

SERVICES FOR INTERNATIONAL EDUCATION MARKETING

Call for UK Institutions to advertise in the British Council Study in the UK magazine in Bangladesh, India and Sri Lanka

British Council's Services for International Education Marketing (SIEM) in South Asia is developing a British Council Study in the UK magazine specifically for students in India, Sri Lanka and Bangladesh. UK Institutions are invited to advertise in this magazine to build their profile and connect to tens of thousands of prospective students and influencers across the region.

About the Education UK Magazine

The magazine will cover all topics related to education, study and life in the UK. It will cover the key USPs of the UK as a study destination, levels and study options, highlighting the UK's teaching and research quality and global employability for graduates through alumni stories and career guidance. The publication will also touch on life as a student in the UK.

The magazine will include positive testimonials from South Asian alumni talking about their study and life in the UK, career and beyond. The magazine will include more in depth information about the following subjects: MBA and Management, Engineering, Medicine, Law, Art and Design and Humanities and Social Sciences to reflect current subject interest amongst local students.

The Study in UK magazine will be published and available to download by September 2016 on British Council and Education UK websites. UK institutions are encouraged to support this initiative through paid for advertising and free editorial content.

Size and circulation

1. Print size: A4 - 210 mm (w) x 297 mm (h)
2. Number of copies:

Country	Number of Copies
India	4000
Bangladesh	3000
Sri Lanka	1000
Total	8000

A total of 8,000 copies will be distributed across India, Bangladesh and Sri Lanka.

Pakistan has developed their very popular EducationUK magazine for the last 3 years and the next one will be published in Jan 2017. If you would like to promote your institution to Pakistani audiences, visit here.

<https://siem.britishcouncil.org/news/opportunities/education-uk-magazine-2017-advertisement-and-advertorial-opportunity-0>

Distribution and Promotion

1. Distribution channels
 - a. Across our Agent network
 - b. Major schools and colleges as well as other educational institutions in each country
 - c. British Council libraries across the region
 - d. Teaching centres across the region
 - e. Education UK briefings for students including Pre-Departure events
 - f. All British Council offices and libraries front-of-house display

2. Promotional activities
 - a) British Council in-house presentations
 - b) outreach at local institutions and libraries
 - c) online promotion through:-
 - [Education UK Facebook](#)
 - British Council Country Facebook Pages
 - Direct Mailers: - Branded email-shots to all potential students in our databases in all three countries. The database also includes key influencers.
 - [Education UK](#) and British Council website: This guide will be available in a downloadable pdf format through the Education UK and British Council websites for India, Bangladesh, and Sri Lanka.
 - EUK students' newsletter
 - EUK agents' newsletter

Number of students to be reached digitally

Country	Emailers	Digital (Website + social media) on British Council and EduUK
Bangladesh	11157	EUK Facebook: 10317 British Council website: 60544 British Council Facebook: 722443 British Council Twitter: 2188 Total: 820.5K approx.
India	10580	EUK website: 107377 EUK Facebook: 9334 British Council website: 303702 British Council Facebook: 198469 British Council Twitter: 13.4K Total: 646K approx.
Sri Lanka	300	EUK website: 7202 EUK Facebook: 1535 British Council website: 41273 British Council Facebook: 254199 British Council Twitter: 2908 Total: 321K approx.

UK institutions will have the ***option to place paid advertorials in this annual publication***; providing advertised institutions with direct visibility to prospective applicants and direct influencers.

Benefits of advertising with us:

- 1) Direct engagement with target audiences across 3 major markets in the region
- 2) Targeted reach to prospective students in a cost effective way.

- 3) The e-version of the booklet will be uploaded on British Council and Education UK website, which generates nearly 125K online visitors per annum.
- 4) The booklet will be advertised via our existing student's and agents newsletter which has an approximate reach of 22,037 students and 1200 agents.
- 5) Opportunity to raise your institution's profile across the region by co-branding with the British Council.

Artwork requirements from UK Institutions advertising in the Education UK Magazine: -

Provide a ready-to-print artwork of dimension 210 mm (w) x 297 mm (h),

Price

Item	Cost in GBP	Minimum Advert/s
Advertorial on Back cover (Full page size: 210mm x 210mm)	4000	1
Advertorial page on the inside front cover (Full page size: 210mm x 210mm)	2000	1
Advertorial page on the inside back cover (Full page size: 210mm x 210mm)	2000	1
Advertorial page on the back of first page(welcome note)(Full page size: 210mm x 210mm)	1500	1
Advertorial page on the back of second page(Index)(Full page size: 210mm x 210mm)	1500	1
Advertorial page inside the magazine (Full page size: 210mm x 210mm)	1000	4
Advertorial page inside the magazine (half page size: 155mm x 155mm)	500	2
*All prices are exclusive of UK VAT unless otherwise stated. Applications will be accepted on a first-come-first-served basis. Magazine will be published only if we receive minimum number of paid advertisement.		

Free editorial in the British Council Study in the UK Magazine: - We welcome UK institutions to contribute free editorial content to a range of topics given below. The British council reserves the right to choose the best article to be published in the magazine, and will include the name of the contributing institution.

Topic	No of Pages
<p>How to apply to the UK? <i>'All you need to know about applications: From writing your SOP to cracking the interview'</i> + Student story: my successful application to study in the UK</p>	Text and picture 900 words.
<p>Subject profiles:</p> <ul style="list-style-type: none"> • MBA and Management • Engineering • Medicine • Law • Art and Design • Humanities and Social Sciences 	Text and picture 1 Pages for each subject area (focus on Why Study X subject, subject overview, quality of teaching and research, facilities, career paths 450 words.

www.britishcouncil.org/siem

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<p>Checklist and tips from the experts:</p> <ul style="list-style-type: none"> • How to get into your dream institution • Be UK ready: things to do before you get here • Career Tips, beating the best and work after study 	<p>Infographics 450 words</p>
<p>Career Adviser Speak– How to manage your job search in the UK</p>	<p>Text and picture 450 words.</p>

If you are interested in promoting your institution to students and influencers in South Asia through the British Council Education UK magazine, please send your expression of interest to anuradha.sareen@in.britishcouncil.org

Deadline for sending Expressions of Interest is Monday 11 July 2016

Contact person

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