



***ICEF Monitor***

**The #1 source  
of market intelligence for  
international student recruitment**

**Media Kit 2015**

# Why Advertise?

## Advertising Benefits

From achieving exposure in a crowded marketplace to announcing a re-brand, over 115 organisations and institutions have used *ICEF Monitor* as a key component of their marketing strategy.

### *ICEF Monitor* delivers:

#### REACH

- Reach a highly targeted audience – the largest in the industry – of agents, educators, and industry leaders

#### DIVERSITY

- Expand and diversify your student recruitment efforts and build new partnerships with agents and institutions

#### QUALITY

- Position yourself at the forefront of the international education market by aligning your brand with current market trends and strategic data

#### BRAND AWARENESS

- Announce new products/services to current and potential partners

“We are pleased to advertise on *ICEF Monitor* as a great way to reach a wide audience of international educators and agents. The service provided by ICEF is always excellent!”

**Rachel Keogh, Cambridge English Language Assessment, UK**

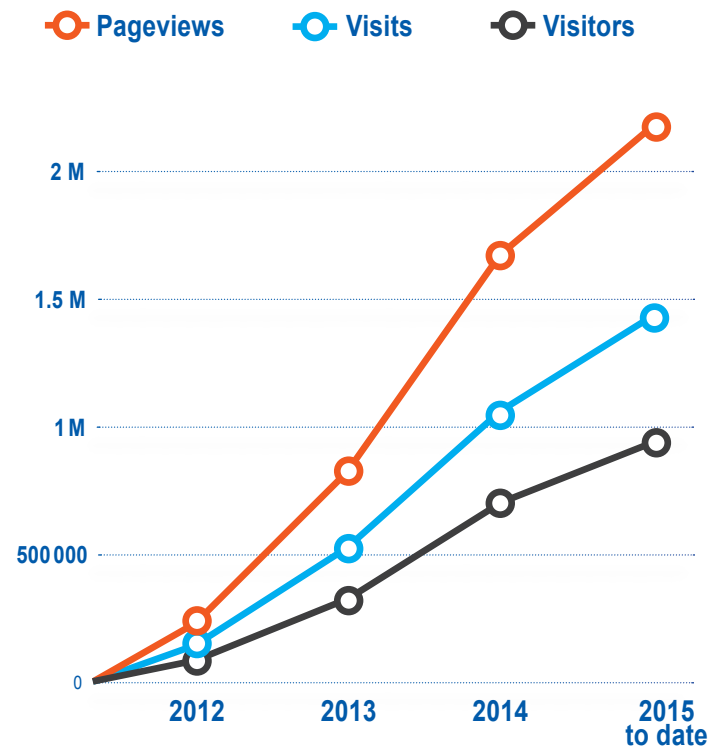
## Website Statistics

Every day, more and more readers from around the world visit our website for the latest news, research, and trends regarding international student recruitment. Since January 2012, the website has logged:

• **2.2+ million**  
total pageviews

• **1.4+ million**  
total website visits

• **950 000+**  
total visitors



“I think the weekly newsletters are fantastic and one of the best industry publications going at the moment. I like the global focus and interesting update/stories/articles from around the world.”

**Carol Verga, RMIT University, Australia**



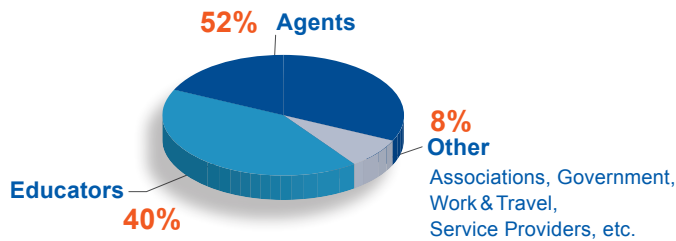
# Audience Profile

Promoting your brand via *ICEF Monitor* is an efficient and cost effective way to reach thousands of influential, senior-level decision makers who connect with millions of international students and young travellers every day. You can reach this powerful audience via our website or weekly e-Newsletter.

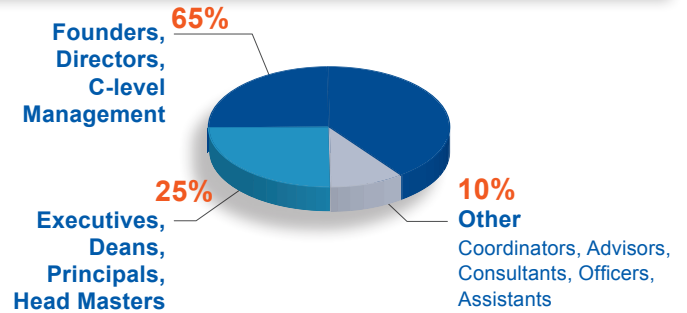
“*ICEF attracts an audience that is dedicated and responsive. The ICEF Monitor website and e-newsletter contain comprehensive information for agents and educators – providing an excellent platform and delivering superior results for Educational Testing Service.*”

**Barbara Keesler, Educational Testing Service, USA**

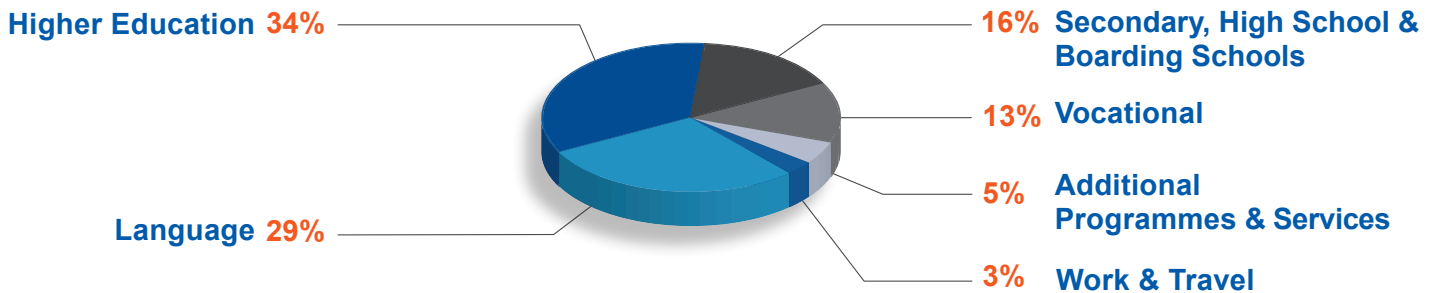
## 36 000+ Weekly e-Newsletter Subscribers



## Job Titles



## Educator Sectors



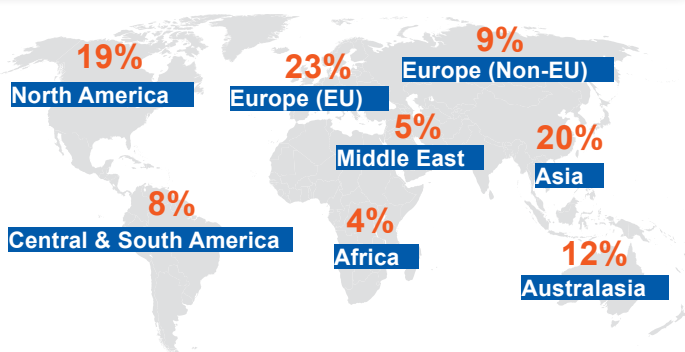
“*I read ICEF Monitor weekly and my colleague who I recommended the portal to subscribed immediately for regular updates. I do feel it helps me in my daily work for better understanding of the macro and micro processes and trends in education in my region and worldwide.*”

**Olga Polnikova, Les Roches School of Hotel Management, Laureate Education, Switzerland**

“*I have been a fan of ICEF Monitor for some time. The quality and content of the articles and their relevance to the sector is way above anything else in the marketplace at the moment. Well done!*”

**Bob Burger, Malaca Instituto, Spain**

## Subscribers in 155 Countries



## Top 15 Subscriber Countries


### Agents

- |           |                 |              |
|-----------|-----------------|--------------|
| 1. India  | 6. Nepal        | 11. Nigeria  |
| 2. Russia | 7. Pakistan     | 12. Colombia |
| 3. Brazil | 8. Saudi Arabia | 13. Ukraine  |
| 4. China  | 9. Australia    | 14. UK       |
| 5. Canada | 10. Turkey      | 15. Mexico   |

### Educators

- |                |                 |              |
|----------------|-----------------|--------------|
| 1. USA         | 6. Spain        | 11. China    |
| 2. UK          | 7. Germany      | 12. Malaysia |
| 3. Canada      | 8. France       | 13. Malta    |
| 4. Australia   | 9. Ireland      | 14. Italy    |
| 5. New Zealand | 10. Switzerland | 15. Turkey   |

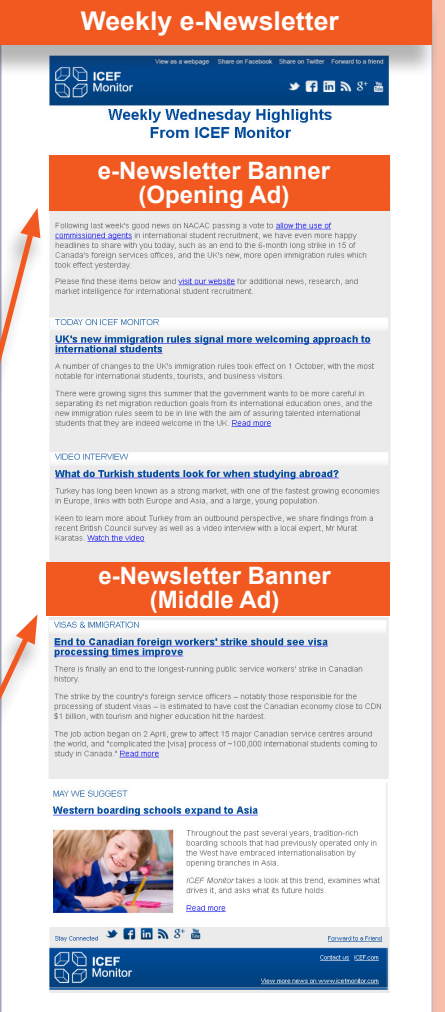
# Advertising Options & Prices



Website	
<b>Skyscraper Ad</b> (10 000 pageviews)	<b>€ 975</b> 300 px width, 600 px height
<b>Rectangle Ad</b> (10 000 pageviews)	<b>€ 475</b> 300 px width, 250 px height

Weekly e-Newsletter	
<b>Weekly e-Newsletter</b> (36 000+ weekly subscribers)	<b>€ 1245</b> 600 px width, 90 px height
<b>Opening Ad</b> (36 000+ weekly subscribers)	<b>€ 695</b> 600 px width, 90 px height



20% Discount on Packages (Website Ad + e-Newsletter Banner)

<div style="border: 2px solid white; border-radius: 15px; padding: 10px; background-color: white; color: #0056b3;"> <p><b>Example Package 1</b></p> <p><b>€ 936</b></p> </div>	<div style="border: 2px solid white; border-radius: 15px; padding: 10px; background-color: white; color: #0056b3;"> <p><b>Rectangle Ad</b> (10 000 pageviews)</p> <p>+</p> <p><b>e-Newsletter Banner</b> (Middle Ad)</p> </div>	<div style="border: 2px solid white; border-radius: 15px; padding: 10px; background-color: white; color: #0056b3;"> <p><b>Example Package 2</b></p> <p><b>€ 1776</b></p> </div>	<div style="border: 2px solid white; border-radius: 15px; padding: 10px; background-color: white; color: #0056b3;"> <p><b>Skyscraper Ad</b> (10 000 pageviews)</p> <p>+</p> <p><b>e-Newsletter Banner</b> (Opening Ad)</p> </div>
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*“Thank you again for recommending the ICEF Monitor advert; we did receive contacts from agencies who saw our advert on the Monitor.”*

**Keith Mayer,**  
American Home Life International, USA

*“Thanks again for the online banner – looks great and I have had lots of interest!”*

**Colm O’Byrne,**  
ATC Language Schools, Ireland

Contact Us

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