

The Power of Niche Recruitment



11 Academia Networks

Media Kit
2020/2021

INOMICS



Conference Monkey

>codeslaw



Lingufish



STUDYPUNK



DueDigital.com
The Digital Skills Portal



NewEngineer.com



medfrogs



RESEARCH JOBS

About 11 Academia Networks

11 Academia Networks is a group of niche platforms hosting **study, career and event opportunities** in **more than 60 disciplines**. Our users consist of **1 million+ students, job-seekers, professionals and academics**.

Our niche platforms offer you an effective and innovative way to **recruit the best students and staff**, and to **promote your institution worldwide**.

Our niche platforms:

INOMICS



Professor's^{ac}



STUDYPUNK

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RESEARCH JOBS



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Our mission:

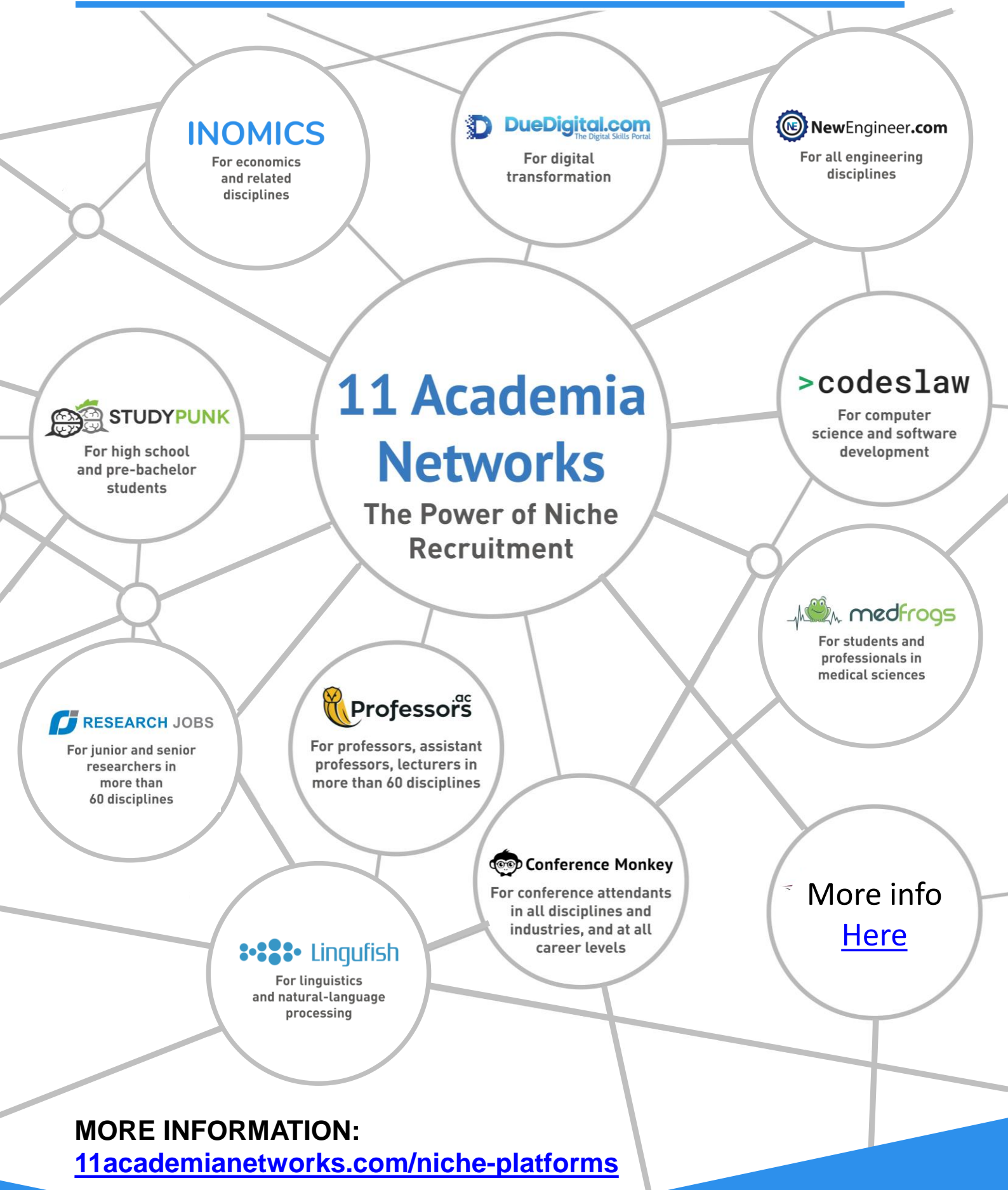
For students, researchers and academics.

We help them advance their careers, expand their network and stay up-to-date with career news and opportunities.

For institutions.

We help them recruit the best talent and elevate their profile and reputation among the right target audience.

Our Niche Websites



11 Academia Networks in Numbers



1 million+ students, academics, researchers and professionals



60,000+ Targeted Email Alerts sent each week



Visitors from **150+** countries



250,000+ social media reach



Opportunities in **60+** disciplines



11+ niche platforms reaching the right audience



For more information about the audience of a specific niche website, please contact info@11academianetworks.com

Customer Value

✓ **Promotion across all relevant niche platforms**

Your offers displayed in all relevant websites belonging to our network and matching the profile of your target audience

✓ **Multi-channel approach optimized towards conversions**

Online Announcements, social media, influencer marketing and email promotion, content marketing among other channels

✓ **Geo-Targeting**

Optimize your budget by reaching candidates matching your priority locations

✓ **Customized, easy and effective campaigns**

Hassle-free booking process, personalized assistance and easy renewal decreasing administrative work

✓ **Personalized Consultation to optimize your ROI**

Dedicated account manager to help you analyze and optimize your campaigns towards your conversion goal (traffic to your website, leads or enrollments)

✓ **Advanced performance stats**

Customized google analytics reports after your campaign

For more information please contact info@11academianetworks.com or your account manager



Our Products

ONLINE ANNOUNCEMENTS

Online profile for your study offer on our niche website(s)



- Announcement packs
- Single Announcements
- Text-only listings

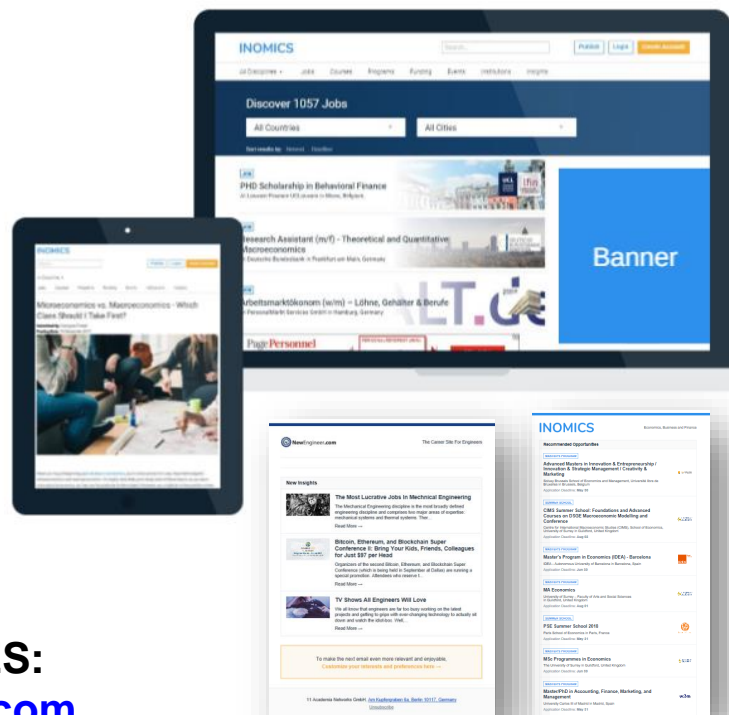
MORE INFORMATION:

11academianetworks.com/publish

BOOSTERS FOR ENGAGEMENT CAMPAIGNS

Additional products to boost the visibility and engagement of your Announcement, or to remarket to the audience interested in your offers

- Display Advertising (Banners)
- Promotion in Editorial Stories
- Targeted E-Mail Promotion
- Geo-Targeting
- Social Media Promotion
- Reposts
- Influencer Marketing



QUESTIONS AND ENQUIRIES:

info@11academianetworks.com

MORE INFORMATION:

11academianetworks.com/campaign-boosters

Online Announcements

Announcement Levels and Pricing

4 levels matching your marketing budget and requirements

POPULAR			
Basic	Standard	Featured	Premium
✓ Logo & Text Description	✓ Logo & Text Description	✓ Logo & Text Description	✓ Logo & Text Description
1 Email & Social Media Shots	1 Email & Social Media Shots	2 Email & Social Media Shots	3 Email & Social Media Shots
✓ Enhanced Search Positioning	✓ Enhanced Search Positioning	✓ Enhanced Search Positioning	✓ Enhanced Search Positioning
✓ Image Gallery	✓ Image Gallery	✓ Image Gallery	✓ Image Gallery
✓ Mini Banners (Extra Visibility)	✓ Mini Banners (Extra Visibility)	✓ Mini Banners (Extra Visibility)	✓ Mini Banners (Extra Visibility)
✓ Deadline Reminders By Email	✓ Deadline Reminders By Email	✓ Deadline Reminders By Email	✓ Deadline Reminders By Email
✓ Header Image	✓ Header Image	✓ Header Image	✓ Header Image
✓ Video Display Option	✓ Video Display Option	✓ Video Display Option	✓ Video Display Option
1 Reposts	1 Reposts	1 Reposts	2 Reposts
✓ Extra Visibility in Featured Box	✓ Extra Visibility in Featured Box	✓ Extra Visibility in Featured Box	✓ Extra Visibility in Featured Box
✓ Geo-Targeting	✓ Geo-Targeting	✓ Geo-Targeting	✓ Geo-Targeting
Single Ad: €349	Single Ad: €649	Single Ad: €849	Single Ad: €1249
20 – Pack: €4535	20 – Pack: €8435	20 – Pack: €11035	20 – Pack: €16235

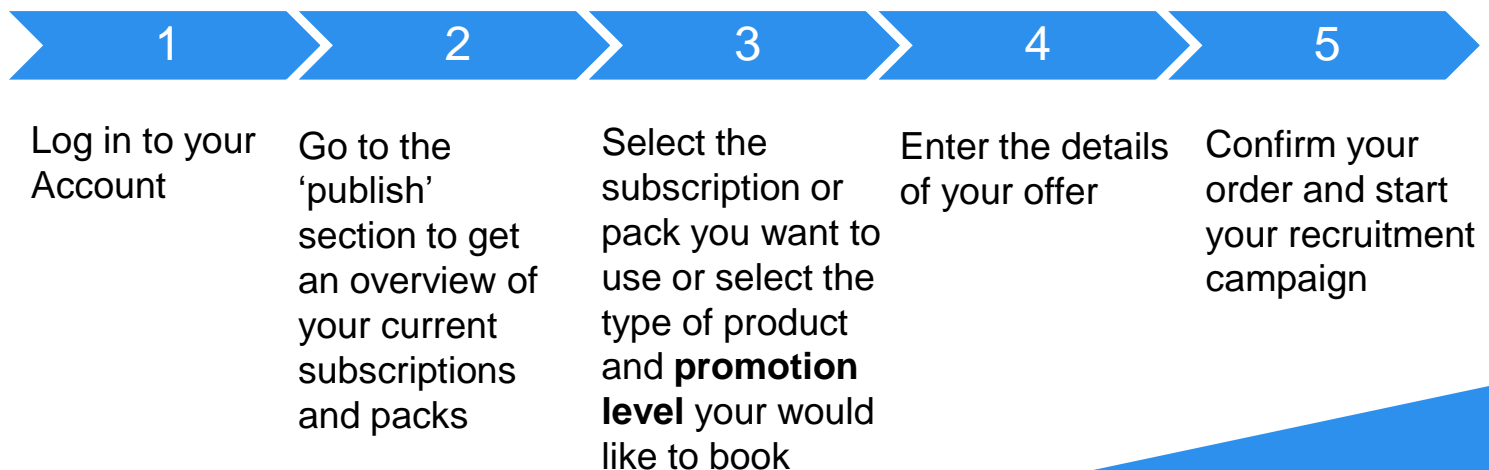
MORE INFORMATION:

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Prices do not include VAT. German VAT of 19% will be added to EU orders unless a valid VAT number is given. Orders from outside the EU are exempt from VAT.

Post Announcements Quickly & Easily

Upload the content of your Announcement(s) directly from your customer account:



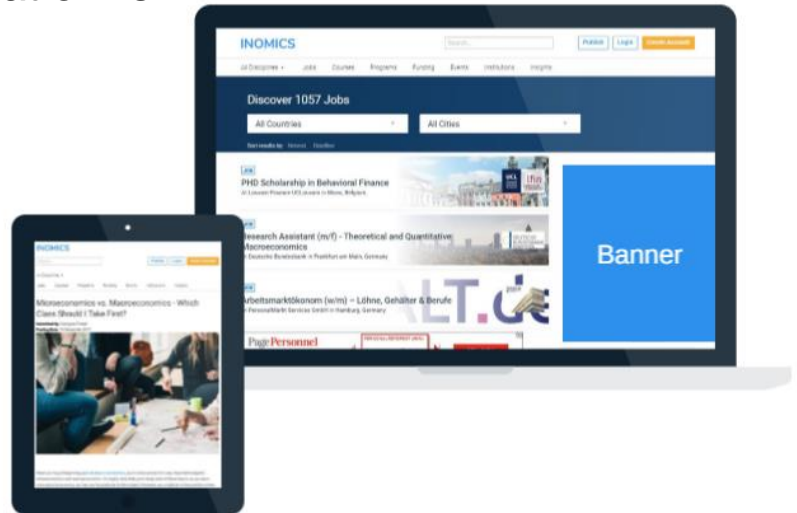
Boosters & Media Advertisement

✓ Display Advertising (Banners)

Connect with international students and professionals across niche platforms

2 formats: vertical & horizontal

*Targeting options:
content, geographic,
time*



✓ Promotion in Editorial Stories

Engage visitors with attractive editorial stories about top opportunities in your country or in your field

Some editorial story ideas:

“10 Reasons to study a Master’s in _____!”

“Check out the Top 10 Economics Programs in _____”

“Teaching abroad: challenges and advice for teaching at a university in _____”

Prices vary according to
campaign & level of
targeting



Concrete guidelines upon offer
confirmation

MORE INFORMATION:

11academianetworks.com/campaign-boosters

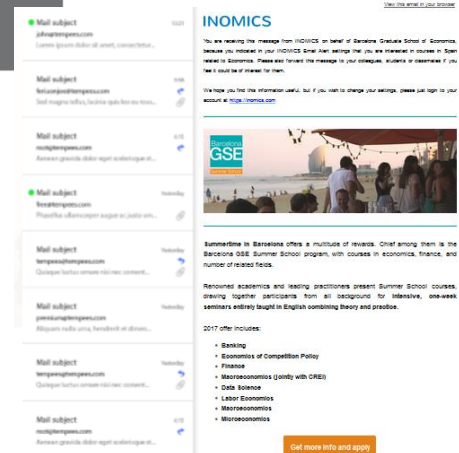
Boosters & Media Advertisement

✓ E-mail Promotion

E-Mail Shots (HTML Format)

We carefully select your recipient list based on their disciplines of interest and location, so we deliver your message to the right audience

€0,45 per recipient

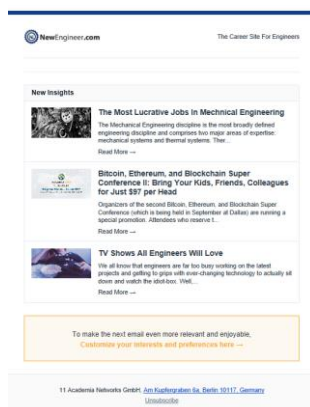
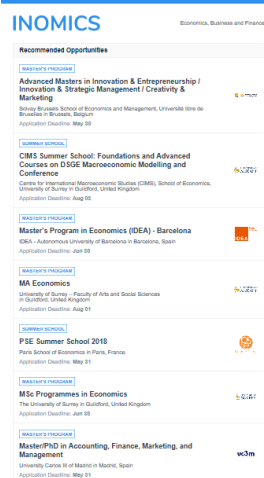


Email Alert Ads (Text Snippet)

Including 300 characters with spaces + title + URL

€150 + VAT per E-Mail Alert Ad.

€600 + VAT per Month



MORE INFORMATION:

[11academianetworks.com/
campaign-boosters](http://11academianetworks.com/campaign-boosters)



11 Academia Networks
The Power of Niche Recruitment

Boosters & Media Advertisement

✓ Geo-Targeting

Receive better visibility for specific countries in search results, on the home page and in email alerts, in those countries



€75 + VAT per country for 3 months.

Geo-Targeting is included in Premium Announcements for 10 countries for 3 months

✓ Social Media Promotion

Social media post with the logo of your institution, images, customized text and link

€150 + VAT per one-time post



✓ Reposts

Your Announcement will be refreshed at the top of search results and incl. one more time in the E-mail Alert

Prices vary according to Announcement level



MORE INFORMATION:

[11academianetworks.com/
campaign-boosters](https://11academianetworks.com/campaign-boosters)



How to start your campaign

- 1. Choose a pack or subscription**
One-off Announcements, unlimited subscriptions, personalized campaigns
- 2. Select the type of opportunity to promote**
Jobs, study programs, short courses, summer schools, scholarships, conferences in 60+ disciplines
- 3. Choose the level of promotion**
Premium, featured, standard or basic level, to match your budget
- 4. Get high quality applications**
Thanks to cross-promotion, you receive high quality traffic and applications from users of each relevant niche website
- 4. Boost your campaign With boosters and Remarketing options**
Boost the visibility, engagement and conversion of your Announcement with add-ons in email, social media and editorial content



QUESTIONS AND ENQUIRIES.
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Customer References



"The Academia Networks Group is one of the few high-quality student recruitment specialists. Thanks to it, we found the opportunity to reach our audience interested in studying at Barcelona GSE."

Nikkos Filippakis
Communications Coordinator
Barcelona Graduate School of Economics



"Our School of AEF at Deakin Uni had some announcements in INOMICS in the past, and I have only positive feedback."

Dr. Emin Gahramanov
PhD Coordinator (Economics)
Deakin University



"This is our 3rd consecutive year promoting programs, jobs and conferences with you. Thank you so much for your assistance and professionalism!"

Michela Argenti
EPS Secretariat - Research Office
University of Milan



"We have a great collaborative relationship with INOMICS. They help us to promote our summer school and other activities through their platforms and extensive contact network. In exchange, RECSM is pleased to recommend INOMICS in all of our activities. It's a win-win with INOMICS."

Silvia Soriano Oromi
Research and Expertise Centre for Survey Methodology,
RECSM - UPF Barcelona



The Power of Niche Recruitment



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 **BioBirds**
Life Sciences



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