



SERVICES FOR INTERNATIONAL EDUCATION MARKETING

Call for Expressions of Interest:

Reach thousands of students and influencers through Advertisement and Advertorial opportunity in Education UK Magazine 2016

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

Mission objectives and ROIs:

Why should you advertise in this publication?

The publication date for EUK Magazine 2016 is **February 2016**.

Place an advertisement or advertorial in our annual EUK 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.

The last edition of the magazine published in 2015 reached over 10,000 people.

Sample content

1. Student Visa Requirements
2. Preparing Students for Education in the UK
3. IELTS
4. English For Impact
5. British Alumni Association of Pakistan (BAAP)
6. MOOCS: Widening Access to Knowledge
7. Benefits of Research Partnerships
8. Innovation and Entrepreneurship: The Road to Success
9. Alumni Testimonials
10. The Corporate Initiative, some success stories
11. Talent Management

Target Audience and Circulation

10,000 copies of the publication are distributed to Pakistani educational institutes in 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.

Benefits for 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
3. Reach a wide audience through the magazine's distribution across local schools, universities, career adviser offices, educational consultant offices and other local stakeholders

Cost and size of space

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

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

Action required

Please submit your interest via email latest by **Monday 7 September 2015** to:

saman.imtiaz@britishcouncil.org.pk Saman Imtiaz (Head SIEM)

ayesha.zaheer@britishcouncil.org.pk Ayesha Zaheer (Manager SIEM, Punjab)

CC: siemsouthasia@britishcouncil.org

We have limited space for advertisements; your interest will be given priority on first-come, first-served basis.

To review the previous publication of **Education Magazine 2015**, please click [here](#)

Our other offers in Pakistan:

Direct Marketing Services: Integrated and bespoke marketing campaigns through face-to-face activities and events, exhibitions as well as EducationUK digital and social media platforms for wider audience reach.



Partnering and Consultancy: Bespoke service applying our local expertise and influential networks to inform your strategies in international and transnational collaborations.

Professional Training and Development: We deliver practical training and development for education marketing professionals through webinars on Pakistan market briefs, agent training and workshops and networking events.

Contact us now to find out more about our products and services:

Saman Imtiaz, Head SIEM, +92 321 5128055, saman.imtiaz@britishcouncil.org.pk

About British Council's Services in International Education Marketing (SIEM)

British Council Services for International Education Marketing 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 services as well as research, training, meetings and events.