

Agent Newsletter – Promotion Opportunity

Brief introduction and Readership

The Agent Newsletter produced twice a year by the British Council China aims to promote UK education, UK visas, British Council’s marketing work and other related information to all the agents (around 400 in total) and to the general public through these agents in China, enhancing agents’ confidence and knowledge in marketing Education UK. More details can be provided on request.

Special Edition for Arts studies in 2012

Under the UK NOW, the UK arts festival in China, we are going to advocate the advantages of UK arts studies to Chinese agents, thus we will have a special edition for UK arts studies area in the 12th agent newsletter. An overall introduction of UK arts study will be produced by the British Council China, and followed by institutions advertisements with their contact details to encourage agents to build up business partnership.

Distribution & Circulation

- Hard copies:

All agent newsletters (4000 hard copies per issue) will be printed in Beijing and then sent to each of the agent’s office (about 5 copies per agent in average), and the rest copies will be distributed during agent events directly to the agents within the region.

- E-copies:

The digital version will be sent to 500 agents by e-mail with a cover letter introducing institutions which place ads in newsletters.


-Micro-blog (dependent on type of advert):

One tweet about the advertising institutions will be posted via Education UK official account on two most popular micro-blogs. (38,000 followers from weibo.com and 350,000 followers from QQ micro-blog)

Quotation:

1. Advertisement on the back cover

(red box is advertisement area of different sizes)

Size and benefits	Color	Price
5cm X 7cm 	4C	£400
10cm X 7cm	4C	£600

		
<p>20cm X 14cm Plus one free tweet on micro-blogs!</p> 	4C	£1,600
<p>A4 size (full page) Plus one free tweet on micro-blogs!</p> 	4C	£ 2,600

**All prices are exclusive of VAT unless otherwise stated*

2. Advertorial article and Arts Studies Edition on inside page
(red box is advertisement area of different sizes)

Size and benefits	Color	Price
<p>10cm X 7cm Plus one free tweet on micro-blogs!</p>	4C	£ 800

			
<p>20cm X 14cm Plus one free tweet on micro-blogs!</p> 	4C	£1,800	
<p>A4 size (full page) Plus one free tweet on micro-blogs!</p> 	4C	£ 2,800	

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3. Mail insert (region specific or national)

	Color	Price
Per region per time	4C	£ 800 in average (The price may be various for different regions and is up to regional managers to decide because the number of agents is quite different)
Per national per time	4C	£ 1,400

** All prices are exclusive of VAT unless otherwise stated*

If you are interested in promoting your institution in the agent newsletter, please contact <https://siem.britishcouncil.org>

Ms Jamie Jin, British Council China Agent Coordinator by **June 20, 2012.**

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