

TURKISH STUDENT®

INTERNATIONAL EDUCATION MAGAZINE

MEDIA PLANNER

RECRUIT IN TURKEY
by **ADVERTISING** in
TURKISH STUDENT
MAGAZINE and
WEBSITE

- Wide and free distribution
- Education system information
- Student testimonials
- Professional source of information for your future student
- Published in the Turkish language twice a year
- Student website:
TURKISHSTUDENT.COM.TR



CONCEPT

Turkish Student Magazine - the Turkish magazine for international education

Turkish Student Magazine is designed specifically for Turkish students seeking comprehensive and relevant information about studying abroad.

Published in the Turkish language twice a year, this magazine addresses the main questions students have when investigating their study abroad options. Parents, teachers, education advisors, friends and family - everyone involved in this important decision will have all the information they need at their fingertips and in their native language.

Each edition contains interesting and relevant editorials from education providers, interviews with education-related government officials, details on a feature destination, program offering descriptions, as well as up-beat student testimonials. With the targeted range of distribution throughout Turkey and Northern Cyprus, Turkish Student Magazine is read by your future students.

Turkish Student Magazine is distributed for free to Turkish high schools, universities, key education fairs, job information centres, education counselling agents and embassies.

Reach this prolific market by advertising in, and contributing your editorial content to, the innovative Turkish Student Magazine.



Savaş AKAR

Publisher,
Turkish Student Magazine

Director,
Akar Media

The Market

A good education is of paramount importance to Turkish families, and studying abroad is not a new concept in this country of over 80 million people: For decades, students from Turkey have been going overseas to study. And many of those who studied overseas years ago, are now sending their children abroad for their education.

As the middle class emerges even further, more and more students are able to study overseas than ever before. It is estimated that upwards of 50,000 go abroad annually for all levels of study, and this number is on the rise, making the Turkish market an active area for international student recruitment.

Where do they find out where to go? How do they prepare for study abroad? Prices? Location? Programs?

The Turkish Student Magazine, which is published in April and October each year, is strategically timed to reach long- and short-term planners of all ages and all phases of their academic and/or professional lives.

Turkish Student Magazine addresses all stages.

The primary function is to serve as a reference guide in which institutions showcase their offerings through the variety of participation options. This allows different institutions from around the world to apply their own style in relaying the message they wish the Turkish market to receive, and subsequently elicit student inquiries and enrolments.

CONTENTS

Every issue of Turkish Student Magazine contains pertinent information from industry experts to inform prospective students and their families about studying overseas. Topics will include, but not be limited to:

- Education system information, with contributions from Turkish professionals connected to promoting international education of specific countries.
- Each edition will highlight several destinations, but also give general, up-to-date information about many.
- Topics such as:
 - MA vs. MBA: Dispelling the misconceptions and clarifying the difference between MBA degrees and other Masters designations
 - How to prepare for studying overseas
 - Long-range planning and when and how to start
 - Pathways and options: What are the various levels and types of post-secondary education, and which are right for whom?
 - Education and job market in Turkey: Which areas are marketable in Turkey?
 - Specific areas of study and how to apply
 - Tourism/Hospitality Management
 - Engineering
 - Law
 - Management/Business
 - International Relations/Politics
 - Marketing/Public Relations
 - Transportation/shipping logistics
- Interviews with known figures in the Turkish education system
- Student testimonials
- Editorials contributed by education providers from around the world
- Important information on whom to contact, visa preparation, pre-departure information, etc.

Just as the field of international education is a dynamic one, so is Turkish Student Magazine a dynamic, professional source of information for your future students.

ADVERTISING OPTIONS

There are several ways that you can participate in Turkish Student Magazine: Classic ads, editorials, advertorials, web advertising, etc. Pick one or a few that you think best suit your budget and maximize your exposure to the Turkish market.

Once you have decided, please fill out the booking form and either fax back to us or return via email.

Classic ads (all are four-colour; may be fullbleed)

• Full page cover

- Inside front C2 **USD 3250**
210 mm (W) x 297 mm (H)

- Inside back C3 **USD 3250**
210 mm (W) x 297 mm (H)

- Outside back C4 **USD 4000**
210 mm (W) x 297 mm (H)

• 1st facing page vertical only **USD 3000**
210 mm (W) x 297 mm (H)

• Two Page horizontal only **USD 4500**
420 mm (W) x 297 mm (H)

• Full page vertical only **USD 2500**
210 mm (W) x 297 mm (H)

• Half page vertical **USD 1300**
105 mm (W) x 297 mm (H)

• Half page horizontal **USD 1300**
210 mm (W) x 148 mm (H)

• Quarter page vertical **USD 700**
105 mm (W) x 148 mm (H)

• Quarter page horizontal **USD 700**
210 mm (W) x 75 mm (H)

Profiles

The profile allows you to present facts and figures on a uniform template, as well as free-style written information about your institution. For a sample of how it will look, check the View Sample section our website.

On each page of the profile, you can include up to three graphics such as photos and info boxes. The free-style portion of your profile can consist of approximately 450-500 words, but consider that the more graphics you choose to use, the less space for your written profile. Subsequent pages allow for three full columns of text, with up to 600 words per page, plus up to three graphics.

These pages will also have your main-page header, for even further exposure. Turkish Student Magazine editor will provide you with the facts and figures template.

• One page, full profile **USD 1950**
210 mm (W) x 297 mm (H)

• Second page (text and graphics) **USD 1500**
210 mm (W) x 297 mm (H)

• Third page (text and graphics) **USD 1500**
210 mm (W) x 297 mm (H)

Please contact us directly for special pricing for four pages or more.

DELIVERING YOUR AD

Send all your ads to:
ad@turkishstudent.net

For other options, please visit:
www.turkishstudent.net or contact us on info@turkishstudent.net

Advertorial - Institution Article with Self Promotion

With an advertorial, you can write about subjects of your choice in order to showcase your specific institution and offerings. You provide us with the copy and graphics and we will lay it out for you.

One page of advertorial text consists of up to 600 words, two-three graphics, plus full contact details.

• One page **USD 1950**

• Subsequent pages **USD 1500**

'Hot Off the Press'

Do you have something exciting to announce to Turkish readers or your colleagues who receive Turkish Student Magazine? A new program, vital staff change or new accommodations? Are you planning an information seminar or fair attendance in Turkey? Do you offer special discounts for Turkish students? Announce it in our 'Hot Off the Press' section. Your announcement can include up to 100 words plus your website and one contact email.

• Free with half page or full page ad/profile paid advertisement option

• Stand-alone placement **USD 250**

Student Testimonial

Let word-of-mouth work for you. Invite a former or current student to sing your praises by asking them to submit a testimonial of up to 100 words about their experience with you. Please include a photo of the author.

• Free with half page or full page ad/profile paid advertisement option

• Stand-alone placement **USD 250**

Web Options - (www.turkishstudent.com.tr)

Our student website, www.turkishstudent.com.tr, is a popular Turkish-language portal complementary to the Turkish Student Magazine.

This highly targeted site attracts over 30000 unique visitors per month; numbers are growing every month as more and more Turkish students surf the web to do research on their studying abroad plans. With content that is fresh and relevant, www.turkishstudent.com.tr is a key resource.

For web options, costing and package pricing (together with Turkish Student Magazine and/or multiple banner options) contact us on info@turkishstudent.net

- Standard banner on the web (234 X 60 pixels) on home page or
- Text Link (mini web) of up to 400 words, free style
- Up to two images on text link

• Standard web banner with mini-web (1 year) **USD 1500**

• **SPECIAL Combined with any other ad option (1 year)** **USD 950**

Editorial - no charge

We invite you to send us an editorial article of general interest about your city or country, something on a specific education option, policy changes that affect in- or outbound students, etc. The article may not promote your institution in the written portion, as it is for generic information purposes, not self-promotion.

However, we would like to give you full credit for your contribution, so at the end of the article, your contact details (name, institution, e-mail and website) will be listed. There is no guarantee that the editorial will be printed, but all contributions will be considered according to their relevance to the Turkish market.

BOOKING FORM

Name of Institution/Company:.....

Faculty/Department:.....

Street Address:.....

City:..... State/Province:.....

Country:..... Zip/Postal Code:.....

Phone: ()..... Fax: ().....

E-mail:..... Web:.....

Contact Name:..... Title:.....

Please specify which advertisement option you would prefer; all ads are four-colour:

- March 2018 October 2018
 March 2019 October 2019 (10% discount when booking for two or more)

Classic Advertisements

- Full page cover:
- Inside front C2 210 mm (W) x 297 mm (H) USD 3250
 - Inside back C3 210 mm (W) x 297 mm (H) USD 3250
 - Outside back C4 210 mm (W) x 297 mm (H) USD 4000
- 1st facing page vertical only 210 mm (W) x 297 mm (H) USD 3000
- Two page horizontal only 420 mm (W) x 297 mm (H) USD 4500
- One page vertical only 210 mm (W) x 297 mm (H) USD 2500
- Half page vertical 105 mm (W) x 297 mm (H) USD 1300
- Half page horizontal 210 mm (W) x 148 mm (H) USD 1300
- Quarter page vertical 105 mm (W) x 148 mm (H) USD 700
- Quarter page horizontal 210 mm (W) x 75 mm (H) USD 700

Profiles - company presentation

- One page, full profile 210 mm (W) x 297 mm (H) USD 1950
- Second page (text and images) 210 mm (W) x 297 mm (H) USD 1500
- Third page (text and images) 210 mm (W) x 297 mm (H) USD 1500

Advertorial - self promotional editorial

- One page 210 mm (W) x 297 mm (H) USD 1950
- Second page 210 mm (W) x 297 mm (H) USD 1500

'Hot Off the Press' (max. 100 words)

- Free with half page or full page ad/profile paid advertisement option
- Stand-alone placement USD 250

Student Testimonial (max. 100 words)

- Free with half page or full page ad/profile paid advertisement option
- Stand-alone placement USD 250

Web Options (www.turkishstudent.com.tr)

- Web Banner with mini-web (1 year) USD 1500
- **SPECIAL** combined with any other ad USD 950

For more website advertising options, please contact us at info@turkishstudent.net

TOTAL USD

Signature: Date:

Payment Options







Upon receipt of your insertion order, we will issue a confirmation and invoice with payment instructions.

Please fax or email this insertion order to:

- All artwork and ad copy due by**
- October 5th for October issues
 - March 5th for March issues

TURKISH STUDENT
International Education Magazine
info@turkishstudent.net
Fax: +90 212 327 7733
Phone: +90 212 327 7733
Mobile: +90 532 263 50 80

AD FORMATS

		ACTUAL TRIM SIZE	WITH BLEED SIZE	TEXT AREA
	Two page horizontal only	420mm(w) x 297mm(h)	426mm(w) x 303mm(h) <small>(with 3mm bleed each side)</small>	400mm(w) x 277mm(h)
	Full page vertical only	210mm(w) x 297mm(h)	216mm(w) x 303mm(h) <small>(with 3mm bleed each side)</small>	190mm(w) x 277mm(h)
	Half page vertical	105mm(w) x 297mm(h)	108mm(w) x 303mm(h) <small>(with 3mm bleed beyond page edges)</small>	85mm(w) x 277mm(h)
	Half page horizontal	210mm(w) x 148mm(h)	216mm(w) x 151mm(h) <small>(with 3mm bleed each side)</small>	190mm(w) x 128mm(h)
	Quarter page vertical	105mm(w) x 148mm(h)	108mm(w) x 151mm(h) <small>(with 3mm bleed each side)</small>	85mm(w) x 128mm(h)
	Quarter page horizontal	210mm(w) x 75mm(h)	216mm(w) x 78mm(h) <small>(with 3mm bleed each side)</small>	190mm(w) x 55mm(h)

DISTRIBUTION

At Turkish Student Magazine, we know that good distribution of a magazine is the key to its success. Our 22.000 copies per issue will be distributed as follows:

Copies:

Selected contact persons at public and private secondary schools	3.500
International offices at the private and public Turkish colleges and universities	1.000
Student counselling centers at Turkish colleges and universities	1.000
Turkish career consulting firms	250
More than 250 language schools in Turkey	1.000
More than 250 Turkish education counselling agencies	2.500
Related department of Education Ministry	250
University student social clubs	500
International education fairs	10.000
Additional supply for replenishment to above as well as specimen copies	2.500

To guarantee a broader geographical reach, Turkish Student will also be available at press agencies throughout Turkey. As a partner for this, student also able to see magazine online at TURKISHSTUDENT.COM.TR

Total:

22.000

Promotion:

Turkish Student will be promoted through newspaper press releases, as well as on relevant web portals in Turkey. Student databases will be compiled to ensure ongoing information about upcoming issues is sent out on a regular basis. Currently, our student database holds more than 50,000 names, all of who will know about Turkish Student magazine.

IEFT - International Education Fairs of Turkey is our education fair partner in Turkey. We distribute over 20.000 copies annually at IEFT's fair circuits held in Turkey's key cities each Spring, Summer and Fall. www.ieft.net

DATES & DEADLINES

Turkish Student Magazine is published every March & October.

Bookings, artwork & copy must be received by March 5th for the March issue & October 5th for the October issue.

Web Options may start on any date.

ADVERTISE WITH TURKISHSTUDENT.COM.TR to reach your target market in Turkey

TURKISHSTUDENT.COM.TR

If you are looking to reach young Turkish people who are planning post-secondary education or planning to take time off to travel, include www.turkishstudent.com.tr in your marketing strategy.

Turkishstudent.com.tr is specifically targeted to the Turkish market; students and young professionals who are looking for options for further studies abroad, or who are considering taking a gap year, or travelling to work, volunteer, learn a language, intern or vacation.

Turkishstudent.com.tr is the sister website to Turkish Student Magazine, published twice a year and distributed throughout Turkey to high schools, post-secondary institutions, embassies and selected bookstores. Both turkishstudent.com.tr and Turkish Student Magazine are owned by Akar Media.

Why advertise on TURKISHSTUDENT.COM.TR

- ✓ targeted audience
- ✓ comprehensive information on studying in many different countries
- ✓ up-to-date articles written by industry experts on education and travel
- ✓ dynamic and interactive website, allowing visitors to give us their feedback
- ✓ competitive pricing
- ✓ customized packages to suit your needs and budget
- ✓ social media integration (facebook, twitter, blogs)

Advertise on a specific page

Advertise on the Home page



Advertise on the home page to gain maximum exposure to all visitors entering the website. Increase your brand recognition by taking out a web ad or adding a feature article.

Advertise on a specific country or program page



Target your advertising to a specific country or program and make your marketing dollars go further.

- ✓ Study Overseas (choose your country)
- ✓ MBA
- ✓ Masters & Ph.D
- ✓ Work and Travel
- ✓ Summer Programs
- ✓ Language Programs
- ✓ Fields of Study (eg Law, Medicine)
- ✓ Housing/ Accommodation; Insurance; Travel; Exchange Programs; Au-Pair Program ...etc

ADVERTISING RATES • Homepage

The screenshot shows the homepage layout with several advertising spots:

- A**: A large orange banner at the top.
- B**: Two smaller orange banners below A.
- C**: A vertical orange banner on the right side.
- D**: A vertical stack of five orange banners on the right side.
- E**: A horizontal orange banner at the bottom.
- F**: Three orange banners in the middle section.
- G**: A horizontal orange banner at the top of the right page.
- H**: Two horizontal orange banners below G.
- I**: A vertical orange banner on the right side of the right page.
- J**: A vertical stack of five orange banners on the right side of the right page.

Banner A

728x90 Leaderboard

1 month	\$500
3 months	\$1,200
6 months	\$2,000
Full Year	\$3,500

Banner B

468x60 Full Banner

1 month	\$400
3 months	\$1,000
6 months	\$1,800
Full Year	\$2,900

Banner C

300x250 Medium Rectangle

1 month	\$500
3 months	\$1,200
6 months	\$2,000
Full Year	\$3,500

Banner D

Feature Schools 234x60 Half Banner

1 month	\$300
3 months	\$700
6 months	\$1,100
Full Year	\$1,500

Banner E

968x90 Banner

1 month	\$400
3 months	\$1,000
6 months	\$1,800
Full Year	\$2,900

Banner F

School of the month
Full page article + video with student testimonial

1 month	\$950
3 months	\$2,100

ADVERTISING RATES • Other pages

The screenshot shows the layout of other pages with several advertising spots:

- G**: A large orange banner at the top.
- H**: Two horizontal orange banners below G.
- I**: A vertical orange banner on the right side.
- J**: A vertical stack of five orange banners on the right side.

Banner G

728x90 Leaderboard

1 month	\$350
3 months	\$750
6 months	\$1,250
Full Year	\$2,250

Banner H

468x60 Full Banner

1 month	\$250
3 months	\$625
6 months	\$1,000
Full Year	\$1,750

Banner I

300x250 Medium Rectangle

1 month	\$350
3 months	\$800
6 months	\$1,500
Full Year	\$2,750

Banner J

Feature Schools 234x60 Half Banner

1 month	\$200
3 months	\$350
6 months	\$600
Full Year	\$1,000

TURKISHSTUDENT.COM.TR

WEB BANNER BOOKING FORM

Name of Institution/Company:.....

Faculty/Department:.....

Street Address:.....

City:..... State/Province:.....

Country:..... Zip/Postal Code:.....

Phone: ()..... Fax: ().....

E-mail:..... Web:.....

Contact Name:..... Title:.....

BANNERS ON HOMEPAGE

Banner A

728x90 Leaderboard

- 1 month..... \$500
- 3 months..... \$1,200
- 6 months..... \$2,000
- Full Year..... \$3,500

Banner B

468x60 Full Banner

- 1 month..... \$400
- 3 months..... \$1,000
- 6 months..... \$1,800
- Full Year..... \$2,900

Banner C

300x250 Medium Rectangle

- 1 month..... \$500
- 3 months..... \$1,200
- 6 months..... \$2,000
- Full Year..... \$3,500

Banner D

Feature Schools 234x60 Half Banner

- 1 month..... \$300
- 3 months..... \$700
- 6 months..... \$1,100
- Full Year..... \$1,500

Banner E

968x90 Banner

- 1 month..... \$400
- 3 months..... \$1,000
- 6 months..... \$1,800
- Full Year..... \$2,900

Banner F

School of the month
Full page article + video with student
testimonial

- 1 month..... \$950
- 3 months..... \$2,100

BANNERS ON COUNTRY OR TOPIC SPECIFIC PAGES

As well, the school can choose to go on any other page - country of choice, MBA - we will have more topics coming up - so you know the idea.

Banner G

728x90 Leaderboard

- 1 month..... \$350
- 3 months..... \$750
- 6 months..... \$1,250
- Full Year..... \$2,250

Banner I

300x250 Medium Rectangle

- 1 month..... \$350
- 3 months..... \$800
- 6 months..... \$1,500
- Full Year..... \$2,750

Banner H

468x60 Full Banner

- 1 month..... \$250
- 3 months..... \$625
- 6 months..... \$1,000
- Full Year..... \$1,750

Banner J

Feature Schools 234x60 Half Banner

- 1 month..... \$200
- 3 months..... \$350
- 6 months..... \$600
- Full Year..... \$1,000

DISCOUNT

For any booking of two or more positions, We will deduct 10%.

TOTAL USD

Signature: Date:

Payment Options

Upon receipt of your insertion order, we will issue a confirmation and invoice with payment instructions.

Please fax or email this insertion order to:

TURKISH STUDENT

International Education Magazine

info@turkishstudent.net

Fax: +90 212 327 7733

Phone: +90 532 263 50 80

Students in Turkey want to know about you!

Be part of the Turkish Student Website
where students from around Turkey
find what they need to know about
planning for their next step.

- language programs
- college options
- university degrees
- MBAs
- Law programs
- learning and travel tips
- and more!

TURKISHSTUDENT.COM.TR



TRIT RECRUIT IN TURKEY

Print in Turkey
DESIGN - TRANSLATE - PRINT - DISTRIBUTE

www.turkishstudent.net

GLOBAL PARTNERS



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