

Education UK Publications 2016-17 (East Asia)

11 March 2016

Introduction

The British Council produces publications in most East Asia markets, in order to educate prospective parents and students and also channel partners such as education agents on study options in the UK. For UK institutions advertising in these publications presents an opportunity to establish or reinforce brand awareness.

Should you wish to advertise in any of these publications, please email Steve Corry, Regional Business Development Manager at steven.corry@britishcouncil.org.hk, and relevant British Council country staff will then be in touch with you. Full details of each publication can be found in the following pages below.

Market	Publication	Sector/Topic	Month of production	Circulation	Previous version	Cost Options
China	Education UK booklet	All	April	20,000		£1,000
China	Subject Guide	Sports; Literature/film/ drama	October; December	10,000	N/A	£600 - £1,000
China	Guide to summer schools/short courses	Summer schools/short courses	October	10,000	Link	£300 - £500
China	UK Schools Guide	Schools, Colleges	October	10,000	Link	£300 - £800

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Hong Kong	Study in the UK Guide	All	July	13,000	Link	HE: £1,300 Schools & Colleges: £720 - £1,080
Japan	Education UK Guidebook	All	June	20,000	Link	£1,500 - £2,800
Vietnam	Education UK Guide	Pre-university & UG; PG	June	5,000	N/A	£550 - £1,800
Vietnam	Financial planning for studying in the UK	Scholarship offers	June & December	5,000	N/A	£700

Publication Details

China – Education UK booklet

Circulation: 20,000
 Target online views: N/A
 Distribution Channels: National education exhibitions, agent workshops, local events.
 Print date: April
 Submission of materials:
 Sign up deadline: End of March
 Publication Format: 210mm x 145mm page size
 Advertising Options: Advertorial £1,000

China – Subject Booklet (Sports & Literature/Film/Drama)

Circulation: 10,000
 Target online views: 40,000
 Distribution Channels: National education exhibitions, agent workshops, local events.
 Print date: October (Sports) & December (Literature/Film/Drama)
 Submission of materials: End of June (Sports); end of September (Literature/Film/Drama)
 Sign up deadline: End of April (Sports); end of June (Literature/Film/Drama)
 Publication Format: 210mm x 210mm page size
 Advertising Options: Profile listing - £600; Advertorial page - £1,000

China – Guide to Summer Schools and Short Courses

Circulation: 10,000
 Target online views: 40,000
 Distribution Channels: National education exhibitions, agent workshops, local events.

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Print date: October (Sports) & December (Literature/Film/Drama)
 Submission of materials: End of June (Sports); end of September (Literature/Film/Drama)
 Sign up deadline: End of April (Sports); end of June (Literature/Film/Drama)
 Publication Format: 210mm x 210mm page size
 Advertising Options: Profile listing - £600; Advertorial page - £1,000



China – UK Schools Guide

Circulation: 10,000
 Target online views: 20,000
 Distribution Channels: National education exhibitions, agent workshops, local events.
 Print date: October
 Submission of materials: End August
 Sign up deadline: End of July
 Publication Format: 147mm x 210mm page size
 Advertising Options: Alumni story - £100; Profile - £200; Advertorial page - £200; Centrespread £500; Inside cover/back cover £800.

Hong Kong – Study in the UK Guide

Circulation: 13,000
 Target online views: 2,000
 Distribution Channels: Education agents, school counsellors, British Council events.
 Print date: Early July
 Submission of materials: End of April
 Sign up deadline: End of March
 Publication Format: 194mm x 281mm page size
 Advertising Options: For HE: Advertisement + student/alumni/staff profile £1,300
 For Schools and FE: Advertisement only £720 or
 Advertisement + student/alumni/staff profile £1,080

Japan – Education UK Guidebook

Circulation:	20,000
Target online views:	N/A
Distribution Channels:	Local schools and colleges, education agents, municipal and prefecture international offices, British Council events.
Print date:	June
Submission of materials:	Mid April
Sign up deadline:	End of March
Publication Format:	182mm x 257mm page size
Advertising Options:	Various options from half page ad to two page spread, range £1,500 to £2,800.



Vietnam – Education UK Guide

Editions:	Pre-university and undergraduate; Post-graduate
Circulation:	5,000
Target online views:	N/A
Distribution Channels:	Agent events, exhibitions and other British Council events.
Print date:	Mid June
Submission of materials:	Mid May
Sign up deadline:	End of April
Publication Format:	210mm x 295mm page size
Advertising Options:	Half page ad £550, full page ad £1,000.

Vietnam – Financial Planning for Studying in the UK (for promotion of scholarships)

Circulation:	5,000
Target online views:	N/A
Distribution Channels:	British Council events, online promotion.
Print date:	June and December
Submission of materials:	May and November
Sign up deadline:	April and October
Publication Format:	148mm x 210mm page size
Advertising Options:	One page scholarship profile £700.