

CALL FOR EXPRESSION OF INTEREST

INTRODUCTION

British Council's SIEM supports UK institutions, including universities, further education colleges and independent schools to achieve their international marketing strategies.

In Pakistan, we are better known as Education UK (EUK), working closely with key stakeholders in Pakistan which include educational institutions/representatives, education consultants/agents, career counsellors, UK alumni and students. Our key focus locally is on the capacity building of student influencers through various training programmes and information sharing initiatives. Education UK also creates opportunities for strategic initiatives between UK and Pakistani institutions and educational communities.

PURPOSE

EUK publishes an annual educational magazine for career advisors, educationists and students. The publication aims at providing information on emerging trends in education, internationalising education, holistic information on career counselling and all that a student influencers need to know about UK education. It also contains success stories and interviews of UK Alumni.

The publication for EUK Magazine 2013 is September 2013. We would like to invite you to place your advertisement as well as advertorials. Please see the next section for details.

Target Audience & Circulation

10,000 copies of the publication are distributed to educational institutes both schools and HE sector. The circulation is also distributed at EUK events and sent to major libraries across the country.

The target audience of this magazine is career advisors, educationists and students.

COST & SIZE OF SPACE

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

| Location / Placement in Publication | Size of Advert | Comments | Cost in GBP |
|--|--|---|-------------|
| Centre of the Publication | Centre Fold – Two full pages | Suitable for advertisement along with advertorial article | 1000 |
| Back Cover – Inside | One full page; approximately 20 cm by 29.6 cm | | 900 |
| Back Cover – Outside | One full page; approximately 21 cm by 29.6 cm | | 1000 |
| Inside regular page | Full Page; approximately 20 cm by 29.6 cm | Four spaces | 600 |
| Inside regular page | Half Page; approximately 20 cm by 15 cm | Four spaces | 400 |
| Inside - A Branded Article (advertorial) | One full page | 2 spaces | 600 |

CONTENT

- Student visa requirements
- IELTS
- MOOCS: widening access to knowledge
- Benefits of research partnerships
- Preparing students for Education in the UK
- English For Impact
- British Alumni Association of Pakistan (BAAP)
- Innovation and Entrepreneurship, the road to success
- Alumni testimonials
- The Corporate Initiative, some success stories
- Talent Management
- And much more....

EXPRESSION OF INTEREST FORMAT

Organisations / Institutions interested in placing an advert shall prepare an EOI in accordance with instructions below:

- ✓ Institution Information

This must include exact legal name and type of organisation, mailing address, number of years the organization has been in business, contact name and title, telephone number, fax number, website and email address.

- ✓ A soft copy of the advert / advertorial

SUBMISSION REQUIREMENTS

The EOI must be submitted by email by **4:00pm PST**, on **Monday 15 July 2013**.

Responses should be no longer than 3-4 pages. Send your EOI at:

Cc: Nadia.kamran@britishcouncil.org.pk
Maliha.hasan@britishcouncil.org.pk
sama.khan@britishcouncil.org.pk

As we have limited space for advertisements, your request will be given priority on first come first serve basis.

EOIs received after the due date will be considered for review solely at the discretion of EUK, if it is determined to be in the best interest of EUK.

False, misleading, incomplete or deceptively unresponsive submissions in connection with this EOI shall be a sufficient cause of rejection.

EOI QUESTIONS / CONTACT

Questions regarding EOI must be received no later than **1 July, 2013**. Questions may be sent through email or via phone to:

Maliha Hasan
Maliha.hasan@britishcouncil.org.pk
0302-8200246

Sama Khan
sama.khan@britishcouncil.org.pk
0344-5905516