

# STUDY UK MAGAZINE 2022

'Reach thousands of students and influencers through advertisement and advertorial'

British Council Pakistan's annual publication provides information on emerging trends in education, internationalizing education, holistic information on career counselling and other topics of interest regarding education and qualifications in the UK. The magazine promotes and contains success stories and interviews of UK alumni. It provides UK institutions an opportunity to promote and profile their institutions through advertisements and advertorials for an audience of students, career advisers, educationists, student counsellors and agents as well as administrators of educational institutions in Pakistan.

## Why should you advertise in this publication?

The publication date for Study UK Magazine is **March 2022**. Place an advertisement or advertorial in our annual Study UK magazine and be 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.

## Sample content:

- Study UK alumni success stories
- Facilitating professional development for counsellors and students
- Guidance on student visas
- Preparing students for education in the UK
- Study UK activities and programmes in Pakistan
- Articles on international education and global trends
- Advice and guidance for international students

To preview and download the previous publications:

Study UK Magazine 2021, [click here](#)

Study UK Magazine 2020, [click here](#)

## Target Audience and Circulation

3,000 printed copies of the publication are distributed to Pakistani educational institutions in both UG and PG sector across schools and HE institutions. The circulation is also distributed at events and sent to major libraries across the country. The target audience of this magazine is career advisors, educationists and students. The magazine is also distributed and available online in pdf format for further circulation to over 10,000 contacts.

## Benefits for participating UK institutions:

1. Showcase your institution's excellence and unique features in a publication with circulation to target audiences of Pakistan's students and influencers
2. Opportunity to further enhance your institution and brand profile in the Pakistani education sector. Use the British Council's trusted brand to position yourself in the competitive international education market in Pakistan
3. Reach a wide audience through the magazine's distribution across local schools, universities, career adviser offices, educational consultant offices and other local stakeholders

## Pricing:

Magazine dimensions: A4 Size, 50-60 pages, all coloured

Advert Placement	Charges
Centre - fold	£1200 + VAT
Back Cover - Outside	£1100 + VAT
Back Cover - Inside	£1000 + VAT
Inside - advertorials (one full page)	£650 + VAT
Inside - regular pages	£700 + VAT
Inside - regular half page	£450 + VAT

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## Action required:

Submit your interest with the selected options and/or queries via email to:

**Jawad Khan**

[Jawad.Khan@britishcouncil.org.pk](mailto:Jawad.Khan@britishcouncil.org.pk) - Manager, IES - Study UK, Pakistan

**Haroon Rashid**

[Haroon.Rashid@britishcouncil.org.pk](mailto:Haroon.Rashid@britishcouncil.org.pk) - Manager, IES - Study UK, Pakistan

**Submit your interest latest by 25 February 2022. Register now!**

## About British Council's International Education Services

British Council's International Education Services provides a comprehensive set of solutions, tailored to cater to UK educational institutions' diverse international marketing needs.

### We provide:

- Flexible and creative solutions tailored for your institution in response to changing market demands in Pakistan
- Offers and services to enhance your positioning, profile and competitiveness in Pakistan
- Access to knowledgeable and expert staff with in-country experience and presence
- Boost your international student recruitment numbers in the Pakistan market
- Consultancy towards developing partnership opportunities with institutions in Pakistan
- Access to cutting edge research
- Bespoke business solutions towards your international agenda through various marketing offers and service as well as research, training, meetings and events