



6 October 2015
St. Petersburg, Russia

Contents

Contents	1
1. Event fact file	2
2. Objectives of the event	2
3. Key statistics	3
4. Seminars	5
5. Market developments	5
6. Key internal and external influencers on the Exhibition	6
7. Visitor survey analysis	7
8. Exhibitor survey analysis	8
9. Impact of marketing plan	8
10. Budget analysis	16
11. Conclusions and follow up	16
Appendix 1: List of participating institutions	18
Appendix 2: Visitors' survey results	18
Appendix 3: Exhibitors' survey results	Error! Bookmark not defined.
Appendix 4: Advertising and promotion plan (media plan)	27



1. Event fact file

Saint-Petersburg

Venue	Corinthia Hotel, Saint-Petersburg, 06 October 2015
Opening hours	15:00 – 20:00
Opened by	Keith Allan, Her Majesty's Consul General
Stand costs	£ 1,926.00 Inc VAT
Sponsors	Healthy food chain “Girlyanda” (in –kind sponsor of 5 o'clock tea ceremony for visitors)
Unique feature to give added value	<ul style="list-style-type: none"> • Various competitions were conducted to attract additional audience interest • Alumni Talks session which is very popular among visitors • Versatile presentation programme featuring representatives of HE sector, colleges and language schools
Seminars	14 workshops were held in 2 halls during the day.

2. Objectives of the event

- To position the UK as the first choice for Russian students planning to study abroad
- To influence the quality of the student experience by providing valid, first-hand information about education in the UK
- To showcase the variety of opportunities within the UK’s education system
- To support participating institutions’ recruitment at the Russian market



3. Key statistics

Attendance	Saint-Petersburg		
	2013	2014	2015
Total number of visitors	1300	1100	650
Exhibitors*			
Secondary Institutions	6	8	6
HE and FE Zone	45	42	34
Language schools	n/a	2	4
Total number of exhibitors	51	52	44

Visitors' primary market objectives	2014		2015	
	no. of answers	%	no. of answers	%
Level of Study				
Pre-university academic (eg A-levels, IB)	164	4%	84	7%
Vocational and technical (eg NVQ, BTEC, VQ)	166	4%	42	6%
Boarding School	203	5%	29	3%
MBA	297	7%	114	10%
Professional Award/Employment related qualifications (eg ACCA etc)	477	11%	77	6%
Undergraduate	501	11%	231	20%
Short Courses (eg Summer course)	774	18%	146	13%
Learn English	882	20%	189	16%
Postgraduate	932	21%	247	21%
Total	4396	100%	1159	100%
Main Subjects of Interest				
Agriculture and related subjects	35	1%	14	1%
Hair, Beauty and Personal Care	41	1%	16	1%
Business and Administrative Studies	83	2%	160	14%



Health and Medicine	114	3%	26	2%
Law	161	4%	34	3%
Applied and Pure Sciences	184	5%	42	4%
Computer and Mathematical Science	191	5%	45	4%
Engineering and Technology	192	5%	42	4%
Architecture, Building and Planning	196	5%	52	5%
MBA	257	7%	66	6%
Education and Training	318	8%	118	11%
Travel, Tourism and Hospitality	431	11%	70	6%
Social Studies and Communications	475	12%	105	9%
Creative Arts and Design	546	14%	140	13%
Humanities	603	16%	185	17%
Total	3827	100%	1115	100%
Demographics of visitors	Saint-Petersburg			
	2013	2014	2015	
Male	22%	21.07%	19.92%	
Female	78%	78.45%	79.10%	
Prefer not to say	-	0.48%	0.98%	
Age	2014		2015	
	no. of answers	%	no. of answers	%
11-17	107	10.2%	50	9%
18-22	427	40.7%	204	40%
23-27	198	18.9%	85	17%
28-35	140	13.3%	62	12%
36+	177	16.9%	111	22%
Total	1049	100%	512	100%

*A full list of exhibitors can be found in Appendix 1



4. Seminars

The seminars proved to be a very popular activity during the exhibition, showing students, young professionals and parents the variety of study options available for them in the UK and also giving a positive impression of the whole international student experience. Various institutions worked together to deliver a total of 14 workshops during 1 day.

All workshops were well attended. The observations and verbal feedback received on the day from the visitors was extremely positive. They found the seminar programme very interesting and the content to be informative and well presented.

Presentations were advertised on the exhibition website well in advance, providing not only a timetable but also the description of each session as well as information about the speaker. This allowed visitors to plan their visit to the exhibition efficiently.

5. Market developments

The Education UK Exhibition has been held in Saint-Petersburg for the third time.

Despite economic slowdown which began in the end of 2014, the demand for internationally recognised higher education is still very high. The 'educated' versus 'non-educated' salary differentials are expected to rise, thus placing greater emphasis on tertiary education and presenting an opportunity for overseas higher education providers. International education offers access to skills relevant for Russia's growing professional class; qualifications that can be relied on by employers and, consequently, enhance career prospects.

Saint-Petersburg is the second largest city in Russia with over 5 million people. Quality of school-leavers and graduates from prestigious institutions in Saint-Petersburg is a major attraction for international HE recruiters.



Exhibitors noted the following market developments based on enquiries from visitors:

University of Greenwich: Visitors looked for science UG degrees and English language.

De Montfort University: IT courses are popular, and Masters degrees - quite a few early researchers.

University of the West of Scotland: Many looking for postgraduate and research.

University of the Arts London: Interest in Masters, but generally lower English levels.

Goldsmiths, UoL: Scholarships, poorer English in comparison to Moscow, more PG than UG.

Manchester Metropolitan University: Science, TESOL, Humanities, Art.

INTO University Partnerships: A lot of MA students.

Carfax College: Strong demand for education abroad. Pricing doesn't seem to be major issue.

6. Key internal and external influencers on the Exhibition

The media plan, focusing more on online promotion, adding value to more traditional ways of advertising via newspaper articles and email distribution, has proved successful in attracting the right audience to the exhibition. The quality of the visitors has been evident through the type of questions asked at the individual exhibitors' stands and through the enquiries received by the British Council staff during the exhibition. 70% of exhibitors were satisfied with the number of visitors and 94.9% - with the quality of visitors.



7. Visitor survey analysis

- On-line registration was set up for the exhibition. 736 people pre-registered for the event. The total number of visitors is 650; this was estimated on the basis of mechanical counter at the entrance.
- 96.7% of visitors were satisfied with the quality of event and 93.4% of visitors received what they expected from the exhibition.
- Most visitors were interested in Higher Education, and Master's Degree. There was also a substantial interest towards English language and Summer courses.
- According to the visitor enquiries made to the British Council stand, a lot of people were asking for rankings of UK universities, quality assurance, scholarship programmes, and advice on how to choose schools and also for information on specific subjects (medicine, architecture, art etc.)
- Vast majority of the visitors found out about the exhibition via various online sources.
- Some comments from visitors include:
 - “Information about UK Education is easily accessible and clear. A high-quality event! I was able to ask various questions and received answers to all of them”.
 - “Good organisation of the event and good venue. A lot of universities. I would recommend holding the exhibition on a weekend.”
 - “I liked the event very much, but due to work commitments I missed some of the information”
 - “I attend this exhibition for a number of years now and I'm very pleased with the opportunity to talk to universities' representatives and ask about their programmes”.
 - “An event for many target audiences. Members of staff are approachable and friendly”.



“Not very convenient time for part-time students and working people. It would be great to visit the exhibition on a weekend”.

More detailed information on visitor survey can be found in Appendix 2.

8. Exhibitor survey analysis

- The total number of Exhibitor Surveys completed was 39. This represented 89% of the total number of exhibitors.
- Most of the institutions came to the fair both for recruitment and for profile-raising purposes.
- 97.5% of the exhibitors were satisfied with the exhibition. 12.5% rated it as “excellent”.
- 84.2 % of the exhibitors gave high rates (4 and 5 out of 5) to the British Council support before the exhibition and 86.9% of the exhibitors gave high rates (4 and 5 out of 5) to the British Council support during the exhibition.
- 91.9 % of the exhibitors were satisfied with the length of the exhibition. Quite a few institution asked about the possibility of holding the exhibition on Sunday next year.

More detailed information on exhibitors’ survey can be found in Appendix 3.

9. Impact of marketing plan

9.1. Objectives of the advertising campaign

Due to tough economic climate and week rouble we expected fewer visitors than in 2013-2014 and set the initial target of 600 people. We’ve managed to attract 650 visitors that represented target audience of



generally high quality (proven by exhibitors' feedback) and interested in different levels and types of programmes.

Primary target audience

- Parents of schoolchildren for boarding schools and Foundation programs;
- School-leavers and their parents for Bachelor programs;
- Students for universities with Bachelor's and Master's programs;
- Young professionals for Master's and MBA programs;
- Businessmen and entrepreneurs as parents for boarding schools and as students for MBA programs;
- Mothers of schoolchildren and students for boarding schools and Bachelor's programs.

For each group, we selected the corresponding media and tools. Thus, to promote the exhibition to future graduates and their parents, we used printed and online guidebooks.

To attract mothers of schoolchildren and students, we used a paid advertising campaign, placing banners on the main page of one of the major women's portals, contests, and publishing an article and an advertising block in a newspaper. We also used PR opportunities with popular educational sites.

To promote the exhibition to the most numerous and active audience of students and young professionals, we used a combination of PR tools and internet advertising. To promote the exhibition via these resources, we used a whole range of tools from mailings with invitations to the



exhibition, subject articles, announcements, information partnerships with popular job search portals for young professionals, ad banners. We also extensively used social media marketing instruments which generated a lot of registrations for the exhibition.

All this allowed us to attract the prospective audiences of various age and social groups and to stimulate transfer from passive interest in the British education to action, e.g. visiting the exhibition.

For each segment of the target audience, we developed text adverts corresponding to the needs and interests of each particular segment. We also used various ways of carrying the information: for businessmen – articles in respected business publications; for parents of school children – banners on women’s pages and educational resources pages.

Secondary target audience:

- Educational agencies
- International departments of universities

We contacted these audiences directly via e-mail communication.

Key stereotypes:

For parents of schoolchildren and students: ‘Direct communication with educational institutions’

For students: ‘Unique’, ‘‘must-visit’’ events within the seminar programme’.

For young professionals, businessmen and entrepreneurs: ‘Education for you and your children’, ‘Complete and reliable information on British education in one place’; ‘Useful workshops for various needs’.

9.2. Tools, Solutions, Results

We decided to use various tools and methods to implement each of the tasks set. In order to increase the traffic, we invited educational media as



partners and included special blocks of presentations and seminars on creative specialities into the agenda. In addition, we managed to attract media with big online audiences. Total coverage of 2,700,000 people + 250,000 in social media (vk.com and facebook.com).

The communications tools used were appropriate for delivering this message to the audience and included:

- Advertising: advertising modules in the printed media, e-mails, contests on the radio, TV and on-line media, advertising banners on Internet resources, context advertising, and promotions via search engines and social media.
- Public relations: announcements in the event calendar, contests, and social networks.
- Direct and digital marketing: mailings to subscribers of information partners, placing internet banners and texts in the news.
- Personal selling: participation at the exhibitions of other companies and agencies.

Most effective ways to deliver key messages were:

- Promotion of the exhibition by a context advertising and targeted advertising on social networks;
- Internet banners and text announcements on Internet resources, mailings of the exhibition partners.

High integration level of all the elements of the promotion was achieved with the help of:

- Use of unified visual images, but different text messages for different target audiences and resources.
- Gradual increase of intensity “general to specific”, which allowed us to keep the audience interested in the project for several weeks (primary announcement of the exhibition date, detailed announcement of the workshops agenda with the accent on the



interest of the given audience segment, placement of advertising modules and news mailing, contests).

- Regular publishing of the exhibition news on the BC resources and in social networks.
- Differentiation of messages for different target audiences on different resources.

High integration level of all the elements of the promotion campaign allowed us to successfully perform the objectives of the campaign with comparatively low use of financial and human resources.

To measure the effectiveness of the campaign, we used the following tools:

- Questioning during the on-line registration: receiving registrations prior to the event enabled us to measure the impact of every stage of the promotion.
- Indicators of the exhibition website traffic and analysis of sources of transfer from other information resources gave us reliable information on the effectiveness of both used channels and tools as well as on the effectiveness of the messages and their visual presentation, and interest of the target audience of these resources in the product offered.
- Questioning during the exhibition registration in the offline mode. Combined analysis of all the measurement tools allowed us to receive a true picture of the campaign and tools effectiveness.

After speaking to the exhibitors, received written feedback from them and through general observations made, the overall quality of visitors was



considered to be good. They seemed to know their choice(s) of subject, which indicate that the media plan attracted quite targeted audience.

9.3. Information support

The approach to creating the pool of information partners was determined by clear segmentation of the audience. We had a task to create several independent media plans for each segment. Besides segmenting the target audience, all the partners were divided into priority groups to perform various tasks. The rest of the media supported the exhibition in different ways on the basis of personal agreements and strategic partnership without a formal status.

Analyzing the exhibition traffic statistics and feedback from exhibitors, we can say that the pool of information partners had been formed correctly and the promotion campaign was successful. As a result of this promotion strategy, the audience was proportionally distributed among the exhibitors presenting different education levels: schools, universities, colleges, summer schools and language courses.

9.4. Partners of the Exhibition

Partners: Café and bio-food retailer “Girlyanda” (5 o’clock tea ceremony sponsor), Macmillan, Cambridge University Press, ABBYY Lingvo, Hello London (British souvenir store)

As a result, the British Council received the following value for three cities (Moscow, St.Petersburg and Ekaterinburg):

Name	Presents	Cost
Girlyanda	5 o’clock tea for 200 visitors in St Petersburg	60 000 RUB
Macmillan	30 books	35 000 RUB
Cambridge University Press	80 books	85 000 RUB



Hello London!	15 prizes	60 000 RUB
Total RUB		240 000 RUB
Total value GBP		2,400 GBP

The partners highly appreciated the work of the British Council and the effectiveness of participation in the Education UK exhibition.

9.5. Advertising Budget

The advertising budget was formed on the basis of the following principles:

1. To pay for advertising only if:

- The resource is unique / irreplaceable;
- The resource attracts new audience for the exhibition (in our case – business and finance professionals);
- The resource is specialized and has proven its effectiveness in the past.

2. To receive maximum possible discount on placing advertisement and placing preferences.

Analysis of the site attendance and visitors' questionnaires proved the correctness of the selected tactics of placing paid adverts: search engines and social networks were top sources of traffic to the website.

9.6. Coverage of the target audience, PR and Advertising value

Detailed planning of the advertising and PR campaign allowed us to achieve a high response to advertising for the exhibition without an increase in the budget. The PR and advertising responses demonstrated that the selected channels and types of promotion were correct as well as confirming the effectiveness of the advertising campaign in general.



9.7. Conclusions and Recommendations

The advertising campaign was successful. More than 100 different online and offline messages and resources provided good information coverage and increased visitor attendance to the exhibition. This is an indicator of the effective work of the project marketing team.

It worth noting that due to the economic instability and currency crisis many printed and online media in St Petersburg closed down or merged with more sustainable media companies. Those media who survived limited their “information partnerships” activities and concentrated on the so called commercial “special projects” and direct advertisement. We therefore decided to put more resources into SMM promotion and other online instruments.

Basing on the exhibition experience, we have certain recommendations in terms of improvement of future promotion campaigns:

- to broaden cooperation with professional media in order to further differentiate the audience sources by specialization (professional media in the spheres of management, media, finance, banking, linguistics), and to include the corresponding event blocks into the business agenda of the exhibition.
- to broaden cooperation with the most effective resources, without increasing the number of information partners. Instead, we recommend to increase the audience coverage and impact duration.
- to broaden the pool of general Internet resources with wide coverage (business and news portals, social federal media, professional networks).
- to hold negotiations with representatives of major real estate agencies in order to attract them as financial sponsors for future exhibitions.



10. Budget analysis

89.1 % of the exhibitors were satisfied with the value for money after the exhibition.

We have managed to negotiate good terms with the venue, and we also saved on construction choosing the table and chairs format. We also actively promoted the exhibition through partners instead of paid advertising where possible.

11. Conclusions and follow up

11.1. Extent to which the objectives were met

To position the UK as the first choice for international students:

Based on the visitor survey analysis, most of them agreed that a UK qualification is of high quality, recognised worldwide and that it brought good career prospects upon graduation.

To showcase the variety of opportunities within the UK's education system: Based on most exhibitors' comment, the visitors were a good mix of undergraduate, postgraduate and those seeking A-level/Foundation. This fact is also confirmed by the online registration results.

To support participating institutions' recruitment in the Russia market:

This objective was met according to the feedback from exhibitors.

11.2. Key recommendations for institutions

- Exhibitors need to be encouraged to send all forms at once to meet the deadlines.
- Undertake profile-raising activities in Russia throughout the year.



- Provide more information on English language courses and short/summer programs.
- To send materials (brochures and catalogues) at least 4 weeks before to the exhibition via freight.

11.3. Key recommendations for the British Council

- According to the feedback from the exhibitors, most of them found the exhibition date suitable, but at the same time many of them recommended to consider Sunday as a potential day for the event (currently it's traditionally Tuesday).
- 100% were overall satisfied with the exhibition venue – Corinthia hotel.
- An agent's networking-event should be considered for the next year.



Appendix 1: List of participating institutions (44 in total)

Schools, colleges and education centres

1. Abbotsholme School
2. Carfax College
3. EF Education First
4. Kaplan International Colleges
5. MPW (Mander Portman Woodward)
6. The Royal School, Wolverhampton

Language schools

1. Babylon School of Languages
2. International House London
3. Kaplan International English
4. Lewis School of English

Universities

1. Aberystwyth University
2. Anglia Ruskin University
3. University of the Arts London
4. Arts University Bournemouth
5. University of Bath
6. University College Birmingham
7. Bournemouth University
8. BPP University
9. Brunel University London



10. University of Central Lancashire
11. City University London
12. Coventry University
13. University for the Creative Arts
14. De Montfort University
15. University of East Anglia
16. University of Essex
17. Goldsmiths, University of London
18. University of Greenwich (London)
19. INTO University Partnerships
20. The University of Law
21. London Metropolitan University
22. Manchester Metropolitan University
23. Middlesex University London
24. Newcastle University
25. Northumbria University Newcastle
26. Queen Mary University of London
27. University of Reading
28. University of Salford
29. Sheffield Hallam University
30. University of St Andrews
31. The University of Warwick
32. University of the West of Scotland
33. University of Westminster
34. University of West London



Appendix 2: Visitors' survey results

Would you recommend British Council to your friends and colleagues?		
Values	Number of answers	%
10	28	68.3
9	3	7.3
8	6	14.6
7	3	7.3
6	1	2.4
5	0	0.0
4	0	0.0
3	0	0.0
2	0	0.0
1	0	0.0
Total	41	100

My expectation of visiting this exhibition were fully met		
Answers	Number of responses	%
Absolutely agree	18	46.2
Agree	18	46.2
Don't know	3	7.7
Disagree	0	0.0
Absolutely disagree	0	0.0
Total	39	100

Exhibition was of high quality		
Answers	Number of responses	%
Absolutely agree	22	53.7
Agree	16	39.0
Don't know	3	7.3
Disagree	0	0.0
Absolutely disagree	0	0.0
Total	41	100



British Council is one of the leading organisations in cultural relations

Answers	Number of responses	%
Absolutely agree	22	53.7
Agree	16	39.0
Don't know	3	7.3
Disagree	0	0.0
Absolutely disagree	0	0.0
Total	41	100

Diversity of education programmes offer

Answers	Number of responses	%
Absolutely agree	27	64.3
Agree	13	31.0
Don't know	2	4.8
Disagree	0	0.0
Absolutely disagree	0	0.0
Total	42	100

Quality of seminar programme

Answers	Number of responses	%
Absolutely agree	27	64.3
Agree	14	33.3
Don't know	1	2.4
Disagree	0	0.0
Absolutely disagree	0	0.0
Total	42	100

Quality of exhibition venue

Answers	Number of responses	%
Absolutely agree	33	78.6
Agree	8	19.0
Don't know	1	2.4
Disagree	0	0.0
Absolutely disagree	0	0.0
Total	42	100



Information available before the event		
Answers	Number of responses	%
Absolutely agree	25	59.5
Agree	15	35.7
Don't know	2	4.8
Disagree	0	0.0
Absolutely disagree	0	0.0
Total	42	100

British Council staff support		
Answers	Number of responses	%
Absolutely agree	33	78.6
Agree	7	16.7
Don't know	2	4.8
Disagree	0	0.0
Absolutely disagree	0	0.0
Total	42	100

How did you learn about the event?		
Источник	Number of responses	%
Flyers, posters	1	2.2
Newspapers, magazines	0	0.0
TV, Radio	0	0.0
Internet	35	77.8
Friends, relatives etc.	9	20.0
Total	45	100



Appendix 3: Exhibitors' survey results

Has your institution attended this exhibition before?		
Answers	Number of answers	%
Yes	33	82.5
No	7	17.5
Total	40	100

What was your main aim in coming?		
Answers	Number of answers	%
Recruitment	8	19.5
Profile raising	2	4.9
Both	31	75.6
Total	41	100

What is your primary market interest in this event?		
Answers	Number of answers	%
Undergraduate	33	26.6
Postgraduate taught	33	26.6
Postgraduate research	15	12.1
Higher national diploma and equivalent	0	0.0
Pre-university foundation courses	6	4.8
Foundation	18	14.5
Post-16 A-level	1	0.8
Pre-sessional English School	5	4.0
Secondary education	2	1.6
Summer courses	11	8.9
Total	124	100



What is your assessment of the visitors?		
Answers	Number of answers	%
Number of the visitors		
Good	7	17.9
Average	20	51.3
Disappointing	12	30.8
Total	39	100
"Quality" of the visitors		
Good	18	46.2
Average	19	48.7
Disappointing	2	5.1
Total	39	100
Have you developed new links or built on existing feeder or agent relationships by coming?		
Answers	Number of answers	%
YES	27	67.5
NO	13	32.5
Total	40	100

Please give your overall assessment of the exhibition		
Answers	Number of answers	%
Excellent	5	12.5
Good	15	37.5
Average	19	47.5
Bad	1	2.5
Very bad	0	0.0
Total	40	100
How does this year's exhibition compare to last year's?		
Rate	Number of answers	%
Much better	1	2.6
Better	2	5.3
About the same	9	23.7
Worse	10	26.3
Much worse	1	2.6
Didn't attend last year	15	39.5
Total	38	100



Level of British Council support before the exhibition		
Rate	Number of answers	%
5	25	65.8
4	7	18.4
3	4	10.5
2	1	2.6
1	1	2.6
Total	38	100

Level of British Council support during the exhibition		
Rate	Number of answers	%
5	25	65.8
4	8	21.1
3	3	7.9
2	2	5.3
1	0	0.0
Total	38	100

Quality of the venue		
Rate	Number of answers	%
5	25	65.8
4	9	23.7
3	4	10.5
2	0	0.0
1	0	0.0
Total	38	100

Quality of the accommodation		
Rate	Number of answers	%
5	18	56.3
4	9	28.1
3	4	12.5
2	1	3.1
1	0	0.0
Total	32	100



Length of the exhibition		
Rate	Number of answers	%
5	19	51.4
4	15	40.5
3	3	8.1
2	0	0.0
1	0	0.0
Total	37	100

Value for money		
Rate	Number of answers	%
5	9	24.3
4	10	27.0
3	14	37.8
2	4	10.8
1	0	0.0
Total	37	100

What would be your preferred date for this event next year?		
Rate	Number of answers	%
Same as this year	35	92.1
Earlier than this year	1	2.6
Later than this year	2	5.3
Total	38	100

How likely are you to recommend the British Council to colleagues?		
Rate	Number of answers	%
Very likely	16	43.2
Likely	17	45.9
Unlikely	4	10.8
Very unlikely	0	0.0
Total	37	100

Appendix 4: Advertising and promotion plan (media plan)

Context advertising (14.09.2015 - 05.10.2015)

City	Source	Shows	Clicks	CTR
St Petersburg	Google AdWords	980,992	2,773	0.28%
St Petersburg	Yandex.Direct	763,988	855	0.11%
St Petersburg	Total	1,744,980	3,628	0.21%

Media partners for St. Petersburg

#	Name	Description	Target Audience	Circulation / resource traffic, pm	Outreach	Period	PR Value - Website, VAT incl., RUR	Overall Coverage
1	Europe Plus St Petersburg / Европа-Плюс Санкт-Петербург	radio station	young & active up to 35 y. o. high income	1 website post 5 posts in VK 1 twit 1 Instagram post	appr. 80 participants 14,989 participants in VK group 1,125 subscribers 148,533 unique website users per day in St Pete	September & October	120,000.00	164647
2	Chief Time / Человек дела	glossy business magazine	heads of companies - commercial and non-commercial proactive Russian-speaking	1 website post 1 website banner 1 VK post	45,600 unique users pm	September & October	34,000.00	45600
3	Komsomolskaya Pravda in St Petersburg / Комсомольская правда в Санкт-Петербурге	All-Russia daily newspaper	male & female 25 to 55 y. o. medium to high income	1 website post 1\8 newspaper ad x 3 times	175,000 unique users pm in St Pete 15 competition participants circulation	September & October	97,200.00 + 135,000.00 in printed version	175000
4	Expert North-West / Эксперт Северо-Запад	regional business magazine	male 30 to 50 y. o. medium to high income	1 website post 3 VK posts	918 VK subscribers 500 FB subscribers 61,180 users pm	September & October	34,000.00	62598
5	Falovers.com	online magazine on Russian design, fashion industry and	18 to 40 y. o. interest in design & fashion	1 website post 2 VK posts	1,148 unique users pm 17 competition participants	September & October	15,000.00	1148



		self-improvement						
6	Moskovskij Komsomolets in St Petersburg / Московский комсомолец в Санкт-Петербурге	All-Russia weekly newspaper on society and politics	specialists & managers urban 25 to 45 y. o.	1 website banner 1/6 announcement 1/2 article	127,679 unique users pm 26,870 banner views 13 banner clicks	September & October	40,000.00 + 80,700 in printed version	127679
7	Active World / Активный мир	training company	male & female 30 to 50 y. o. medium to high income	social media announcements logo on website	5,104 unique users pm	September & October	15,000.00	5104
8	Mann, Ivanov & Ferber / Манн, Иванов и Фербер	publishers - business literature	male & female 25 to 55 y. o. medium to high income	newsletter	newsletter db of 200,000 pers.	October	15,000.00	200,000
9	Global.78	website - business	male & female middle & senior managers heads of organisations 25 to 45 y. o.	1 website post	4,567 unique users pm	September & October	11,800.00	4567
10	In your pocket	publisher - city guides	businessmen expats tourists	1 website banner	25,000 unique users pm	September	8,850.00	25000



11	Nevskiye Novosti / Невские новости	website	male & female 18 to 45 y. o.	1 website post	484,022 unique users pm	September & October	11,800.00	484022
12	Interesting St Pete / Интересный Питер	website	male & female 18 to 45 y. o.	1 website post 1 VK post	6,086 unique users pm 304,798 VK subscribers	September & October	1,100.00	310,884
13	St. Petersburg International Business Association / СПИБА	business association	heads of organisations	1 website post	5,656 unique users pm	September & October	1,000.00	5656
14	Ingria / Ингрия	business incubator	investors IT-entrepreneurs	announcements on website, VK, Twitter, FB	8,255 unique users pm	September & October	1,000.00	8255
15	Education Horizons / Горизонты Образования	website - education	prospective students parents	2 website posts 1 VK posts	2,058 unique users pm	September & October	3,000.00	2058
16	Artmuse / Артмуза	creative cluster		flyers		September	1,500.00	
17	Yandex.Afisha / Яндекс.Афиша	website	male & female 18 to 45 y.o.	1 website post	171,500 unique users pm in St Pete	August	2,360.00	171,500
18	Piterstory	website	male & female 18 to 45 y.o.	1 website post	5,591 unique users pm	September	1,500.00	5,591
19	Britannia (Bookbridge) / Британия (Букбридж)	specialised bookshop	male & female 18 to 45 y.o.	announcements on website and social media posters and flyers in bookstore	3,897 unique users pm	September & October	1,000.00	3,897



20	Atawaka	website	male & female 18 to 45 y.o.	1 website post	7,150 unique users pm	August	1,770.00	7150
21	Rabochaya Tetrad' / Рабочая тетрадь	website	prospective students parents	1 website post	1,483 unique users pm	September	1,500.00	1483
22	Event Compass / Компас событий	VK public page	male & female 18 to 45 y.o.	1 VK post	18,621 users	September	800.00	18621
23	St Pete / Питер	VK public page	male & female 18 to 45 y.o.	1 VK post	274,507 users	September	700.00	18,621
24	Free St Pete / Бесплатный Питер	VK public page	male & female 18 to 45 y.o.	1 VK post	28,325 users	September	800.00	28,325
25	Interesting in SPb / Интересное в СПб	VK public page	male & female 18 to 45 y.o.	1 VK post	19,900 users	September	800.00	19,900
26	Study For You	website	prospective students	1 website post	9,926 unique users pm	September	1,500.00	9,926
27	PR Student's Handbook / Полезное для PR студента	VK public page	male & female 18 to 45 y.o.	1 VK post	9,145 users	September	800.00	9,145
28	City Parents' Comitee / Городской родительский комитет	website	male & female 30+ y. o.	1 website banner	1,458 unique users pm	September & October	3,540.00	1,458
29	New Planet / Новая планета	language school	male & female middle & senior managers	flyers		September & October	1,500.00	



30	Bestspbstu	international student organisation	students & prospective students male & female 16+ y. o.	1 website post 1 VK post newsletter	4,200 group members 1,700 Vk subscribers	September & October	4,500.00	5900
31	City Portal / Городской портал	website	male & female 18 to 45 y.o.	1 website post	17,271 unique users pm	September & October	3,000.00	17,271
32	Baikalinform.ru	website	male & female 18 to 45 y.o.	1 website post	7,639 unique users	September & October	1,000.00	7,639
33	Dk.ru	website	male & female 18 to 45 y.o.	1 website post	98,646 unique users	September & October	2,500.00	98,646
34	Pr.meta.ua	website	male & female 18 to 45 y.o.	1 website post	296,348 unique users	September & October	29,390.24	296,348
35	Atrex.ru	website	male & female 18 to 45 y.o.	1 website post	11,013 unique users 8 post views	September & October	1,000.00	8
36	Press-release.ru	website	male & female 18 to 45 y.o.	1 website post	29,158 unique users	September & October	1,000.00	29,158
37	Publishernews.ru	website	male & female 18 to 45 y.o.	1 website post	15,588 unique users 117 post views	September & October	3,000.00	117
38	Prtime.ru	website	male & female 18 to 45 y.o.	1 website post	10,416 unique users 78 post views	September & October	1,000.00	78
39	pr.adcontext.net	website	male & female 18 to 45 y.o.	1 website post	6,247 unique users 48 post views	September & October	1,000.00	48
40	Smi2go.ru	website	male & female 18 to 45 y.o.	1 website post	4,422 unique users	September & October	1,000.00	4,422
41	IMHO. Newspaper. SPb / ИМХО. Газета.	website	male & female 18 to 45 y.o.	1 website post	23,217 unique users pm	September & October	1,500.00	23,217



СПБ								
Misc.								
1	Garland / Гирлянда	shops & cafes - farmer products	male & female high income	infomercials 1 website post 1 VK post tasting area gift baskets	700 pers. per shop 7,581 unique users pm 3,176 VK subscribers	September & October	100,000.00	111,557
2	Piterland / Питерлэнд	mall	male & female medium income	15 sec. video and audio clips	2,000 users per day	September & October	100,000.00	60,000
3	School #1 / Школа №1	school	students teachers parents	poster	870 students	September	0.00	870
4	School #124 / Школа №124	school	students teachers parents	poster	900 students	September	0.00	900
5	School #160 / Школа №160	school	students teachers parents	poster	630 students	September	0.00	630
6	School #183 / Школа №183	school	students teachers parents	poster	800 students	September	0.00	800
7	School #185 / Школа №185	school	students teachers parents	poster	690 students	September	0.00	690



8	School #284 / Школа №284	school	students teachers parents	poster	600 students	September	0.00	600
9	School #347 / Школа №347	school	students teachers parents	poster	850 students	September	0.00	850
10	School #525 / Школа №525	school	students teachers parents	poster	614 students	September	0.00	614
11	School #534 / Школа №534	school	students teachers parents	poster	845 students	September	0.00	845
TOTAL:							894,410 RUB 9,216 GBP	2,754,043



Paid advertisement

#	Media	Volume	Cost (RUB)
1	Mail.ru	Dynamic banner on the main page, targeting St Petersburg, targeting based on interests "Work abroad", "Business education", "Studying languages", 21-25.09.2015	60 000
2	AdSmart Profi	AdSmart Profi special package: Slon.ru, Tvrain.ru, Meduza.io, RB.ru, E-xecutive.ru, dynamic banner, targeting St Petersburg, 21-25.09.2015	27 000
3	AdSmart News	Banners at RIA.ru, NG.ru, Tass.ru, Infox.ru, Rosbalt.ru, Inosmi.ru 28.09-04.10.2015	37 600
4	Vedomosti	Leaflet 6*13 cm in October issue, 2 times, 5,000	79 000
5	DP.RU	Banner 715X150 on the inside pages, for a week 200,000 shows	70 200
		Total	273 800
		Agency commission 5%	13 690
		Total incl. commission	287 490
		VAT 18%	51 748
		Gross total all inclusive	339 238
			(GBP 3,533)

© 2015 British Council. All rights reserved. This document may not be amended, copied or distributed without express written permission

