

Taiwan EFL Magazine 2013

Following our previous success of the EFL magazine, we are pleased to announce that we will continue the provision of this comprehensive guidebook to our audiences in Taiwan by producing the 5th edition.

Following the visa-free entry introduced in March 2009 and the recently announced Youth Mobility Scheme (YMS) in Taiwan, there have been a wide variety of options offered to youngsters in Taiwan with interests in working and studying in the UK, as well as to EFL providers that have capacity in helping students find employment opportunities.

In order to draw local students' attentions, this version we will include alumni's experience sharing on the fields of "Study EFL in the UK" and "UK Culture", which would make the magazine more interesting. In addition, we provide a specific zone for "Highlight Course/Programme" for each institution. You could choose one of the popular courses you want to promote and introduce the features to local audiences.

The magazines will be distributed to local agents, study abroad libraries, local institutions, and British Council Information Centre and so on. Based on our previous positive feedback, we will continue organising presentations and outreach sessions, both in-house and at outside venues, to enhance target audiences' awareness of 'study English in the UK'.

Below please find the information of the magazine,

Size & circulation

1. Print size: A4 - 210 mm (w) x 297 mm (h)
2. Page: Two-page profile
3. Number of copies: 10,000

Distribution and Promotion

1. Distribution channel

- ❖ local agents
- ❖ study abroad libraries
- ❖ local institutions
- ❖ British Council Information Centre
- ❖ British Council organised activities

2. Promotional activities

- ❖ British Council in-house presentations
- ❖ outreach at local institutions and libraries
- ❖ online promotion through Education UK Chinese website
- ❖ special rate for promotion on What's On e-newsletter

Institution profile page

We welcome UK EFL institutions and other eligible English language course providers to invest in the 'institution profile page' in this magazine. We aim to have

the publication ready for distribution in March 2013 at the Education UK exhibition, which will kick off our promotional campaign leading to the summer peak.

Institutions wishing to take part to this project should **express your interests by Wednesday 9 January 2013** and e-mail us the requested files. The deadline to **provide the contents is by Wednesday 11 January 2013.**

Fee

For all University Language Centres and UK EFL schools: **£500**

(The fee covers printing, mailing, translation and administrative fees.)

Each institution can purchase one profile page space only. If you are interested in joining this project or if you have any further questions please contact us at

EducationUK@britishcouncil.org.tw.

Note

- Book a place by emailing us by Monday 9 January 2012
- Provide required materials for the production by 11 Wednesday 2012: your completed institution profile form, 3 campus photos and 1 institution logo.

We look forward to working with you to create more opportunities for the UK's English language learning market!