



INOMICS

MEDIA KIT 2016

*Recruit top researchers and students
all in one place.*

INOMICS is a worldwide niche platform hosting education and career opportunities for students and academics in economics, business and finance. Being one of the most dynamic and innovative platforms for academics in the world, **INOMICS** delivers personalized, up-to-date, relevant and high quality career opportunities in many dimensions:



Multi-platform

Communicate your message to users via desktop, tablet and mobile.



Multi-lingual

Deliver your message in multiple languages: EN, DE, SP, PO, TR, FR, IT, RU, CN.



Multi-channel

Reach your target groups via social media, web, email and blog.

On **INOMICS**, we are committed to helping people develop their careers through personalized, up-to-date, relevant and high-quality opportunities and information.



+500,000

—
*Unique
Visitors*

+150

—
Countries

+250,000

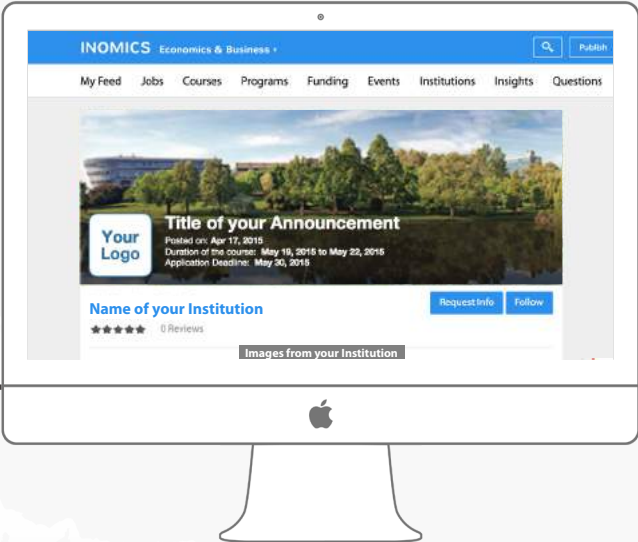
—
*Social Media
Reach*

+45,000

—
E-Mail Alerts

INOMICS ANNOUNCEMENT CONVERSIONS

Outstanding
conversion and
engagement rates.



INOMICS PRODUCTS CONVERSIONS

	Basic	Standard	Featured	Premium
Avg. daily visitors	3	12	26	36
Avg. monthly visitors	90	360	780	1140
Avg. daily clicks on more info	<1	2	4	6
Avg. Monthly clicks on more info	18	60	120	180

*Conversion rates are representative averages based on statistics and experiences of INOMICS customers. No guarantee is implied regarding the actual performance of your advert. Conversion rates vary according to type of announcement, discipline, country, institution, etc.



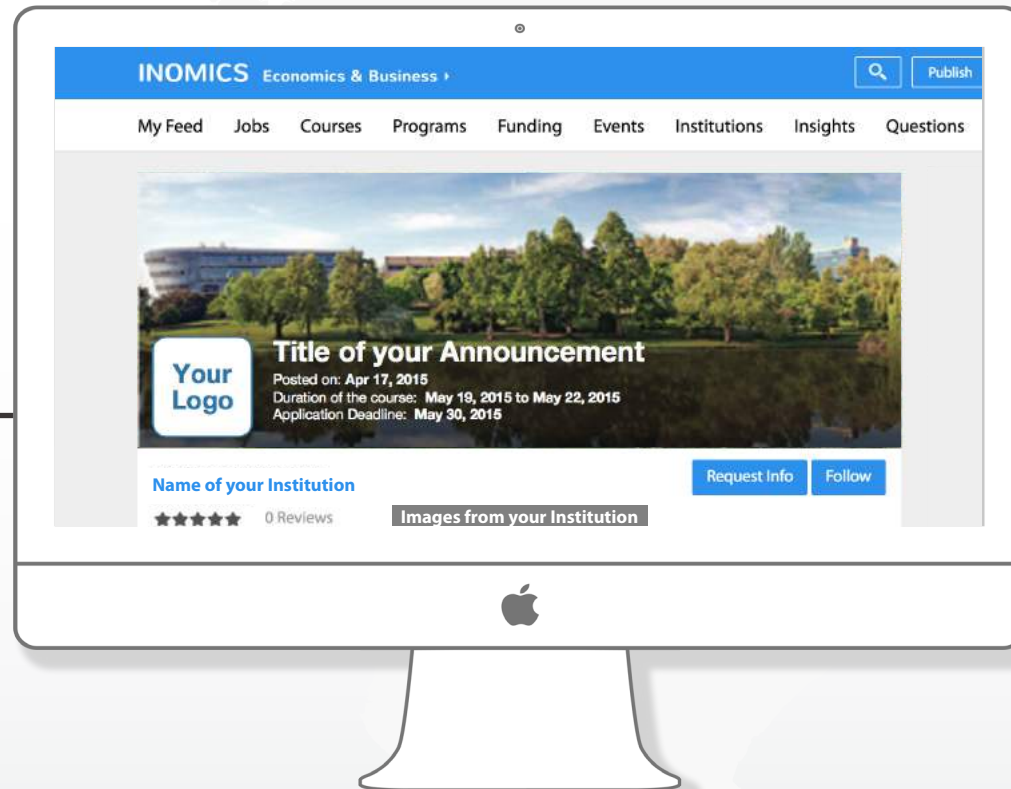
**MEDIA & ADVERTISING
OPPORTUNITIES**

ONLINE ANNOUNCEMENTS

INOMICS

*Promote jobs,
PhDs,
master's,
summer
schools,
courses,
scholarships,
conferences.*

*Promote career and
study opportunities to
high quality students
and professionals
around the world.*



STANDARD, FEATURED AND PREMIUM ANNOUNCEMENTS

We offer 3 top Announcement types to promote the offers at your institution according to your marketing expectations and targets. Each Announcement delivers complete and detailed information to our users, helping them choose your institution. To see more information about the benefits of each option, please check our table of prices.

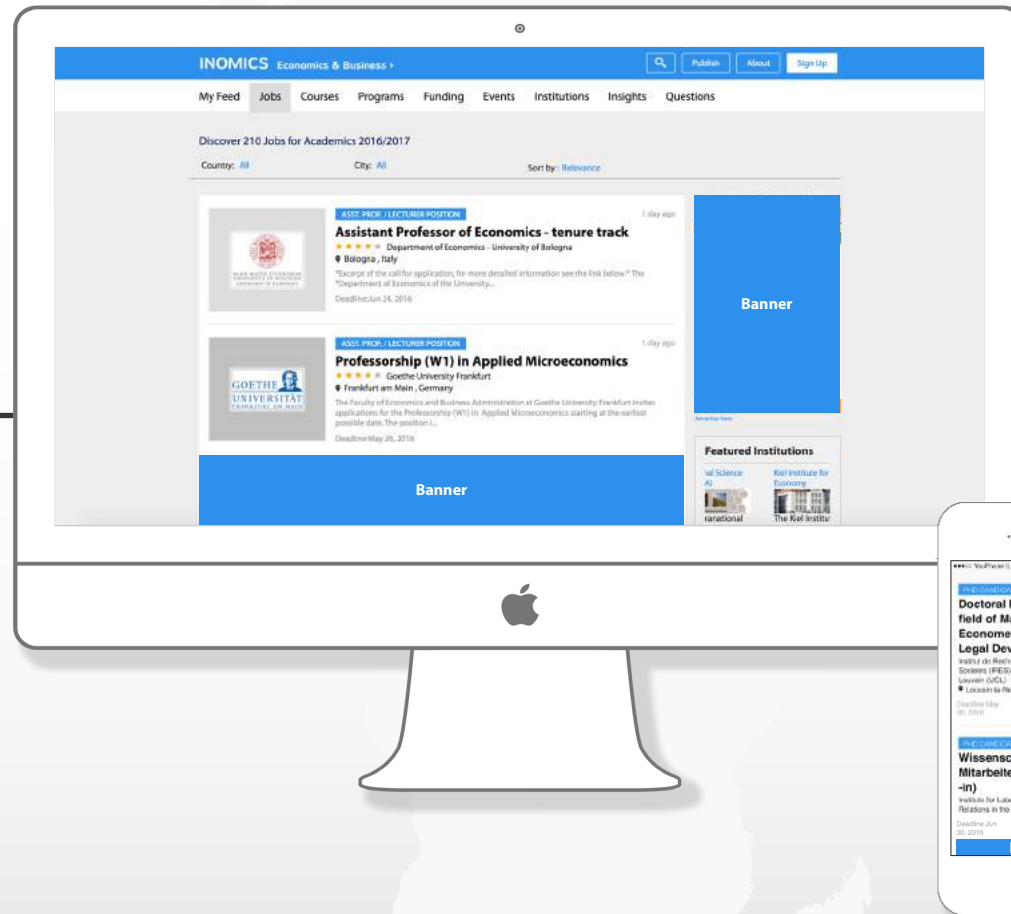
* Example of a featured ad

DISPLAY ADVERTISEMENT (BANNERS)

INOMICS

Minimum
50,000
monthly
impressions.

Connect with
international
students and
professionals on the
INOMICS homepage,
right where they
browse for jobs,
masters, PhDs, courses,
conferences and
scholarships!



ADVERTISEMENT FORMATS:

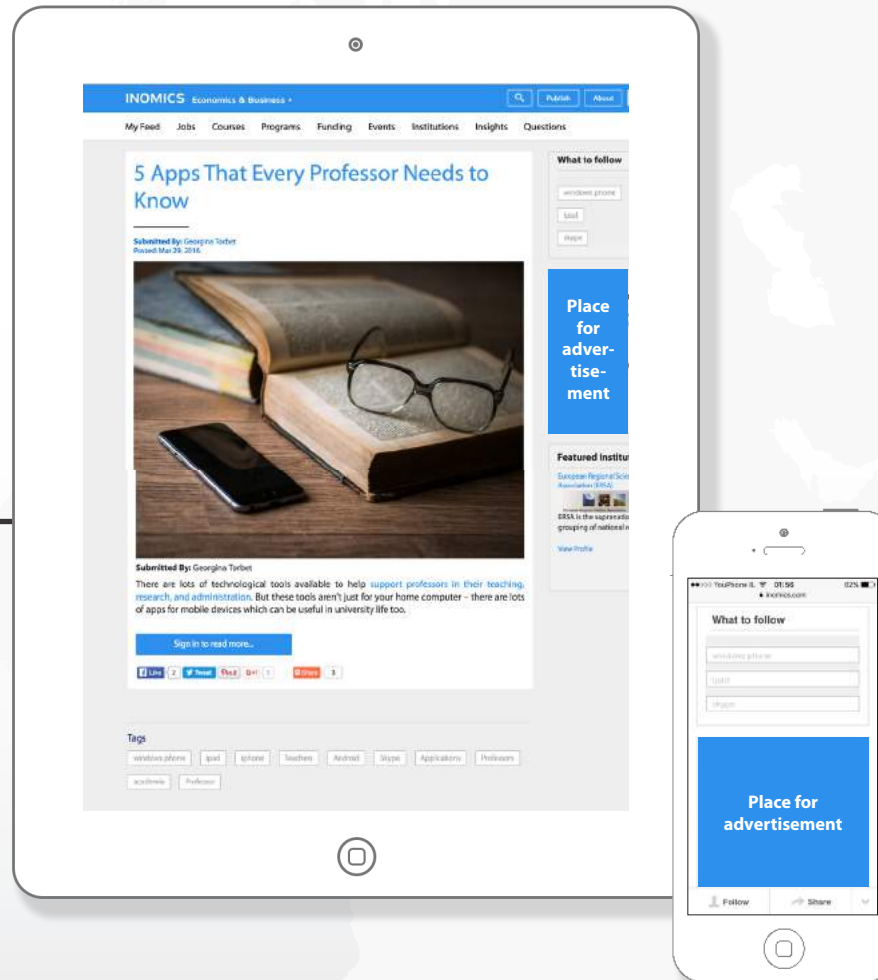
Sidebar Ad
Size: 180x266 px
Format: jpg, png, gif

Horizontal Ad
Size: 730x94 px
Format: jpg, png, gif

Mobile Ad
Size: automatic resize
Format: jpg, png, gif

25,000 unique
visitors to **INOMICS**
Insights per month.

Engage visitors with
attractive editorial
stories about top
opportunities in your
country or at your
institution.



THE POWER OF EDITORIAL STORIES:

Editorial Stories work because they are authentic, interesting and relevant. **INOMICS** Insights has a strong reputation among academics and we continuously raise the bar for editorial quality.

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 _____"

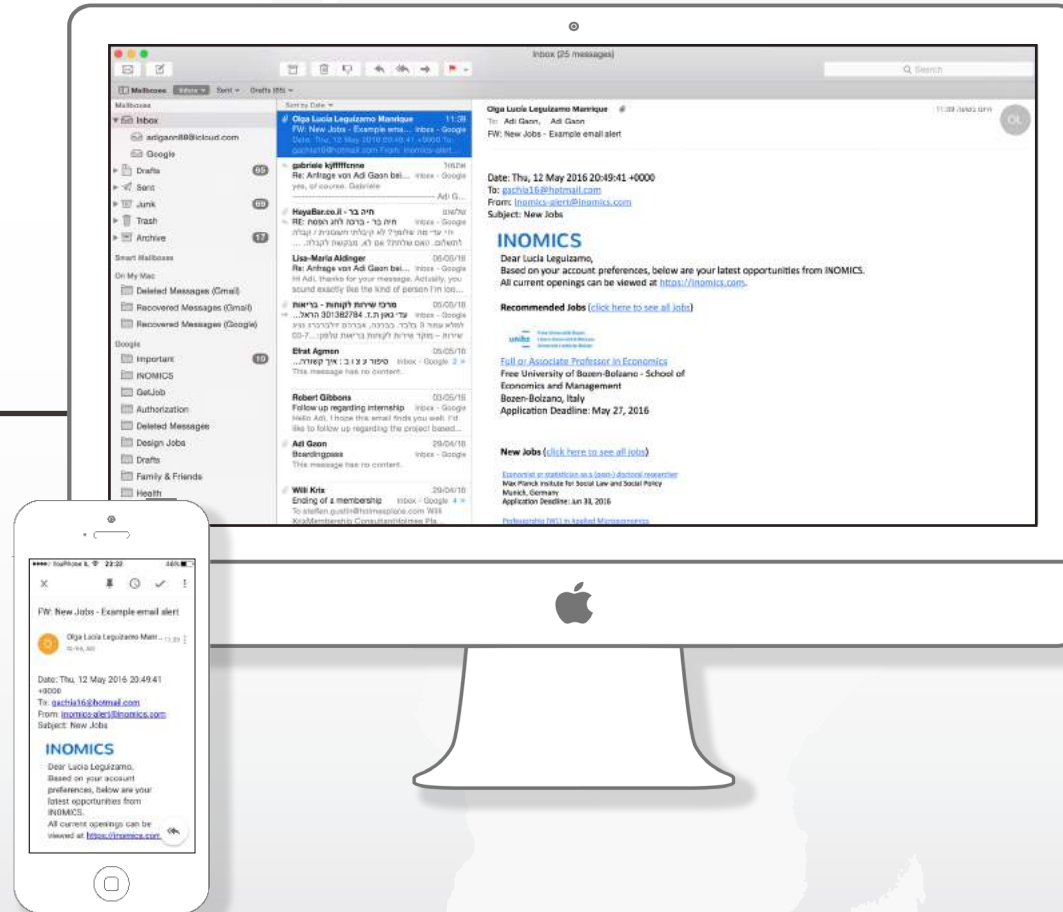
These are just ideas. Concrete guidelines and conditions of participation in **INOMICS** Insights will be confirmed upon offer confirmation.

TEXT SNIPPETS IN E-MAIL ALERTS

INOMICS

45,000
email
subscribers.

Point out interesting
and SPECIFIC offers.
This will drive traffic to
your destination site.



INOMICS E-MAIL ALERT

With a maximum degree of personalisation, the **INOMICS** E-Mail Alert is very unique: at around 50%, the opening rate is higher than the industry average of 22,5%*.

To maintain this interaction and to ensure relevant leads for you, we customise each alert to its recipient, according to their profile.

* Source: Mailchimp

GEO-TARGETING FOR PRIORITY COUNTRIES

INOMICS

*Don't leave the international mix of your applicants to chance...
Take control!*



Use Geo-targeting to receive better visibility for specific countries in **INOMICS** search results, home page and email alert in those countries.

Geo-Targeting is included in Premium posts for 10 countries for 3 months. For other announcement levels, it can be added for €75 + VAT per country per 3 months.



INOMICS

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**TRAFFIC BOOSTERS
& PERSONALISED
OPTIONS**

*Increase
the Visibility and
Promotion of Your
announcement.*



Repost your
Announcement
€75 + VAT*

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



Extra Email Alert
Advertisements
€150 + VAT*

*Your Announcement will
be promoted among
our 45,000+ email alert
subscribers.*



Social Media
Boost
€150 + VAT*

*Your Announcement will
be promoted among our
250,000+ social media reach.*

*The post includes the logo
of your institution and
geotargeting for the countries
of your preference.*

*The email alert includes 5
lines of 60 characters, plus
a title and a URL (Total 300
characters + title + URL and
including spaces).*

*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.

TARGETED EMAIL SHOTS

INOMICS

*Email Campaigns
to promote your
institution.*



● Mail subject
john@tempees.com
Lorem ipsum dolor sit amet, consectetur...

13:21

Mail subject
feri.sonjoe@tempees.com
Sed magna tellus, lacinia quis leo rous...

9:58

Mail subject
root@tempees.com
Aenean gravida dolor eget scelerisque st...

6:15

● Mail subject
free@tempees.com
Phasellus ullamcorper augue ac justo um...

Yesterday

Mail subject
tempees@tempees.com
Quisque luctus ornare nisi nec coment...

Yesterday

Mail subject
premium@tempees.com
Aliquam nulla urna, hendrerit et dimen...

Yesterday

Mail subject
tempees@tempees.com
Quisque luctus ornare nisi nec coment...

Yesterday

Mail subject
root@tempees.com
Aenean gravida dolor eget scelerisque st...

6:15

Mail subject
from: john@tempees.com for: tempees@tempees.com
21. september 2013 at 13:21

Forward Reply Delete

Title of your Opportunity

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed magna tellus, lacinia quis leo eu, rhoncus imperdiet arcu. Sed at dictum dolor. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nunc tempus nulla at nibh commodo, non egestas ante sollicitudin. Aenean gravida dolor eget scelerisque egestas.

Phasellus ullamcorper augue ac justo accumsan, at luctus augue porta. Aliquam tincidunt blandit quam, a euismod dui vestibulum eu. Praesent vel eros nulla. Sed vel odio eu lorem porttitor facilisis. Cras non lobortis nibh, at rutrum magna.

Proin ullamcorper ligula lacinia ante sagittis tempus.

Image from your Institution

Your Logo

**TARGETED BY
DISCIPLINE AND
LOCATION, WE FIND
THE RIGHT PEOPLE TO
PROMOTE YOUR JOBS,
PROGRAMS, COURSES,
CONFERENCES AND
SCHOLARSHIPS.**

We carefully select your recipient list based on their disciplines of interest and location, so we guarantee you an effective campaign.

Email shots are charged based on the number of recipients. Cost per recipient from €0,40*.

* Advanced targeting available for an additional fee. Please contact us for a quote.

*Suitable for Your
Promotion Goals
and Marketing
Budget.*



SUBSCRIPTION PACKAGES TAILOR MADE FOR ALL YOUR RECRUITMENT NEEDS THROUGHOUT THE YEAR:

- Flat-rate Options covering your professional, academic and student recruitment needs.
- Personalized packages including the most effective marketing channels for your institutions.
- Free consultancy and support to tune your campaigns and increase their effectiveness.
- Hassle-free with great results.

INOMICS



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P R I C I N G

PRICES FOR ANNOUNCEMENT PAGES

INOMICS

Top Visibility

	Basic	Standard Typically x3 Views	Featured Typically x5 Views	Premium Typically x8 Views
Up to 90 Days Online	349€ *	649€ *	849€ *	1249€ *
Additional months (price per month)	109€	199€	249€	349€
Targeted Email Alerts	1	2	4	6
Direct Enquiries Included	5	Unlimited	Unlimited	Unlimited
Deadline Reminders	-	✓	✓	✓
Priority Search Listing	-	✓	✓	✓
Premium Announcements Boxes (Weeks)	-	2	4	6
Number of Images Included	-	1	Unlimited	Unlimited
Logo incl. in Announcement	-	✓	✓	✓
Logo incl. in Email Alert	-	-	✓	✓
Header Image and Video incl in Announcement	-	-	✓	✓
Social Network Boost	-	-	✓	✓
Extra Homepage Visibility	-	-	✓	✓
Geo-Targeting Pro	-	-	-	✓

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.

Increase
the Visibility and
Promotion of your
Announcement.



Extra Email Alert Advertisements



Banner

Horizontal Banner

Size: 730x94 px
Format: jpg, png, gif, swf

€600* / Month - approximately
50,000 Impressions (Static)
€900* / Month - approximately
50,000 Impressions (Dynamic)

Sidebar Banner

Size: 180x266 px
Format: jpg, png, gif, swf

€900* / Month - Approx.
50,000 Impressions (Static)
€1350* / Month
approximately 50,000
Impressions (Dynamic)

Weekly Advertisement

5 lines of 60 characters + URL
(Total 300 characters + URL
and including spaces)

Extra lines of 60 characters
for €15* (max 5 extra)

€75* / week
€150* / week including logo/
image

Monthly Advertisement

5 lines of 60 characters +
URL
(Total 300 characters + URL
and including spaces)

Extra lines of 60 characters
for €60* (max 5 extra)

€300* / 5 weeks
€600* / 5 weeks including
logo/image

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.



INOMICS

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**FURTHER
INFORMATION**

WHY YOU WILL ACHIEVE MORE WITH INOMICS

INOMICS

*Not only because
we care about
customer
satisfaction!*

1

**INOMICS offers a
comprehensive solution
for your promotional needs.**

Inspiring and useful blog articles, targeted E-Mail alerts, broad visibility campaigns, student conferences etc. – there is a wealth of options.

2

**You can increase your
worldwide visibility with us.**

INOMICS is active in 150 countries!

3

**Benefit from our quality
approach and only recruit
the best.**

Our promotional work is based on facts, latest research, statistics, and current trends.

4

Make users return to your page.

Students and professionals typically take several months to reach a decision, so they need to be convinced more than just once! We will continue to drive traffic to your site, be always up-to-date with latest trends and attract users to come back.

5

Raise your international profile!

Join the ranks of a variety of reputable scientific and research organizations from all over the world and display your offer in good company.

6

Enjoy innovative solutions!

We are constantly changing for you so we can act even more effectively. In 2015, we will grow immensely in our common target markets.

User success stories



"I often visit [INOMICS](#) to check the most recent opportunities for PhD programs in my field.

The information is very clear and well-organized. It's also quite easy to navigate through the website, so I can easily find what I want. The information is even pre-classified and delivered to my email and feed, so I save time while browsing"

Patrycja Czajkowska
Master's Student in Business
Management at the
University of Lodz, Poland



"I have been a member of [INOMICS](#) community for over three years. I came across the platform when I was looking for a summer school in Europe to prepare myself for my Master's studies. I currently use it for finding great conferences and professional courses.

It is great for students or career seekers, especially in the field of economics."

Mehmet Gökhan Özdemir
PhD Student in Economics
at Ankara University, Turkey



"I mainly use [INOMICS](#) to find conferences and fellowships, and I find it is the most complete source out there. I also know that I will be using it to find job postings at the end of this year when I go to the job market."

Carolina Pan
PhD Student in International
Economics at Brandeis
University, USA

JOIN THE CLUB

Customers
posting
with us:



"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



"*INOMICS* is one of the few high-quality economics related sites. A specialized site where we found the opportunity to reach our audience, interested in the fields of education and research".

Nikos Filippakis
Communications
Coordinator Barcelona
Graduate School of
Economics



— Further Information



| INOMICS

Prices correct May 2016.
Contact us for latest rates and offers

**FOR QUESTIONS
PLEASE CONTACT**

INOMICS Team

info@inomics.com

*+49-(0)30-2084712 50
Am Kupfergraben 6a
10117 Berlin, Germany*