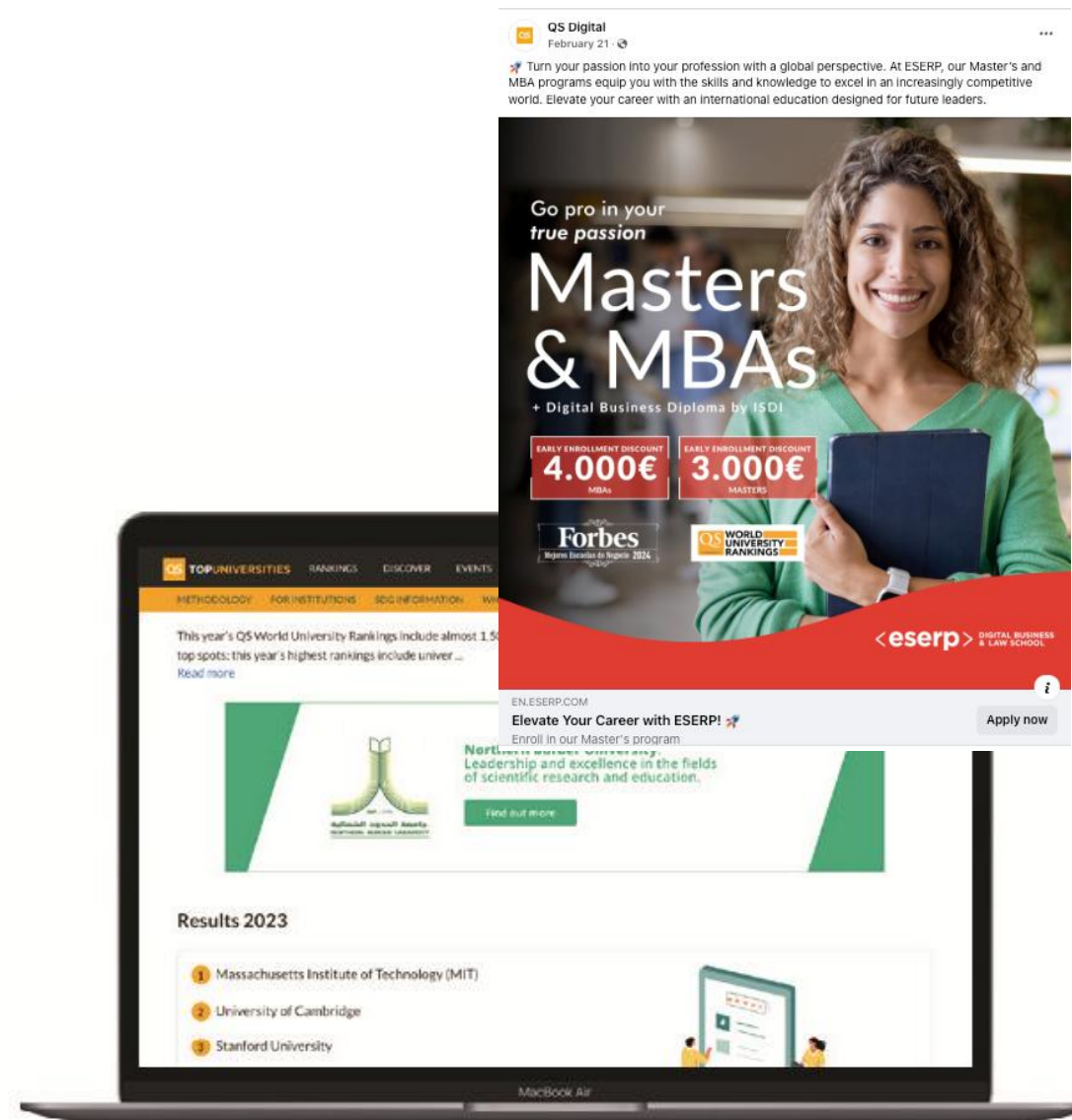
Place your institution front and centre while students are actively researching rankings and university options with digital advertising opportunities.

Advertise on TopUniversities.com

Generate interest through targeted display ads, rankings table wraparounds and high-traffic page placements with targeting by geography, programme level and subject rankings.

Be visible where your students are searching

Re-engage your audience and capture high-intent programme searches across Meta, Google Display and Google Search.



Content and engagement opportunities

Build trust through value-add content that directs high-intent prospects toward the next step.

Sponsored articles

Bespoke content creation, optimised visibility and full support across QS platforms.

Email campaigns and name buys

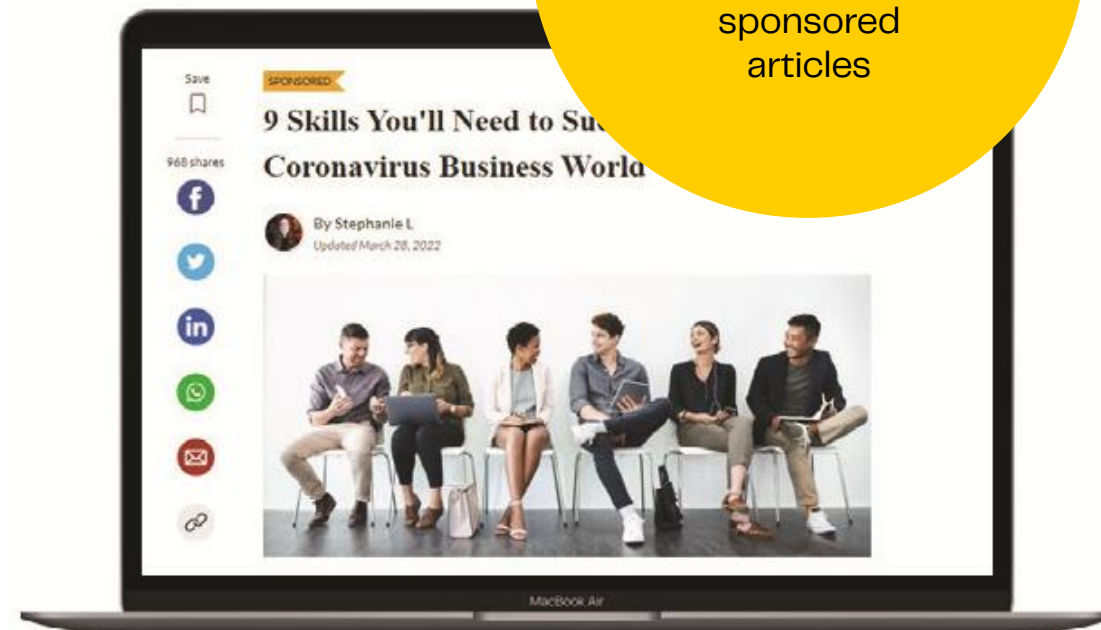
Reach prospective students based on study goals and audience criteria. Current pack benchmarks include 155K high-intent students, 6.3% CTR and 36% average open rate.

Sponsored social media posts

Boost visibility across QS social channels, including China-specific campaigns on WeChat, Weibo and more where relevant.

10%

Average CTR of sponsored articles



Utilise the QS ecosystem

Rankings visibility becomes more valuable when it is connected to profile, proof and direct student engagement.

QS Advanced Profiles

Showcase courses, facilities and scholarships on TopUniversities.com while capturing student leads.

6-10%

CTR compared to 1% on a basic profile

QS Stars in messaging

Your QS Stars rating is a ready-made sign of quality. Highlight strengths such as teaching, employability, facilities and internationalization throughout your marketing messaging during rankings release.

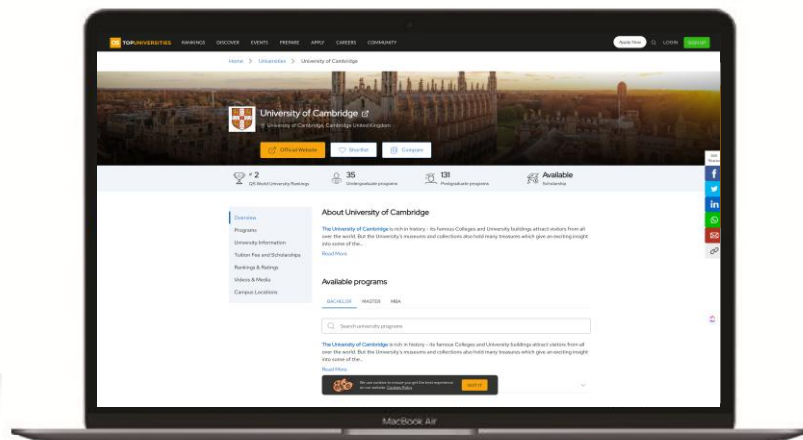
QS Student Recruitment Events

Convert digital interest into qualified applicants through face-to-face engagement.

[Request pricing today](#) to take advantage of our Fall 2026 early bird discount.

300+
physical events annually

62% of event attendees intend to apply to study six months after meeting at a QS event



QS Student Recruitment Events

Connect with qualified international students while global interest in the QS World University Rankings is at its peak.

- Build visibility in priority recruitment markets
- Engage prospective students through the QS event ecosystem
- Support recruitment and conversion goals beyond the rankings release

Fall 2026 Events

Early discount pricing available until **22 June**. [View our schedule and secure savings](#)

Spring 2027 Events

Planning ahead? Spring 2027 events are now available.

Contact us to explore upcoming opportunities.



Student recruitment events

Spring/Fall 2026 schedule



Fall 2026 Tour

Recruit top students in

Europe

A snapshot of our Fall 2025 events

Total student registrations
16,770

Average age of attendees
25

Top five study destinations
UK, US, Italy, Germany, France

Top five subject areas
Business, Accounting, Marketing, Economics, Computer Science

Most popular event
QS Discover Master's Milan 720 attendees

Calendar conflicts? Let a QS in-country expert represent your university or consider purchasing pre-qualified leads for post-event outreach.

Plan your Fall 2026 tour				
Location	Date	Study level	Event	Format
Istanbul	26 September	Master's	QS Connect	Fair
		Master's and MBA	QS Discover	Fair
Izmir	29 September	Master's	QS Discover	Fair
Bucharest	1 October	Master's	QS Discover	Fair
Sofia	3 October	Master's	QS Discover	Fair
Warsaw	5 October	Master's	QS Discover	Fair
Vienna	7 October	MBA	QS Connect Plus	Meetings & networking
		Master's	QS Discover	Fair
Zurich	8 October	Master's	QS Connect	Meetings
		MBA	QS Connect Plus	Meetings & networking
Paris	10 October	Master's	QS Connect	Meetings
		MBA	QS Connect	Meetings
Rome	12 October	Master's	QS Connect	Meetings
		Master's	QS Discover	Fair
Bologna	14 October	Master's	QS Connect	Meetings
		Master's	QS Discover	Fair
Milan	16 October	Master's	QS Connect	Meetings
		Master's	QS Discover	Fair
Genoa	17 October	Master's	QS Discover	Fair
Thessaloniki	20 October	Master's	QS Discover	Fair
		Master's	QS Connect	Meetings
Athens	22 October	Master's	QS Discover	Fair
		Master's	QS Connect	Meetings
London	24 October	Master's	QS Connect	Meetings
		Master's	QS Discover	Fair
		MBA	QS Connect	Meetings
		Master's and MBA	Women in Leadership	Roundtable

Digital activation packages

Flexible options to amplify your rankings visibility based on your objectives.

Build visibility

- Banner campaign – 100K impressions
- Email campaign – up to 2000 contacts
- Google Display Network & Meta – up to 500K impressions (based on targeting)

Drive engagement

- Banner campaign – 300K impressions
- Email campaign – up to 3,000 contacts
- QS socials– 1 sponsored Instagram post
- Google Display Network & Meta – up to 700K impressions (based on targeting)

Maximise impact

- 12-month Advanced Profile membership
- Banner campaign – 300K impressions
- Email campaign – up to 3,000 contacts
- QS socials– 2 sponsored Instagram & Facebook posts
- Google Display Network & Meta – up to 1M impressions

Ask about our package options →

Turn visibility into student demand

Guaranteed traffic to your institution with CPC

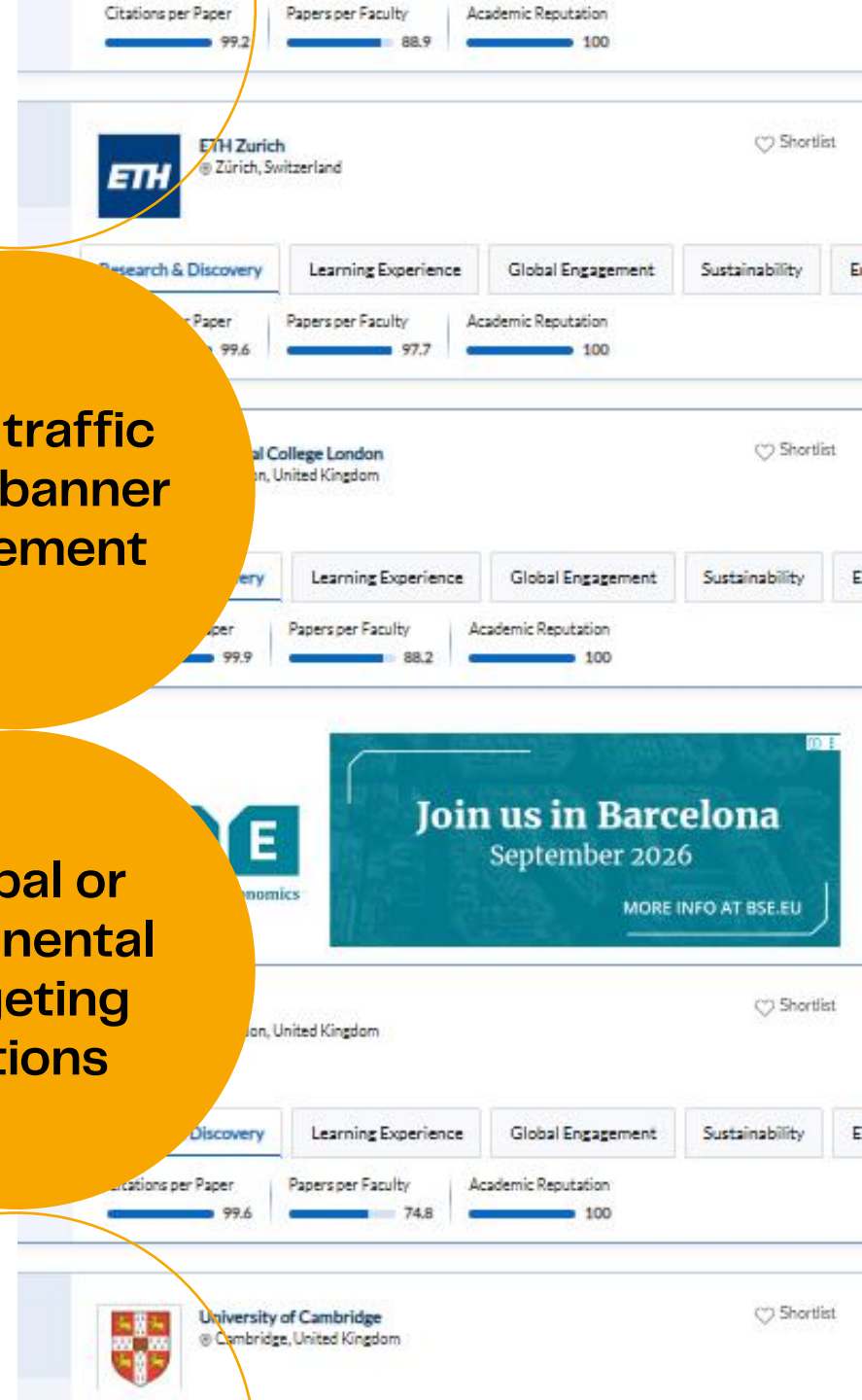
Drive qualified traffic through performance-led banner advertising during peak rankings demand.

- Only pay when someone clicks your banner
- Secure a defined number of visits from high-intent students actively researching universities
- Access TopUniversities.com's international audience with global or regional targeting

Discover cost-per-click ad model →

High traffic page banner placement

Global or continental targeting options



Example multi-channel rankings campaign

Awareness

Premium rankings page placements

Rankings table wraparounds

QS Stars ratings in messaging

Display ads on rankings ecosystem

Social media promotion of rankings

Engagement

Sponsored articles showcasing subject strengths

Email campaigns targeting prospective students

QS Advanced Profiles to enhance university presence

Retargeting across Meta and Google to re-engage visitors

Conversion

QS Student recruitment events

Ongoing in-country engagement with QS Regional Recruitment Service

Direct communication with high-intent students

Offer holder engagement

Lead generation via email and retargeting

We have over 30 years of sector experience supporting institutions and students

75M+
Yearly visits to QS websites like TopUniversities.com & TopMBA.com

8,000
universities assessed for QS World University Rankings



100,000
students supported to enrol at partner universities

#1
global market leader for student insights & guidance
Google Trends



240K
students register for our student recruitment events



Speak to our team about your rankings activation strategy

[Request more information →](#)

