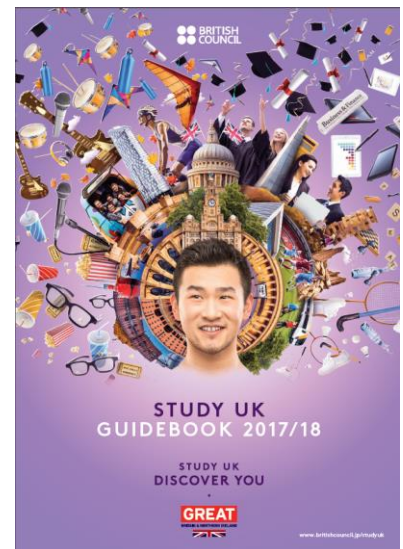


Study UK Guidebook 2018 (Japan)

Promote your institution in British Council Japan's premier study in the UK guide

We are pleased to inform you that British Council Japan will be publishing its highly popular annual Study UK Guidebook for 2018. This guidebook (previously known as the Education UK Guidebook Japan) has been published annually since 2000 and is well recognized by institutions throughout Japan as the essential guide to studying in the UK. We are offering institutions of all levels - from boarding schools to universities - space within the guidebook to **promote your institution and showcase your current students/alumni.**

From two-week English language programmes to full time degrees, interest in study abroad continues to grow in Japan and this guidebook represents an excellent opportunity to directly reach a broad range of prospective students, including junior/senior high school students, university students and working professionals.



About the guidebook

This publication is regarded as the essential guide to studying in the UK and is a key resource used by schools, universities and agents when counseling students interested in studying in the UK.

The guide aims to:

- position the UK as the number one study abroad destination for Japanese students
- provide a channel for UK institutions to reach out to potential students and boost student recruitment from Japan

Contents

- Message from British Ambassador to Japan
- Why study in the UK?
- Life and Culture in the UK
- An introduction to study options at independent/boarding schools, English language

schools, universities, further education colleges, and distance learning.

- Advertisements from participating institutions
- Meet the students/alumni (interviews/testimonials with current/former students of UK institutions)
- Tips for pre-departure preparation and advice on settling into student life in the UK

Sample images from the 2016/17 guidebook



Guidebook specifications:

- Dimensions: W182mm x H257mm
- Total pages: approx.90
- Print run: 10,000 copies
- Shelf life: 12 months (October 2017 – October 2018)

Distribution plan

Printed version (10,000 copies)

5,000 copies will be posted to secondary schools, junior colleges, universities and study abroad agents throughout Japan. The remaining 5,000 copies will be distributed through the following channels:

- British Council Study UK Exhibitions
- In-house study abroad seminars at the British Council, Tokyo
- External study abroad events organised by universities and schools throughout Japan (20-30 events)
- British Council Japan front of house display

Digital campaign

A link to the digital version of the guidebook will be posted on the British Council Japan website and the guidebook will be promoted through a dedicated digital campaign utilizing the following channels:

- British Council corporate e-flyer (11,000 subscribers), Facebook (15,000 likes) and Twitter (13,200 followers) accounts

- Monthly e-newsletter to prospective study abroad students (2,500 subscribers)
- Japan Official IELTS Facebook page (5,200 likes) and IELTS Japan Official blog (average monthly unique users: 2,000)
- British Council IHE e-newsletter (1,200 subscribers – mainly university international office staff)
- British Council Teaching Centre monthly e-newsletter (3,100 subscribers)
- Direct emails to institutions throughout Japan. Institutions will be encouraged to share the link to the guide with their students and post on their websites.

Reference Material

- 2016/17 edition: https://issuu.com/bceastasia/docs/educationuk_guidebook_2016-17

Advertising Options

1. Full page advertisement & full-page student/alumni testimonial

Full page advertisement

- Colour, W182mm × H257mm
- Institutions will be responsible for preparing the advert. Accepted file types: Adobe Illustrator, Adobe Indesign, print quality PDF.

Full page student/alumni testimonial in the ‘Meet the Students/Alumni’ section

- Colour, W182mm × H257mm
- Text up to 250 words. Text may be provided in English or Japanese. English text will be translated into Japanese by the British Council. The British Council will provide a template for institutions to complete the testimonial.
- Institution logo
- 2 images (one should be a headshot of the student/alumni)

2. Full page advertisement only

- Colour, W182mm × H257mm
- Institutions will be responsible for preparing the advert. Accepted file types: Adobe Illustrator, Adobe Indesign, print quality PDF.

3. Prominent advertising space: Inside back cover & full-page student/alumni testimonial (one spot available)

Inside back cover advertisement

- Colour, W182mm × H257mm
- The institution will be responsible for preparing the advert. Accepted file types: Adobe Illustrator, Adobe Indesign, print quality PDF.

Full page student/alumni testimonial in the ‘Meet the Students/Alumni’ section

- Colour, W182mm × H257mm

- Text up to 250 words. Text may be provided in English or Japanese. English text will be translated into Japanese by the British Council. The British Council will provide a template for the institution to complete the testimonial.
- Institution logo
- 2 images (one should be a headshot of the student/alumni)

Advertising Rates*

	1. Full page advertisement** & full-page student/alumni testimonial***	2. Full page advertisement** only
HEIs	1,300 GBP	1,100 GBP
FE Colleges	900 GBP	700 GBP
Independent/boardings schools	1,200 GBP	1,000 GBP
English language schools	800 GBP	600 GBP

Prominent advertising space

3. Inside back cover advert and full-page student/alumni testimonial in the 'Meet the students/alumni' section	2,000 GBP
---	------------------

*All prices exclusive of applicable VAT

**Institutions will be responsible for preparing advertisements

***Inclusive of translation fee for text provided in English

Sample advertisement



Sample student/alumni testimonial

UEA
University of East Anglia

I chose Pharmacy as my subject major because pharmacists are trusted to have a deep knowledge of medicines. Being a health care professional, I can reach lots of patients and help them to maintain their health. For me, I think contributing to society or helping people will make my life more meaningful – and happier.

I would prefer to become a hospital pharmacist in the future because it is more interesting to me since I'll be able to apply more clinical knowledge in my position. I also wouldn't mind being a community pharmacist because I love talking with patients and you can build up a rapport with patients more easily.

At UEA, everyone has an adviser and the adviser were here to help. You can always get support when you need it from the Dean's Office or your adviser. The facilities UEA have offer everything I need. The library is nice for studying, and there are rooms that you can book to have group discussions or to study on your own away from your accommodation. The Sports Park is big, and there are a variety of different sports you can do there. UEA also offers a lot of clubs and societies, and I'd recommend you do so since it's a good way to make more friends.

I particularly like the environment provided by UEA. There aren't many universities with a campus as beautiful as UEA. It's quite convenient and relaxing to study in the campus. You might choose to walk beside the lake, or sit out on the lawn chatting with your friends and this gives you the feeling of what university life should be like.

Something else worth considering is that in the UK, professors and lecturers promote independent inquiry and self-motivated studies rather than teaching you in a rote manner. It's allowed me to learn about what I'm most interested in, and it's made learning more enjoyable. After studying in the UK, I learnt about different cultures, and most importantly, became more independent: there were lots of experiences that I simply could not have experienced if I had studied in Hong Kong.

主修藥學，是因為藥劑師必須具備豐富的藥物知識，身為健康護理專業人員，我可以接觸大量病人，幫助他們維持健康。對我來說，能為社會或他人作出貢獻，是令我感到有意義和快樂的事。

我比較喜歡將來當醫院藥劑師，因為在醫院工作時，我可以將更多臨床知識應用在職位上。我也沒有不願意當社區藥劑師，因為我喜歡與病人溝通，並與他們建立良好關係。

在 UEA，每個人都有一位導師，導師是來幫助你的。如果你需要支援，你可以隨時向導師、院長辦公室或學生會尋求協助。圖書館是適合讀書的好地方，你可以預訂小組討論室或個人學習室。體育公園很大，你可以參加各種不同的運動。UEA 亦提供很多不同的社團和學會，我建議你參加，因為這是你交更多朋友的好方法。

我特別喜歡 UEA 提供的環境，其景色之美，在英國校園中絕對是數一數二。在校園上讀書，感覺非常放鬆和愜意！你可以沿著湖邊散步，或坐在草地上與朋友聊天，這就是你理想中的大學生活。

在選擇、研究和訓練過程中，我建立了獨立和自發學習，而不是死記硬背。因此，我可以學習我最感興趣的科目，過程更愉快。與學生會參與不同文化、與專業人士學習交流，這些在亞洲是難得的，這些都是我在香港所沒有的。

Student 學生
Daniel Tsai

Institution 院校
University of East Anglia
東安格利亞大學

Course 課程
Medicine Pharmacy
藥劑學士課程

Production schedule

- Deadline for booking space: 2 June 2017
- Deadline for advertisement / student/alumni testimonial: 3 July 2017
- Publication: October 2017

Applications

• Applications will be accepted on a first come first served basis. To reserve a space, please complete the application form below and email a scanned copy to:

JP_BC-SIEM@britishcouncil.org by **2nd June 2017**.

Contact

If you have any enquiries about this opportunity please write to:

Hal Parker
Projects Manager (Education)
British Council Japan
Email: JP_BC-SIEM@britishcouncil.org
Tel: +81 3 3235 8025

Study UK Guidebook 2018 (Japan): Booking Form

Please send completed forms as a scanned PDF file to: JP_BC-SIEM@britishcouncil.org

Submission deadline: 2nd June 2017

Name of institution	
Authorised person	
Tel:	email:
<input type="checkbox"/> Please check this box if your institution meets the British Council Services for International Education Marketing criteria https://siem.britishcouncil.org/eligibility-criteria	
<p>Declaration</p> <p><i>I confirm that the above named organisation would like to partake in advertising in the Study UK Guidebook 2018 produced by the British Council Japan. I am aware of the fee stated below and understand that if this application is accepted the terms and conditions listed below will form a binding contract between this organisation and the British Council.</i></p> <p>_____ (signature of applicant) _____ (date)</p>	

Advertising space* - please tick the appropriate box in the table

	Full page advertisement** & full-page student/alumni testimonial***	Full page advertisement** only
HEIs	<input type="checkbox"/> 1,300 GBP	<input type="checkbox"/> 1,100 GBP
FE Colleges	<input type="checkbox"/> 900 GBP	<input type="checkbox"/> 700 GBP
Independent/boardings schools	<input type="checkbox"/> 1,200 GBP	<input type="checkbox"/> 1,000 GBP
English language schools	<input type="checkbox"/> 800 GBP	<input type="checkbox"/> 600 GBP

Prominent advertising space

Inside back cover advert & full-page student/alumni testimonial in the 'Meet the students/alumni' section	<input type="checkbox"/> 2,000 GBP
--	------------------------------------

*All prices exclusive of applicable VAT

**Institutions will be responsible for preparing advertisements

***Inclusive of translation fee for text provided in English

Terms and Conditions

Eligibility

All participating institutions must meet the British Council Services for International Education Marketing Criteria <https://siem.britishcouncil.org/eligibility-criteria>

Selection

Applications will be accepted on a first-come first-served basis. Institution advertisements will be listed in alphabetical order in the relevant section of the guidebook.

Acceptance

The publication of the guidebook is conditional on the British Council receiving a sufficient number of applications. Institutions will be sent confirmation of acceptance (or rejection with reasons for the rejection) once sufficient numbers have been received.

Payment schedule

The British Council will invoice all institutions for the publication fee in November 2017.

Cancellation Policy

The below cancellation fees will be charged for withdrawal from the publication, as of the date of receipt of notice of withdrawal.

- 50 per cent of the full participation fee for withdrawals received on or after **16th June 2017**.
- 100 per cent of the full participation fee for withdrawals received on or after **3rd July 2017**.

Notice of withdrawal must be supplied in writing by email to JP_BC-SIEM@britishcouncil.org