

## Advertise Your Institution at the Education UK stands at the British Council and Partner Institution Premises, Seoul

The British Council Korea would like to open up its Education UK leaflet stands to interested UK institutions. By taking this cost-effective promotion opportunity, you could be exposed to the most focused audience in Seoul. The specification and benefits of the advertisement are as follows:

### Benefits

Expose your institution to more than 11,700 customers at the two British Council Korea centres and Hana Bank Global Banking Centre\*. The students of the British Council Korea are the most suitable target audience as they have a general interest in UK culture and education ; more than 70% of the students are female and over 65% of them are within the age group of 22-35. The numbers of customers and visitors are as below.

| <i>Numbers of customers, as of May 2013</i> |       | <i>Walk-in visitors per week</i> |     |
|---|-------|----------------------------------|-----|
| BC Gwanghwamun :                            | 2,429 | BC Gwanghwamun :                 | 950 |
| BC Seocho :                                 | 663   | BC Seocho :                      | 100 |
| Hana Global Banking Centre :                | 8,697 | Hana Global Banking Centre :     | 270 |

\* Hana Bank Global Banking Centre, located in the heart of Seoul, Gangnam, also offers Education UK programmes to its customers since its partnership agreement with British Council Korea this year. The centre provides banking services to international students and business people.

### Specification of the stands

Venue: Three premises; British Council Korea Gwanghwamun Centre, British Council Korea Seocho Centre, Hana Global Banking Centre

Open to: Up to ten UK institutions, first come first served basis

Duration: **Six months (from material's arrival)**

Ad format: **Six sets of prospectuses (UG & PG) , in total of 12 booklets**

### Cost

1,600 GBP (Exc.VAT) for all three centres

### To participate

1. Please send your initial interest by **Friday 27 Sep. 2013** to Joohee ban Education Intelligence and Partnerships Manager (Joohee.ban@britishcouncil.or.kr )
2. Once agreed, please send your prospectuses to the following address by **Monday 14 Oct. 2013**  
*British Council Korea  
 4F Hungkuk Life Insurance Building, 226 Shinmunno 1-ga Jongno-gu  
 Seoul, 110-786, South Korea*