

Direct Marketing Opportunity – Education UK Student Newsletter in Brazil

Do you want to advertise incredible courses and programmes to students in Brazil?

The Brazil SIEM team is delighted to announce the launch of the Brazil monthly e-Newsletter, an exclusive opportunity for SIEM-registered UK Institutions to advertise to prospective students in Brazil. We aim to provide UK institutions an affordable option to increase brand awareness, promote specific programmes or courses, scholarship or other opportunities relevant to a specific market, and to offer a high-quality and consistent channel for institutions to engage with a highly targeted audience.

The newsletters will offer practical advice to prospective students on the various study options in the UK, application processes, accommodation, visas, exciting places to visit, cultural experiences and adventures, as well as market-specific information including scholarships, alumni success stories and events

Our September newsletter had a readership of nearly **4,500** students from all academic fields. Our newsletter open rate averaged **35%**, in a country where the average is 15.5% for the education sector. Our click through rates perform considerably better than the industry standard across all countries in the region, with an average of **12.79%**. Education UK in Brazil is strongly engaged with students in the country and we promote our newsletter via social media channels to ensure the widest reach for your advert.

We are now pleased to be able to offer advertising opportunities in future editions. The newsletter will continue to be dispatched on the second Monday of the every month, in October, November, December, and January 2017.

Reach potential students:

Place your advertisement in future editions of the e-newsletter. Your advertisement could highlight new courses at your institution, scholarships, new sessions or specific subjects, your campus, offers for international students and local events like pre-departure briefings or opportunities to meet your staff in country. Each monthly issue runs 1 x display advert and 2 x advertorials that are allocated on a first-come, first-served basis.

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Advert specifications

Display Advert

Image (72dpi, 600px x 74px) plus link



Advertorial

Image (72dpi, 195px x 113px) plus link plus 50 words free text (exclusive of 40 character title)



Editorial advertisement example

Suspendisse ipsum nunc, maximus in ante sed, volutpat luctus elit. Quisque vestibulum maximus libero quis dignissim. Aliquam erat volutpat. Praesent sit amet risus aliquet.

[Read more...](#)

Rate Card

Country	Cost in GBP (UK VAT extra)	
	Display	Advertorial
Brazil	£300	£400

Book your advert now via email to **Thalita Crompton** <thalita.crompton@britishcouncil.org.br>

The British Council reserves the right to edit submitted text and artwork to fit within the material specifications. The advertising Institution is responsible for ensuring the requisite copyright and licenses for all images and logos used in the advertisements and newsletter.