

Promotional Opportunity for UK Universities

Promote your institution in Ryugaku Journal – Japan’s most popular study abroad magazine

We are pleased to offer UK universities advertising space in Japan’s leading study abroad magazine, Ryugaku Journal, as part of a special feature promoting university-level study in the UK. The feature is timed to coincide with the British Council’s **Study UK Exhibition taking place on 20 October 2018** and thus represents an ideal opportunity for institutions to raise their profile prior to the event.

Ryugaku Journal is the most widely read study abroad magazine in Japan with a circulation of 50,000 per quarterly edition. We are offering up to **6 UK universities** advertising space within the November 2018 edition which will be published **this coming September**. To further boost exposure, as part of the package participating institutions will also receive digital promotion in the form of a **targeted mailshot** to the British Council’s database of prospective students and a **boosted post on the Study UK Facebook page**.



Benefits for participating institutions

- **Reach a wide audience of prospective students and influencers**
Ryugaku Journal is stocked by 3,000 bookstores and is widely distributed to high schools, international groups and libraries across the country.
- **Raise your institution’s profile in the lead up to the British Council’s Study UK Exhibition**
The special feature is timed to coincide with the British Council’s Study UK Exhibition taking place on 20 October 2018 and represents an ideal opportunity for institutions to raise their profile in advance of the event and attract students to their stand on the day.
- **Gain additional exposure to a targeted audience of prospective students through British Council digital channels**

About the Ryugaku Journal

Circulation: 50,000

Dates of Publication: Quarterly on 10th of Mar, Jun, Sep, Dec

Specifications: A4, approx. 200 pages

Sale Price: JPY700

Readership: (source: Ryugaku Journal Inc.)

Age: Under 18 (7%), 18-22 (52%), 23-28 (32%), +29 (9%)

Occupation: Undergraduate/Graduate student (36%), Working Professionals (34%), Secondary School Student (12%), Part-time Worker (10%), Others (8%)

Promotional Opportunity

The promotion package includes the below items.

1. Half-page, full-colour advert in Ryugaku Journal magazine as part of a 12-page special feature on studying in the UK

- Publication: 10 September 2018
- Advert specifications: Height 121mm x Length 200mm
- Accepted file types: Adobe Illustrator, Adobe InDesign, Print-quality PDF

2. Targeted mailshot to British Council database of prospective students

- Delivery: Sep/Oct 2018
- Audience: 3,500 prospective students as of Feb 2018. Audience can be targeted by level and subject area of interest.
- Text: up to 300 words
- Images/logo: Institution logo and up to 6 images
- Sample:

<https://britishcouncilsiem.createsend.com/campaigns/reports/viewCampaign.aspx?d=t&c=DB1637D173342278&ID=A4BB4C3E8DDC91FA&temp=False&tx=0>

3. Boosted Facebook post on British Council [Study UK Facebook page](#)

- Delivery: Sep/Oct 2018
- Audience: 6,000-20,000. Target group to be decided in liaison with Client.
- Text: 100 words
- Images: 1 image (any dimension)

Participation fee: 1,860 GBP (exclusive of applicable VAT)

Project Schedule

- Deadline for submission of booking form: 30th March 2018
- Deadline for submission of advert artwork: 29th June 2018
- Deadline for submission of mailshot/boosted post text and images: 31 August 2018
- Publish date for Ryugaku Journal: 10th September 2018

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- Delivery of mailshots and boosted Facebook posts: Between mid-September and mid-October 2018

Booking

- Applications will be accepted on a first-come first-served basis. To reserve a space, please complete the booking form below and email a scanned copy to:

JP_BC-SIEM@britishcouncil.org by **30th March 2018**.

Contact

If you have any enquiries about this opportunity please write to:

Hal Parker

Projects Manager (Education)

British Council Japan

Email: JP_BC-SIEM@britishcouncil.org

Tel: +81 3 3235 8025

Booking Form

Promotional Opportunity: Advertising Space in Ryugaku Journal & Digital Promotion through British Council Japan

Please send completed forms as a scanned PDF file to: JP_BC-SIEM@britishcouncil.org

Submission deadline: 30th March 2018

Name of institution	
Authorised person	
Tel:	email:
<input type="checkbox"/> Please check this box if your institution meets the British Council Services for International Education Marketing criteria https://siem.britishcouncil.org/eligibility-criteria	
Declaration <i>I confirm that the above named organisation would like to partake in this promotional opportunity. I am aware of the fee stated below and understand that if this application is accepted the terms and conditions listed below will form a binding contract between this organisation and the British Council.</i> _____ (signature of applicant) _____ (date)	
Package	Fee
- Half-page, full colour advert in Ryugaku Journal magazine* - Targeted mailshot to British council Japan database of prospective students** - Boosted post on British Council Study UK Facebook page**	1,860 GBP (exclusive of applicable VAT)

**Institutions will be responsible for preparing advertisement artwork*

***Inclusive of translation fee for text provided in English*

Terms and Conditions

Eligibility

All participating institutions must meet the British Council Services for International Education Marketing Criteria <https://siem.britishcouncil.org/eligibility-criteria>

Selection

Applications will be accepted on a first-come first-served basis. Advertisements will be displayed in alphabetical order by participating institution name in the magazine.

Acceptance

The publication of the special feature in the Ryugaku Journal is conditional on the British Council receiving a sufficient number of applications from UK institutions. Institutions will be sent confirmation of acceptance once sufficient numbers have been received.

Payment schedule

The British Council will invoice participating institutions in October 2018.

Cancellation Policy

The below cancellation fees will be charged for withdrawal from the promotional opportunity as of the date of receipt of notice of withdrawal.

- **100 per cent** of the full participation fee for withdrawals received on or after **5th April 2018**.

Notice of withdrawal must be supplied in writing by email to JP_BC-SIEM@britishcouncil.org