

Advertising with Insights Magazine



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

- 1 Ad in print magazine**
- 2 Ad in digital magazine**
- 3 Ad on website icefmonitor.com**



12 top emerging markets / Virtual tours and student ambassadors
Edtech and agent aggregators / Boosting career services / AND more

ICEF INSIGHTS

THE FUTURE OF
International
Student
Recruitment



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!