



The Site for Economists

Media Kit 2021

US & Americas



Questions & Enquiries

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Office Hours: 7am -12 pm EST

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Join our community	
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INOMICS (inomics.com) offers a complete catalogue of education and career opportunities for students and faculty in the field of economics. We cooperate with top economics departments, business schools, companies and research centers worldwide, helping them develop strategic recruitment solutions at global or local level.



OUR MISSION

FOR STUDENTS, RESEARCHERS AND ACADEMICS

We believe in informed career choices. Our job board, study catalogue, conference listings, publications, advice, teach and learn sections support the career development of our users.

FOR INSTITUTIONS

We help academic institutions and companies recruit the best talent. Even better, we elevate their profile and reputation among the right economics target audience..

WHY WE ARE DIFFERENT



Reach the right economists

Use our powerful targeting options to reach the most relevant segment of our specialized economics audience.

Multi-channel approach optimized towards conversions

Online Announcements, social media, influencer marketing and email promotion, content marketing and more..

inomics.com/multichannel

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 for less administrative work.



Personalized Consultation to optimize your ROI

Dedicated account manager to help you analyze and optimize your campaigns, whether for traffic to your website, leads or enrollments.

Advanced performance stats

Customized google analytics reports after your campaign.



Reach **1.5 million+** economics students, academics, researchers and professionals



63,000+ Targeted Email Alerts sent each week



250,000+ social media reach



Economists from **150+** countries



650+ pieces of career and study advice



15+ economics disciplines to choose from

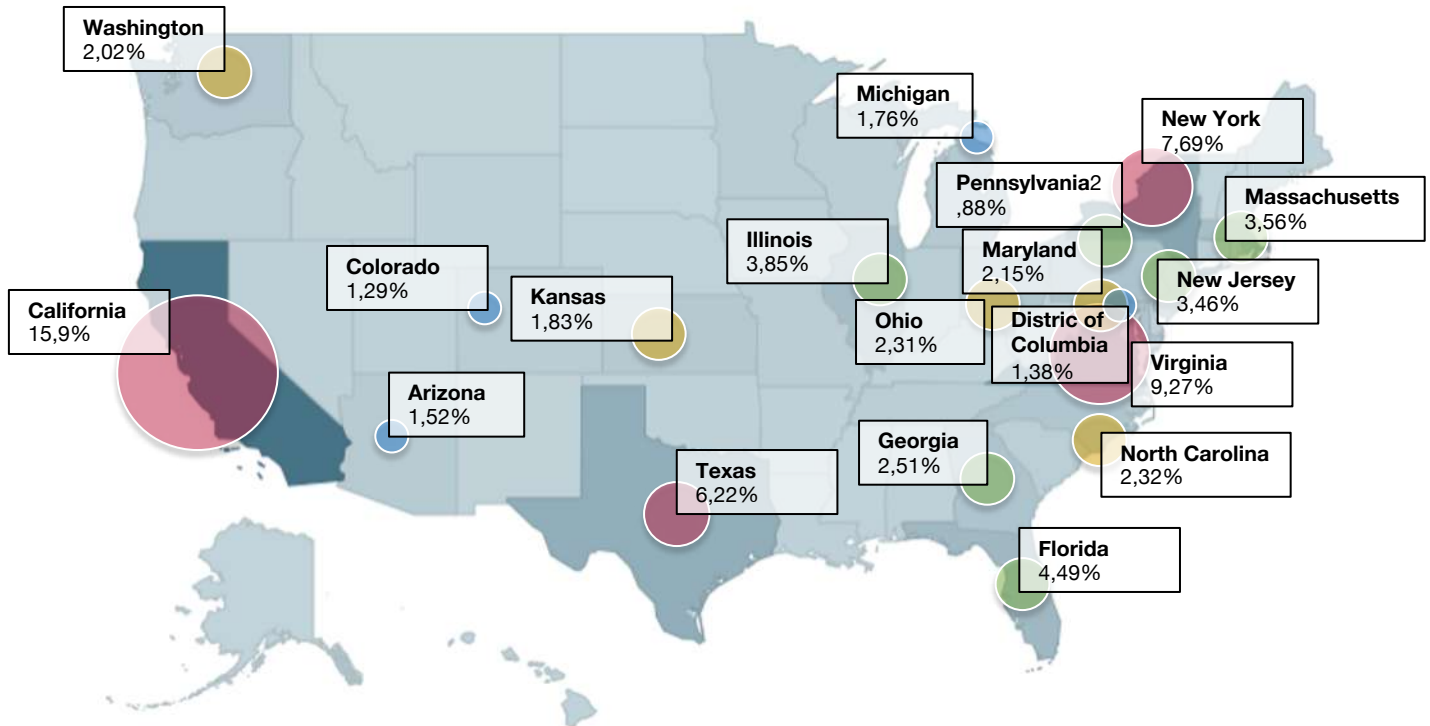
For further audience details, please contact info@inomics.com

US AUDIENCE DETAILS



Recruit locally with INOMICS. Find top candidates for your jobs, study offers or events with us. Our users are highly-committed academics and students in economics, finance, econometrics, and other related economics disciplines.

User distribution by main locations



Based on 2020 Data

Top 10 cities

City	% Total Users
Ashburn	5,93%
New York	4,48%
Irvine	2,81%
Santa Clara	2,52%
Los Angeles	2,26%

City	% Total Users
Chicago	2,08%
Coffeyville	1,43%
Washington	1,51%
Houston	0,96%
Boston	0,91%

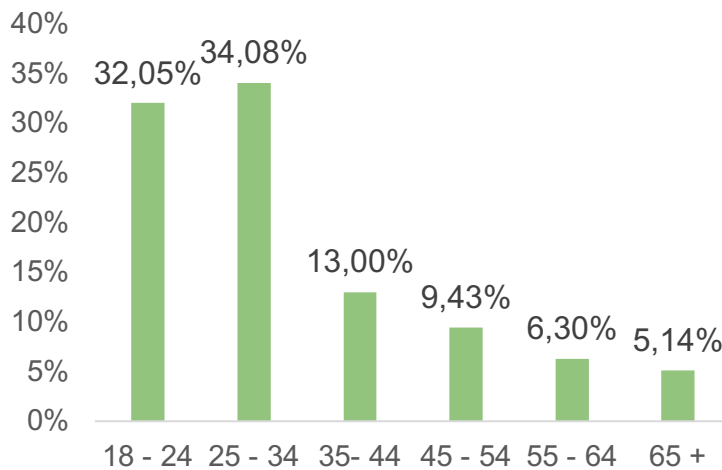
Top interests of users

- #StudyEconomics
- #Macroeconomics
- #Microeconomics
- #CollegeProfessor
- #Jobs
- #Conferences
- #EconomicsJournals
- #PhDPrograms
- #CareerInResearch
- #EconomicsBlogs
- #ProfessorJobs
- #LecturerJobs

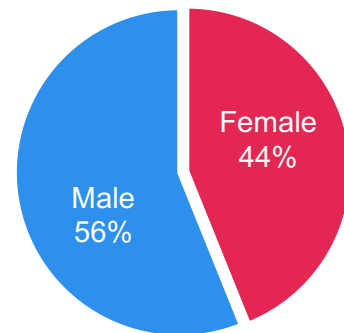
US AUDIENCE PROFILE



Distribution of US INOMICS User by Age



Distribution of INOMICS Users by Gender



Based on 2020 Data

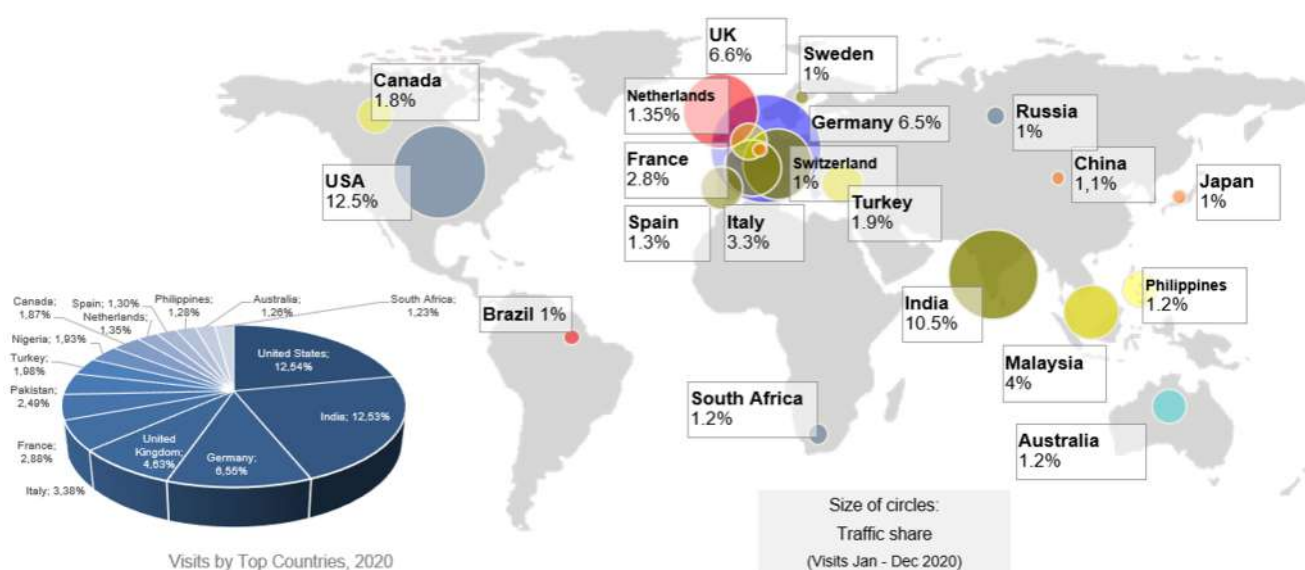
User distribution by website content

Type of Opportunity	% Total Users
Career and Study Advice	32,69%
Job	16,73%
Blog	11,41%
Study Program Listings	4,08%
Conference Listings	3,95%
Career Magazine	3,67%
Course Listings	1,40%
Economics Terms	1,08%
Scholarship Listings	1,08%
Other	21,49%

WORLDWIDE AUDIENCE DETAILS

Recruit from around the world with INOMICS. Publish your jobs or study programs with us and reach an international audience of economics students and professionals.

We have a worldwide community with users from over 150+ countries



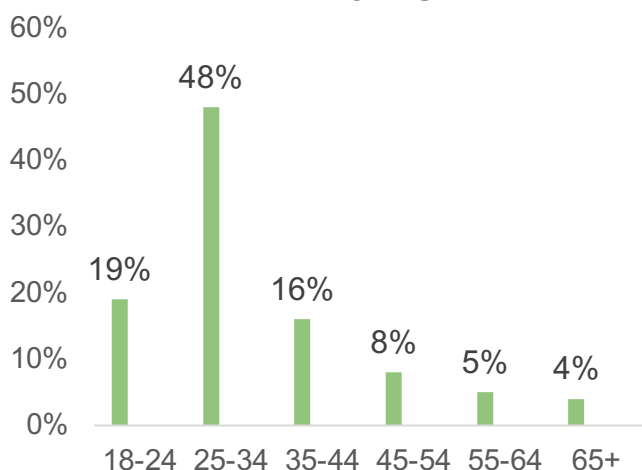
Our user database includes young students looking for bachelor's programs, master's programs, short courses, as well as PhD students, professors and researchers looking for job offers, conferences and further education.

Top interests of our users include

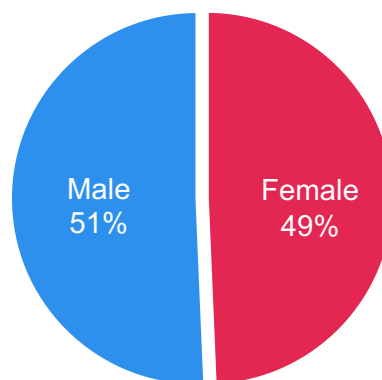
#Economics #Econometrics #Conferences #FinancialNews #Jobs
#HigherEducation #CollegeandUniversities #Programs #Microeconomics
#EmpiricalEconomics #InternationalEconomics #QuantitativeMethods
#FinancialEconomics #Mathematics #EnergyandEconomy #Modeling
#BehaviouralEconomics #EconomicsGrowth #EnvironmentalEconomics



Distribution of INOMICS User by Age



Distribution of INOMICS Users by Gender



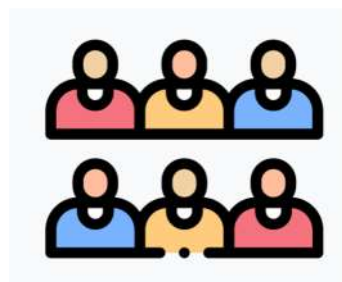
User distribution by type of opportunity

Avg. Users per month on website: 151,000

Type of Opportunity	% Total Users	Avg. % Conversion Rate
Job	12,80%	12,54%
Course	18,57%	10,03%
Program	10,44%	10,29%
Conference	6,63%	12,49%

Numbers above are averages from all users visiting a specific category. Individual KPIs differ based on opportunity target audience, offer and location. Contact us for a non-binding consultation.

Based on 2020 Data





CONTENT MARKETING

Brand positioning and reputation for your institution.

- Promotion in INOMICS Handbook
- Sponsored Articles
- Mention in Editorial Stories
- Guest Blog Post
- Video Marketing
- E-Book, E-Guide, Infographic Creation

MEDIA ADVERTISEMENT

Increase the reach, brand awareness and conversions of your campaign including additional media assets to your campaigns.

- Display Advertising (Banners)
- Targeted E-Mail Promotion
- Social Media Ads



ONLINE ANNOUNCEMENTS

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

- Announcement packs
- Single Announcements

More Information:
inomics.com/publish

ANNOUNCEMENT TRAFFIC BOOSTERS

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

- Geo-Targeting
- Email Alert Adverts
- Social Media Posts
- Reposts



✓ Promotion in INOMICS Handbook

The INOMICS Handbook is a career magazine about how to succeed in the fast-moving and highly competitive environment of economics.

1/4, 1/2 and Full-Page Ads

Ads inserted in the main content (articles, interviews, etc.)

Starting at \$690

Editorial Content

Recommendations and sponsored articles

Starting at \$300

BEST VALUE!

ADVERTISER PACK \$690 (Instead of \$990)*

➤ 1/4 Page Ad

Ad Size: 210 x 75 mm

➤ Recommended Section Inclusion

Your program and course on the list of recommended programs in the Handbook

➤ Featured Institutional Profile

Unlimited text, logo, images and videos on your institutional page on INOMICS

➤ Social Media Post

Mention on Facebook, LinkedIn and Twitter



*Limited Offer

Please contact us at handbook@inomics.com to check availability.

MORE INFORMATION: inomics.com/handbook/advertisers



✓ Mention in Editorial Stories

Recommendation in one of our upcoming advice articles (rankings).

Examples:

“Top Summer Schools 2021/2022”

“Top Master’s and PhD programs 2021/2022”

“Top Think Tanks in Europe”

Starting at \$300 per recommendation per year

✓ Sponsored Articles

Engage visitors with attractive editorial stories about your Institution or an economics topic your team specializes in.



Starting at \$800 incl. editorial assistance

Some editorial story ideas:

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

“Career Paths: behavioral economics research at _____”

“Studying economics at _____”

Concrete guidelines upon offer confirmation

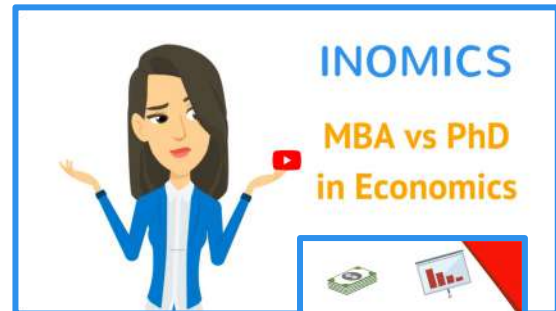


✓ Video Marketing

We can create a variety of customized videos or video series about your institution area of expertise or story-telling about your strengths and uniqueness.

All videos are developed using an animation/doodle style.

Video format is optimized to post on YouTube and Social Media.

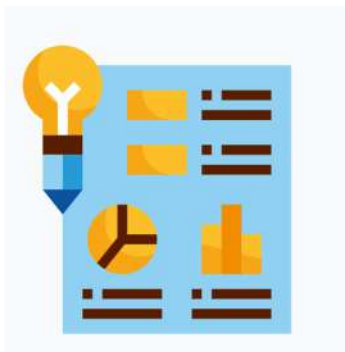


Starting at \$800 for a 2-min video incl. script*

*Video promotion on INOMICS channels available for additional price

✓ E-Book, E-Guide, Infographic Creation

Engage visitors with attractive content sponsored by your institution about the economics topic of your interest. All items produced are widely marketed to the INOMICS audience.



All infographics are delivered in JPEG, PNG and PDF format.

E-Book and E-Guides are produced in PDF format only.

All creatives matching your brand guidelines.



Starting at \$2000 incl. editorial assistance



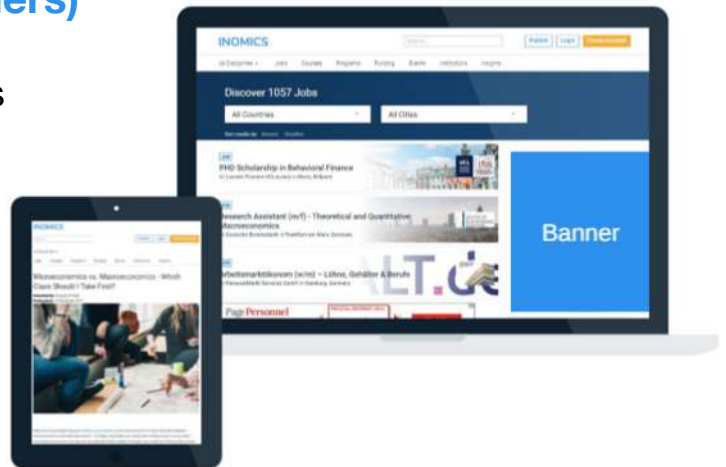
✓ Display Advertising (Banners)

Connect with international students and professionals.

2 formats: vertical & horizontal

**Targeting options:
content, geographic, time**

Starting at \$900/month

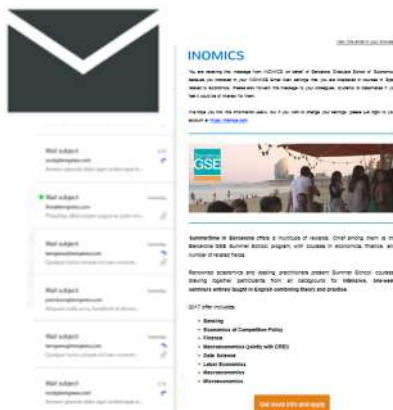


✓ Targeted E-mail Promotion

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.

Starting at \$0,48 per recipient



✓ Social Media Promotion

Facebook Ads

We target your campaign based on your candidate profile and assist you with media creatives and ads optimization to reach your campaign goals (clicks, reach, conversions, etc.)

Starting at \$500 per campaign



ONLINE ANNOUNCEMENTS



Recruiter Packs with Automatic Posting

You focus on the candidate, let us take care of the advertising



Simple

Recruitment for all your offers



Automatic

Let the INOMICS Robot take care of posting



Dedicated Support

Upgrades, statistics and fine tuning available



Hassle-Free

PAYG, periodic billing = less paperwork

PRICING:

Basic

- Logo
- Text Description
- 1 Email & Social Media Shot
- Enhanced Search Positioning

PAYG 10: \$2.790

PAYG 20: \$5.070

PAYG 30: \$6.790

Standard

- All Basic items plus:
- Image Gallery
 - Mini Banners (Extra Visibility)
 - Deadline reminders (Website & Email)

PAYG 10: \$5.190

PAYG 20: \$10.270

PAYG 30: \$12.590

Featured

- All Standard items plus:
- 1 Additional Email and Social Media shot
 - Header Image & video
 - 1 Repost
 - Extra Visibility In Featured Box
 - Visibility in Homepage header

PAYG 10: \$6.790

PAYG 20: \$12.870

Premium

- All Featured items plus:
- 1 Additional Email and Social Media shot
 - 1 Additional Repost
 - Geo-Targeting incl. Highlighted label

PAYG 10: \$9.990

Contact us for further Featured and Premium pricing options

* Pay as you go (PAYG) pricing option incl. pre-payment for announcements and INOMICS Robot setup costs. A recurring payment is agreed after the number of post is reached. 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.

HOW IT WORKS:



We check your RSS feed for new content



The INOMICS Robot reads and structures the information



Your new offers get posted on inomics.com

Customized pricing packages, tailored offer with combined levels and partnership waivers available.

NEXT STEPS:

- 1 Contact us for a free consultation to find the best solution for you
- 2 We will set up the INOMICS Robot to import your opportunities
- 3 Start recruiting, get candidates!

ONLINE ANNOUNCEMENTS



Announcement Levels and Pricing

4 levels matching your marketing budget and requirements

Basic	Standard	Featured POPULAR	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: \$390 20 – Pack: \$5070/year	Single Ad: \$790 20 – Pack: \$10270/year	Single Ad: \$990 20 – Pack: \$12870/year	Single Ad: \$1490 20 – Pack: \$19370/year

MORE INFORMATION: inomics.com/publish

Prices are valid for customers located in the US, Canada and Latin America only. Orders from the US, Canada and Latin American countries are exempt from German/EU Tax.

Post Announcements Quickly & Easily

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





✓ **Geo-Targeting**

Receive better visibility for specific countries in search results, on the home page and in social media channels.



**\$75 + VAT per country
for 3 months**

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

✓ **Social Media Posts**

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

**\$150 + VAT per
one-time post**



✓ **Email Alert Ads**

Text snippet including 300 characters with spaces + title + URL.

**\$150 + VAT per
E-Mail Alert Ad**

\$600 + VAT per Month

✓ **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

QUESTIONS AND ENQUIRIES: info@inomics.com

JOIN OUR COMMUNITY OF RECRUITERS



Join our INOMICS Newsletter especially designed for recruiters of students, academics and professionals in the economics and related fields. In detail, the INOMICS Newsletter offers you monthly:

Tip and tricks to optimize your recruitment channels

Employer branding and recruitment advice for economics institutions

Latest trends in the student recruitment industry

Innovative ways to increase the ROI of your conference promotion

News for education and recruitment industry professionals

Access to INOMICS career publications

Exclusive offers for INOMICS products and services

Salary report updates for economists in academia



Subscribe at:

<http://eepurl.com/dv7rrz>

QUESTIONS AND ENQUIRIES: info@inomics.com

CUSTOMER REFERENCES



“One of the few high-quality student recruitment specialists. Thanks to INOMICS, we found the opportunity to reach our audience interested in studying at Barcelona GSE.”

Nikkos Filippakis
Communications Coordinator
Barcelona Graduate School of
Economics

“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.”

Sílvia Soriano Oromí
Research and Expertise Centre for Survey
Methodology,
RECSM – UPF Barcelona

“Deakin Uni had some announcements on 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





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