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## Raise your institution's profile by advertising in the Contemporary Education Magazine in Kazakhstan

Contemporary Education magazine has been published for more than 12 years, and is the only popular magazine in Kazakhstan focused on education.

The magazine covers almost all the topics related to education. They include introduction of further study options, such as bachelor degree, overseas studies, vocational training and governmental policy in education, educational institutions adverts, new ideas and innovations in education, career guidance activities, students' life.

The target audience of the magazine is Kazakh principals, universities staff, heads of colleges and professional schools, teachers, students, schoolchildren and their parents all over Kazakhstan.

More than 1 000 educational institutions throughout Kazakhstan successfully cooperate with the editorial staff of the magazine.

The glossy magazine is published 4 times a year with the circulation of 5500 copies and complies with the modern quality standards.

An electronic version of the magazine is available online.

British Council Kazakhstan invites UK institutions and their representatives to raise their profile and advertise themselves in the issue 3 of the magazine, which will be published in September and in issue 4, which will be published in mid December 2012.

### Participation fee

Full Inside Page A4 size	<b>1205 GBP</b>
Half Inside page A5 size	<b>700 GBP</b>
Inside front cover A4 size	<b>2155 GBP</b>
First page (after inside cover) A4 size	<b>1515 GBP</b>
Back cover A4 size	<b>3575 GBP</b>

### Cancellation deadline issue 3 (end of September)

Cancellation fees will be charged for withdrawal from the advertising opportunity as of the date of receipt of notice of withdrawal:

At 50 per cent of the full cost for withdrawals received on or after **3 September 2012**

At 100 per cent of the full cost for withdrawals received on or after **10 September 2012**

**Cancellation deadline issue 4 (mid December)**

Cancellation fees will be charged for withdrawal from the advertising opportunity as of the date of receipt of notice of withdrawal:

At 50 per cent of the full cost for withdrawals received on or after **15 November 2012**

At 100 per cent of the full cost for withdrawals received on or after **25 November 2012**

**How to apply**

Please complete the application form below and return it by **10 September, 2012** to advertise in **issue 3** of the magazine, and by **25 November, 2012** to advertise in **issue 4** of the magazine to:

Yuliya Pechenkina

Projects Officer for SIEM in Kazakhstan

British Council

97 Zholdasbekov St., Samal-2, "Samal Towers", block 2A, 11 floor,

Almaty

E-mail: [yuliya.pechenkina@kz.britishcouncil.org](mailto:yuliya.pechenkina@kz.britishcouncil.org)

Fax : +7 (727) 244-41-45

We would like to advertise in the **Contemporary Education Magazine** on \_\_\_\_\_, **2012** with the following particulars as (√):

**Size :**            ( ) Full Page                            ( ) Half Page

**Total Advertising Cost:** \_\_\_\_\_

Name of institution: \_\_\_\_\_

Name of contact person (in block letters): \_\_\_\_\_

Position: \_\_\_\_\_ Department: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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**Completed form to be returned to:**

British Council Kazakhstan, 97 Zholdasbekov St., Samal-2, "Samal Towers", block 2A, 11 floor, Almaty

E-mail [yuliya.pechenkina@kz.britishcouncil.org](mailto:yuliya.pechenkina@kz.britishcouncil.org)

Fax +7 (727) 244-41-45, by **10 September, 2012** to advertise in **issue 3** of the magazine, and by **25 November, 2012** to advertise in **issue 4** of the magazine

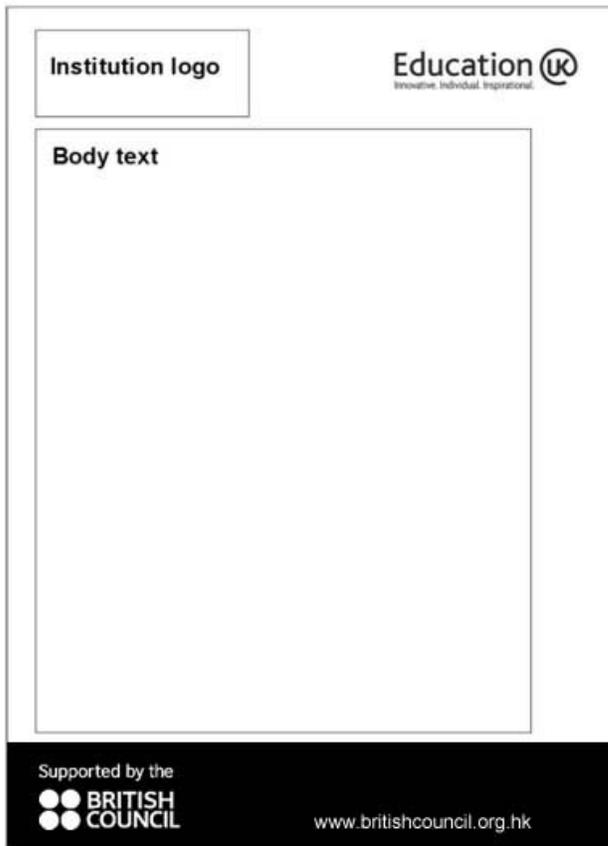
## Note on advertisement placements made by British Council on behalf of UK institutions:

The above cost includes film production and placement, and will be invoiced on the publication date of Contemporary Education Magazine.

Clippings of the advertisement will be sent back for reference. You can make a maximum of two amendments on each layout. Please take note of the following requirements:

- Content (e.g. text, logo and photos) should reach us by **10 September, 2012** to advertise in **issue 3** of the magazine, and by **25 November, 2012** to advertise in **issue 4** of the magazine
- The Education UK logo will be placed on the top right hand corner if the institutions have subscribed to the brand license.
- All layouts of advertisements will be approved by you prior to output of film.

Sample vertical



Sample horizontal

