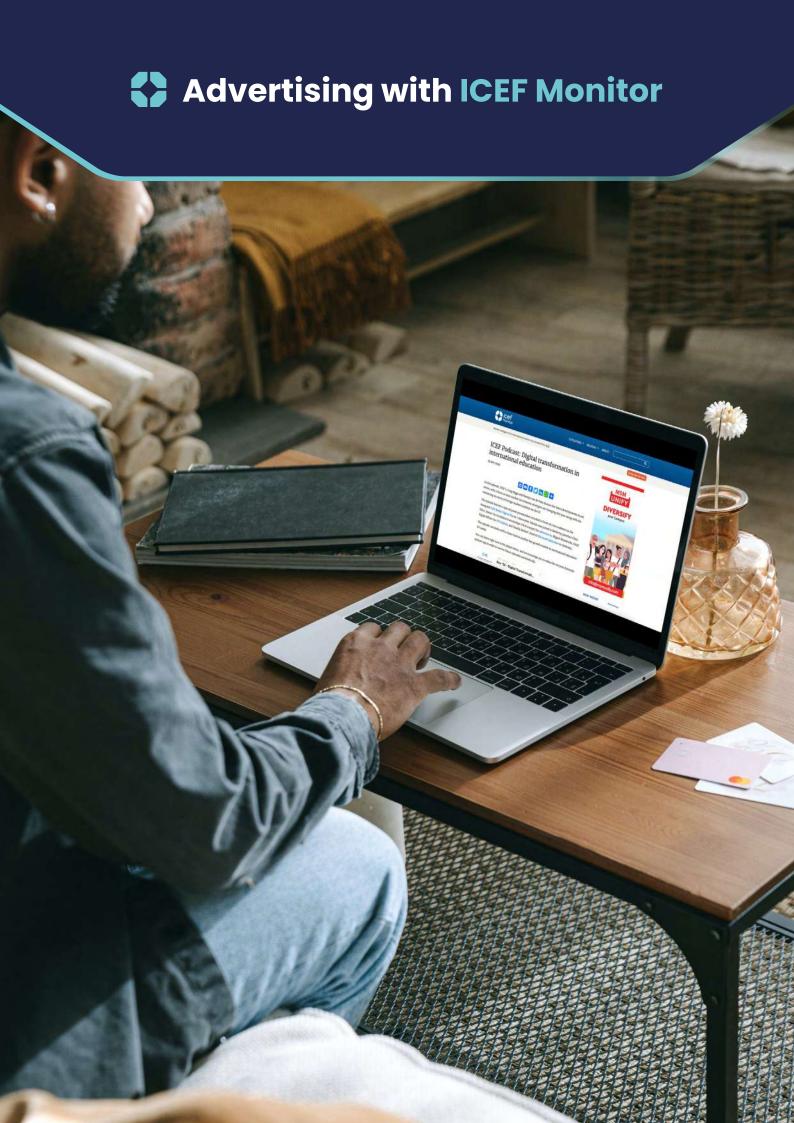


Advertising Opportunities 2024

ICEF Monitor • Insights Magazine • ICEF Podcast • ICEF Webinar



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



About ICEF Monitor

We send industry-leading research and analysis to a subscriber base of 30 000 educators, agents, and other stakeholders in international education. You can reach a global audience of industry leaders as ICEF Monitor welcomes an average of 70 000 visitors every month.

Our audience is highly targeted and influential, with nine in ten subscribers in executive or senior management positions, and with the capacity to reach millions of international students and young travellers every day.

Top 15 subscriber countries

Agents

- 1. India
- 2. Canada
- 3. Australia
- 4. Nepal
- 5. Nigeria

Educators

- 1. USA
- 2. UK
- 3. Canada
- 4. Australia
- 5. New Zealand

11%

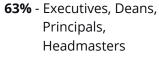
63%

26%

- 6. Brazil
- 7. Vietnam
- 8. Russia
- 9. UK
- 10. China
- 6. Spain
- 7. France
- 8. Germany
- 9. Ireland
- 10. UAE

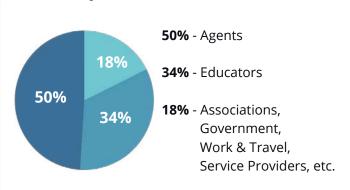
- 11. Pakistan
- 12. Turkey
- 13. Bangladesh
- 14. Japan
- 15. Colombia
- 11. India
- 12. Italy
- 13. Malaysia
- 14. Switzerland
- 15. South Korea



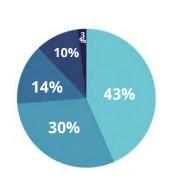


- 26% Founders, Directors, C-level Management
- 11% Coordinators, Advisors, Consultants, Officers, **Assistants**

Weekly newsletter subscribers

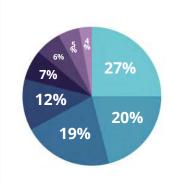


Educator profile



- 43% Higher Education
- 30% Language
- 14% Secondary, High School and **Boarding Schools**
- 10% Vocational
- 3% Other

Subscribers in 195 countries



- 27% Asia
- **20%** Europe (EU)
- 19% North America
- 12% Australia
- **7%** Central and South America
- 6% Europe (Non-EU)
- 5% Africa
- 4% Middle East

Build your brand with a campaign

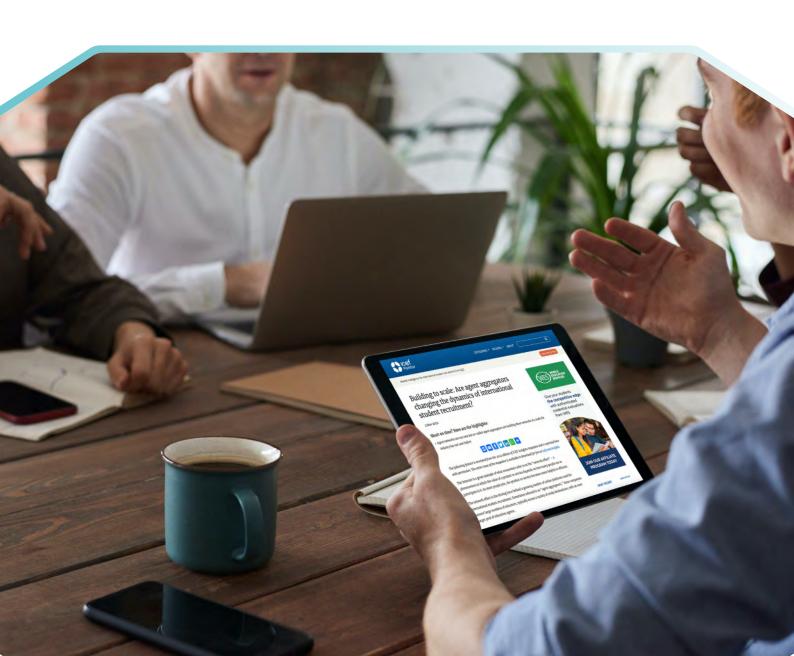
People engage with brands they recognise and trust, and an ICEF Monitor campaign is an excellent way to build or reinforce brand awareness with industry decision makers.

To date, **more than 300 organisations and institutions** have used ICEF Monitor to help them stand out in a competitive marketplace.



Kim Baldwin (Study Sunshine Coast, Australia)

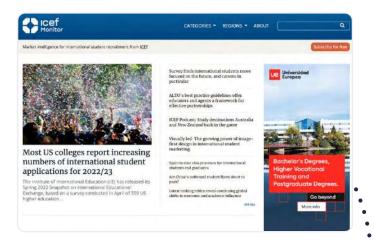
Study Sunshine Coast purchased e-newsletter banner advertising and website display advertising with ICEF Monitor to build brand awareness and promote the Sunshine Coast in Queensland, Australia, to a global audience in the international education industry. Positive results were achieved with our digital campaign, with email open rates and click-through rates above the industry benchmark, generating increased traffic to our website.



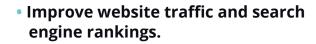
Drive audience response with targeted landing pages

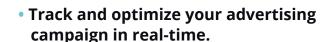
ICEF Monitor campaigns are **highly effective at generating leads for new customers and partners**. The most effective of these campaigns offer a concise message and a clear call-to-action which invites the reader to respond to learn more, purchase, download, or sign up.

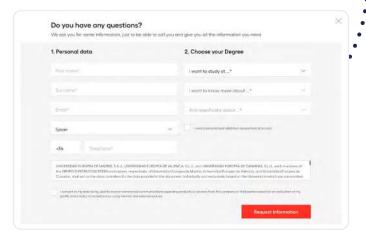
Targeted landing pages are key to capturing this audience response and the best-performing campaigns on ICEF Monitor always link online ads to dedicated landing pages.



- Reach a highly targeted audience.
- Increase brand awareness amongst a targeted and relevant audience.
- Attract and generate high-quality leads with a tailored message.









Brook Pannel (Study in Wellington, New Zealand)

Advertising on ICEF Monitor was a great way to reach agents we might not be dealing with yet. The Monitor is an excellent source of insight and leveraging that credibility allowed us to get the word out about how great Wellington is as a study destination.

Promote your event attendance

Time your ICEF Monitor campaign to leverage your attendance at ICEF events and other industry conferences and events. **Reach potential partners in advance** and make the most of your event investment.



Dominic Otto (Expatrio Global Services GmbH, Germany)

For me as the founder of Expatrio it's important to be always up to date regarding the international education market and its trends. ICEF Monitor offers it all in one place, saving my time and allowing me to be more efficient at work.

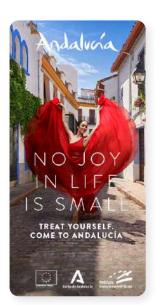
Advert examples on ICEF Monitor















Reach a global audience of industry leaders

We offer a wide range of online and email options. These can be booked individually or in combination for maximum audience impact:

ICEF Monitor

- Display advertising campaigns
- Category and country sponsorships
- Sponsored articles

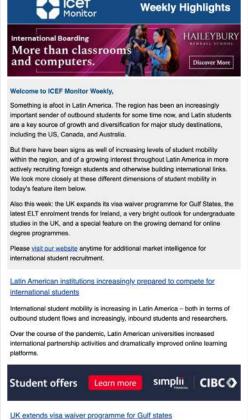
Weekly highlights

 Advertising position in the weekly newsletter

Email campaigns

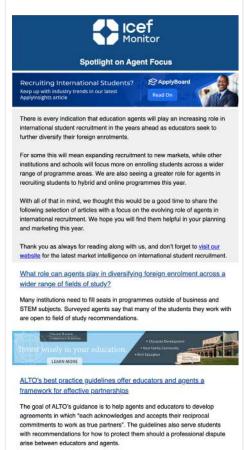
- Custom email campaigns
- Advertising in special themed campaigns





The UK has expanded its visa waiver programme to include Saudi Arabia and

m all six Gulf Conneration Coun



Agents indicate significant international student interest in working

ICEF Monitor advertising options



Display advertising on icefmonitor.com

These prominent ad positions rotate across all pages on ICEF Monitor.

Campaigns are booked for specific time periods, with a limited number active at one time, and a minimum booking period of one month.





Luiz Pion (Sidekick / Euro Asia Pay, Canada)

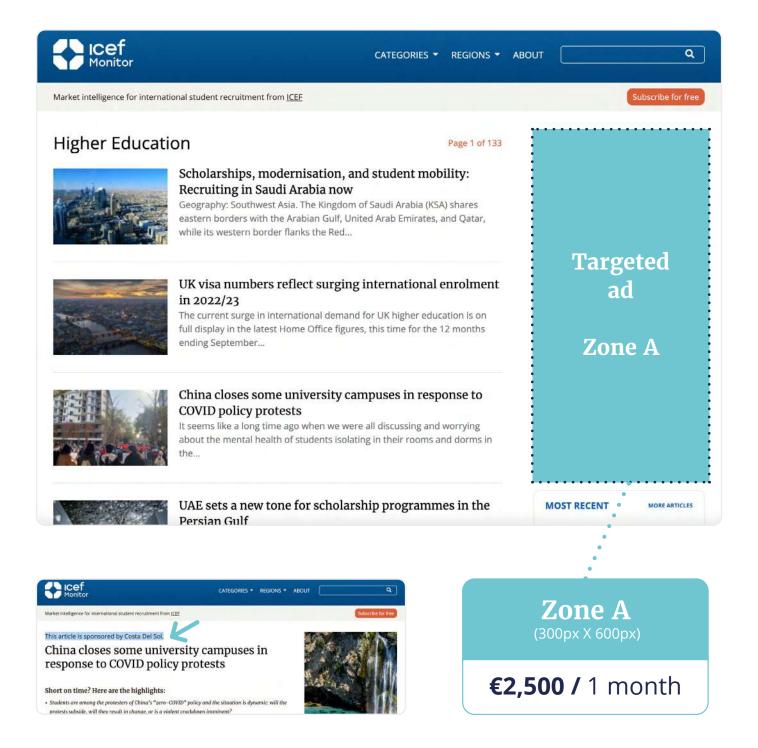
ICEF Monitor is a great tool for you to get to know what is going on in the industry. There are a lot of businesses; service providers, schools and agents around the world that have news - and ICEF Monitor is just a curation of all of that important news that you have to read.

2 Targeted category or country sponsorships

These targeted campaigns link your advertising to a specific category or country on ICEF Monitor - visit our website here and click on "Category" and "Regions" located on the menu bar for a complete overview of available options.

Your advertisement will appear **exclusively** on all pages that are tagged with that category or country keyword.

Each page will also **feature** an integrated sponsor mention and link above each article headline.

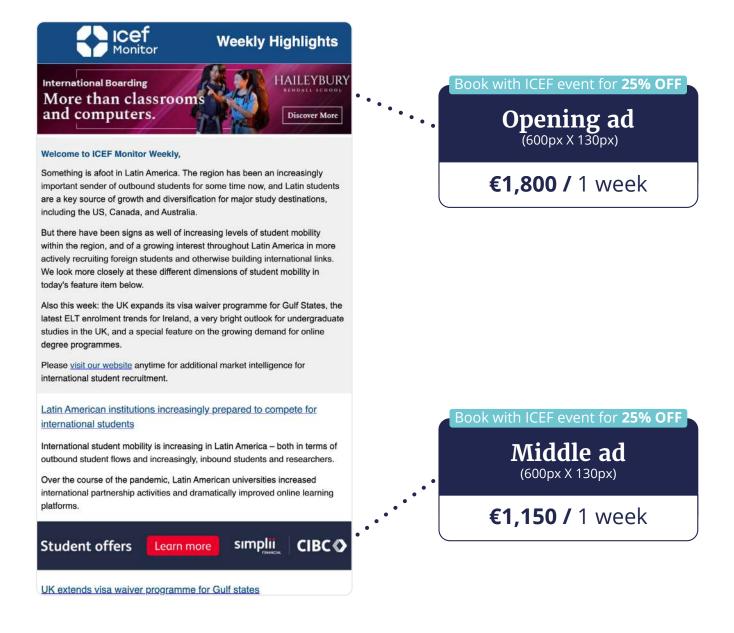




Weekly newsletter advertisement

Our weekly newsletter is sent every week to a global subscriber base of industry executives and senior staff, and opens with a large banner advertisement.

This **highly targeted** and **engaged audience** will help reset your expectations for campaign performance and click-throughs.





Claire Sanders (Cambridge Assessment English, UK)

Advertising on ICEF Monitor has been successful for us, especially this year with the launch of our new Results Verification Service. The click-throughs and conversions have been very positive. It's a great platform for us to reach a wide audience of agents and international educators!



Customised email campaigns

Achieve specific goals via a customised email campaign sent to ICEF's global network of more than 60 000 industry contacts, including 34% agents, 56% educators, and 10% service providers. The recipient list can be segmented by region, country, sector, or otherwise, according to the sponsor's requirements.

Customised email campaign

€7,200

Each features banner advertising (exclusively from the campaign sponsor), a special introductory message with sponsor acknowledgement, and a curated selection of articles that will resonate with the target audience and chosen in collaboration with the campaign sponsor.



Elena Koutsoukos (Flywire, USA)

The custom mailers from ICEF Monitor and advertising on ICEF'S newsletters have been a great success. We saw real results with clicks and impressions. Also, working with the ICEF team has been great. They are very supportive, consistently delivering to their promises, and happy to assist us with any campaign.



Sponsored article

Custom email campaigns can also include a 500 word article written by the ICEF Monitor editor in conjunction with you (advertorial). This article will be hosted on a dedicated section of icefmonitor.com for one year, providing **extra visibility** as well as a **high quality referral link - great for the SEO of your website**.

Sponsored article

€4,200

Recommended

Email campaign + sponsored article

€10,500



6 "Spotlight" special email campaigns

These occasional campaigns are sent to ICEF's global mailing list of more than 60 000 industry contacts, including 53% educators, 35% agents, and 9% service providers.

Each presents a selected series of articles focused on a particular market or theme and it also carries up to four banner advertisements, with the placement and pricing for them shown in the sample campaign to the right.





Contact us



Email: icefmonitor@icef.com

Tell us your objectives and we will help you plan a campaign using the most cost-effective options to achieve your goals!



ICEF Insights

ICEF Insights magazine is the must-read annual edition for international education professionals, and the source for the issues and trends shaping our sector. Featuring original analyses, research, and commentary from industry leaders, ICEF Insights magazine is unquestionably the best marketing opportunity for organisations and institutions seeking to build their global brand.

We are building a special technology edition for 2023, featuring articles such as:

- "What are they using?" The top 10-15 sending markets showing the key social and messaging channels used in each
- "How to TikTok" An illustrated guide highlighting best practices for using short viral video to engage and attract prospective international students
- "The Network Effect" The definitive guide to a new generation of digital recruitment platforms, including agent aggregators
- "Where did that come from?" Unlocking the power of attribution in managing digital marketing



Packages

Type of magazine ad	Clickable banner ad on icefmonitor.com	Rotating skyscraper ad on all category pages	Price
1/2 Page	Banner in article	-	€2,400
Full Page	Banner in article	-	€4,200
Double Page Spread	Exclusive banners throughout article	Skyscraper A	€7,920 3 left
Inside Back Cover	Banner in article	Skyscraper B	€5,280 1 left
Inside Front Cover	Banner in article	Skyscraper B	€6,600 SOLD
Back Cover	Exclusive banners throughout article	Skyscraper A	€8,520 SOLD
Sponsored Article	Article published on Monitor	-	€6,000 ^{2 left}

With print copies given to **more than 7,000 education professionals** every year, and an engaging digital edition **distributed to over 60,000 industry contacts**, and a complimentary advert on icefmonitor.com, which receives 70,000 visitors each month, ICEF Insights offers unrivalled reach for your brand.

- Print edition given to 7000 industry leaders, including a targeted mailing direct to the top 4,000 agents worldwide
- Digital edition emailed to 60,000 industry professionals
- Cross promotion on ICEFMonitor.com with an audience of 70,000 unique visitors each month
- A full 12 months of reach for your brand

What you'll get



12 top emerging markets / Virtual tours and student ambassadors

Edtech and agent aggregators / Boosting career services / AND more



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Advertising with the ICEF Podcast





A poll of highly engaged podcast listeners found that the majority of listeners have a positive attitude towards podcast ads.

70% have considered a new product or service as a result of hearing a podcast ad

44% think more positively about companies that advertise on the podcasts they regularly listen to

37% say podcasts are the best way for an advertiser to reach them

44% agree that they pay more attention to advertising on podcasts than other media

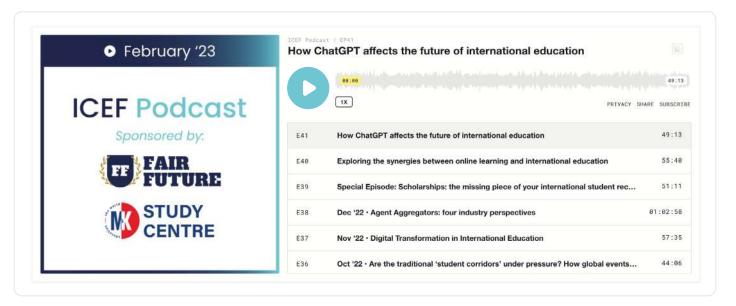
Source: Edison Research

About the ICEF Podcast

The ICEF Podcast series, made by and for global student mobility professionals, feature a monthly discussion around important issues that affect the international student recruitment industry.

In an easy-to-digest format, industry experts:

- Highlight recent industry news & developments
- Have an in-depth discussion on the main topic
- Discuss a specific study destination or student sending country in "keys to the market"



Recent sponsors



































Tony Chen (HSBC)



The ICEF Podcast allowed us to properly introduce the services that we have available for international students, and have a discussion about them towards an audience of industry professionals worldwide.

ICEF Podcast • Sponsorship exposure

Audio



ICEF Monitor



(O) Visual

- Sponsor guest speaker invited to join episode. (For special episode podcast sponsorship only)
- Dedicated section that features your organisation, product, programme.
- Sponsor announcement (soundbite + voice over) at start and end of podcast episode.
- Episode covered in dedicated article on ICEF Monitor, the leading source of market intelligence for international student recruitment with 65,000+ monthly visitors.
- Episode announced in ICEF Monitor weekly newsletter with a subscriber base of over 30,000 educators, agents and other industry stakeholders.

- Episode including sponsor logo published on main podcast platforms Spotify, Apple, Simplecast, Google.
- **Episode including** sponsor logo listed on ICEF Podcast webpage icef.com/podcast/.
- Email announcement including sponsor logo sent to ICEF's global network of 60,000+ industry decision makers.
- Episode and sponsor logo featured on ICEF team email signature promotional banners for 1 week.
- Episode promoted across all ICEF social media channels.



ICEF Podcast • Sponsorship

Join the conversation! A unique way to promote your organisation. Each Podcast episode offers 2 sponsor spots: **Main Sponsor** & **Keys to the Market** sponsor. In addition to the expore listed on the previous page, sponsors are featured within the epiosde as follows:

Main topic sponsor

- Announced at the start of the episode (organisation name + tagline)
- Featured in a 2-minute 'message from our main sponsor', positioned right after the episode's main topic.
- Featured at the end of the episode: organisation + website and contact

Main topic sponsor

€2,500

'Keys to The Market' sponsor

- Announced at the start of the episode (organisation name)
- Featured in a 1-minute clip played directly before the keys to the market section
- Featured at the end of the episode: organisation + website and contact

Ideal for any agency, school or service provider that is related to the country being discussed in this section.

'Keys to The Market' sponsor

€950

Special episode podcast

- Tailor-made and exclusive podcast developed on a mutually agreed theme or topic
- "Join the conversation" with a thought leadership speaking opportunity
- Promote your products and services in the format of an interview with the host

Available On-Demand
Special episode

€4,500

podcast



Elizabeth Cox (Basecamp Student)



As a rapidly growing student housing provider (PBSA) it is important for Basecamp to create awareness in the international student segment. The ICEF Podcast gave us the opportunity to tell our story and introduce our brand to decision makers across the study destinations where we offer our accommodation or are planning new properties.



Contact us



Email: podcast@icef.com

Tell us your objectives and we will help you plan a campaign using the most cost-effective options to achieve your goals!







Branding

Position yourself as an expert & thought leader in the market and showcase your product or service.



Accessibility

Focus on a specific, niche audience or expand your reach to the global education marketplace.



Engagement

Engage the audience with features such as live Q&A, and audience polling/surveying.

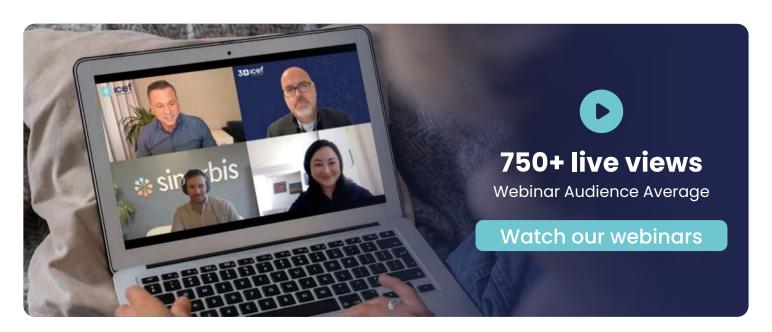


Measurement

Obtain a report of the audience reached and their responses to polls and questions featured in the webinar.

ICEF Webinar • Sponsorship exposure

The ICEF webinar is a great tool to promote your brand, product or service to a broad, targeted audience of professionals and decision-makers in international education during an informative, high-quality thought leadership session.



Pre-webinar

- Email announcement of the webinar to ICEF's global mailing list of more than 60,000 education industry contacts including sponsor's logos and links
- Registration form questionnaire to comply with sponsor requirements. Answers will be shared with the sponsor
- Announced on all ICEF social media channels

During webinar

- Introduction of the sponsor
- Dedicated section to promote your organisation, product and service
- Interactive audience engagement through live Q&A sessions, and interactive real-time polling

Post-webinar

- Registrants list (including names, job titles, organisation, and email) made available to the sponsor with the approval to contact registrants after the webinar
- Webinar recording published on ICEF's website and sent to all registrants.
- Webinar promoted across all ICEF social media channels including sponsor tag and recognition

ICEF Webinar • Sponsorship

Choose between an exclusive or a shared sponsorship option:

Exclusive webinar sponsorship

- Tailor-made webinar topic based on the sponsor's expertise and requirements
- Thought leadership speaking opportunity throughout the webinar including a 5-minute time slot for a case study or company/service presentation
- Webinar Email promotion: Recipient list can be segmented by region, country, sector, according to the sponsor's requirements

Exclusive webinar sponsorship

€7,500

2 Shared webinar sponsorship

- Pre-set webinar topic from ICEF
- Sponsor receives a 2-minute time slot within the webinar for a video to present the company's product or services
- · Webinar Email promotion: Global recipient list
- · Webinar accommodates up to 3 different sponsors

Shared webinar sponsorship

€2,500



Mark Pettitt (Founder, Edified)



ICEF's webinars are really well run and well attended. They are a great way to get in front of prospective clients all over the world.



Christopher Osman (TOEFL Strategic Partnerships Director, ETS Global B.V.)



Sponsoring an ICEF webinar allowed us to really reach and engage our target audience of valuable education professionals within the ICEF network. The setup of the webinar was incredibly well done. ICEF did a great job of keeping the audience engaged on the topic through polling which brought some very interesting and nice results.



Contact us



Email: webinar@icef.com

Tell us your objectives and we will help you plan a campaign using the most cost-effective options to achieve your goals!