

Opportunity

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| Name | Advert and Advertorial Opportunities in Education UK Magazine 2015 |
| Country | Pakistan |
| Region | South Asia |
| Date | 03 December 2014 |
| Description | Call for Expressions of Interest for Advertising Opportunities in Pakistan's' Annual Publication |

Content text

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| Title | Education UK Magazine 2015 |
| Subtitle/Teaser text | Advert and Advertorial Opportunities in Pakistan's' Annual Publication |
| Main text | <p>Our annual publication provides information on emerging trends in education, internationalising education, holistic information on career counselling and other topics student influencers need to know about UK education. It also contains success stories and interviews of UK Alumni.</p> <p>The publication date for EUK Magazine 2015 is March 2015. This is your chance to place an advert or advertorial in this annual publication seen by thousands of school counsellors, agents, educators, students and parents in Pakistan. The publication provides advertised institutions with direct visibility among prospective applicants and direct influencers.</p> <p>Sample Content</p> <ul style="list-style-type: none"> • Student Visa Requirements • Preparing Students for Education in the UK • IELTS • English For Impact • British Alumni Association of Pakistan (BAAP) • MOOCS: Widening Access to Knowledge • Benefits of Research Partnerships • Innovation and Entrepreneurship: The Road to Success • Alumni Testimonials • The Corporate Initiative, some success stories • Talent Management <p>Target Audience & Circulation</p> <p>10,000 copies of the publication are distributed to educational institutes both schools and HE sector. The circulation is also distributed at EUK events and sent to major libraries across the country.</p> <p>The target audience of this magazine is career advisors, educationists and students.</p> |

| | <p>Cost and Size of Space Magazine Dimensions: A4 Size, 50-60 pages, all coloured</p> <table border="1" data-bbox="539 353 1353 629"> <thead> <tr> <th>Advert Placement</th> <th>Charges</th> </tr> </thead> <tbody> <tr> <td>Centre</td> <td>£1200 +VAT</td> </tr> <tr> <td>Back Cover – Inside</td> <td>£1000 +VAT</td> </tr> <tr> <td>Back Cover – Outside</td> <td>£1100 +VAT</td> </tr> <tr> <td>Inside regular pages</td> <td>£700 +VAT</td> </tr> <tr> <td>Inside regular half page</td> <td>£450 +VAT</td> </tr> <tr> <td>Inside - advertorials (one full page)</td> <td>£650 +VAT</td> </tr> </tbody> </table> | Advert Placement | Charges | Centre | £1200 +VAT | Back Cover – Inside | £1000 +VAT | Back Cover – Outside | £1100 +VAT | Inside regular pages | £700 +VAT | Inside regular half page | £450 +VAT | Inside - advertorials (one full page) | £650 +VAT |
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| <p>Action</p> | <p>Please prepare an Express of Interest (EOI) with the following information:</p> <ul style="list-style-type: none"> • Institution Information: This must include exact legal name and type of organisation, mailing address, number of years the organization has been in business, contact name and title, telephone number, fax number, website and email address. • A soft copy of the advert / advertorial <p>The EOI must be submitted by email by 4:00pm PST, on Thursday , 22 January 2015 . Responses should be no longer than 3-4 pages. Send your EOI at</p> <p>Maharoop.sheri@britishcouncil.org.pk</p> <p>CC: saman.imtiaz@britishcouncil.org.pk</p> <p>As we have limited space for advertisements, your request will be given priority on first come first serve basis.</p> <p>Questions regarding EOI must be received no later than 15 January, 2015. Questions may be sent through email or via phone to: Maharoop Sheri , Maharoop.sheri@britishcouncil.org.pk, cell: 0302-8200246 OR Ayesha Zaheer at ayesha.zaheer@britishcouncil.org.pk, cell: 0302 8478342.</p> <p>Please note: EOIs received after the due date will be considered for review solely at the discretion of EUK, if it is determined to be in the best interest of EUK. False, misleading, incomplete or deceptively unresponsive submissions in connection with this EOI shall be a sufficient cause of rejection.</p> | | | | | | | | | | | | | | |
| <p>Contact person</p> | <p>Maharoop Sheri</p> <p>Manager BCSiem Sindh and Balochistan</p> <p>Office: Karachi / Pakistan / South Asia E-mail:Maharoop.sheri@britishcouncil.org.pk</p> <p>+92 (21) 111 424 424 Ext: 3211</p> | | | | | | | | | | | | | | |