

INOMICS Handbook 2020 Media Kit

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60,000+ talented economists worldwide



About the INOMICS Handbook

The INOMICS Handbook is a career magazine containing quality advice and information on how to succeed in the fast-moving and highly competitive environment of economics - our sole aim being to support the career development of our readers.



Economists want to stay on top of trendy topics in their field and their career development. The INOMICS Handbook motivates and supports their personal and professional growth.

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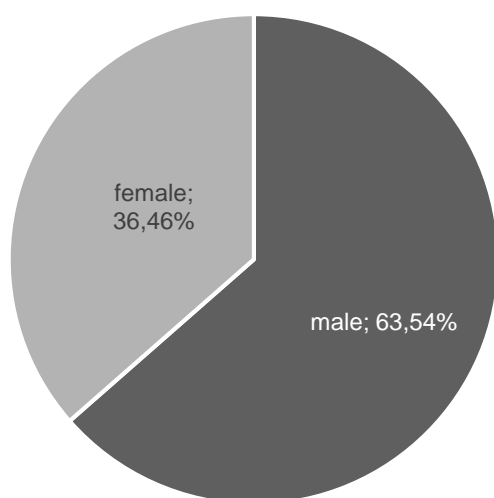
Profile of Readers

Target Group

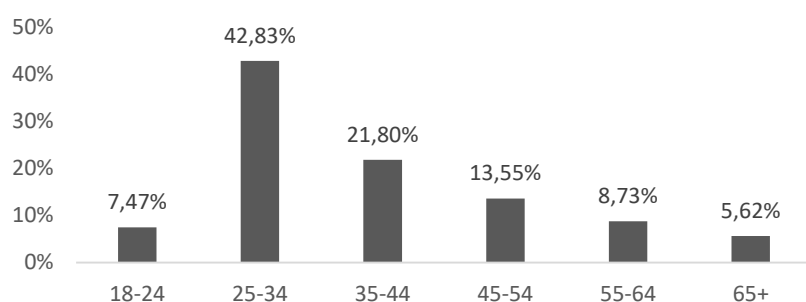
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Gender Distribution of Readers



Age Distribution of Readers



Source: Readership Stats Handbook 2018

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Profile of Readers

Education level: university graduate

Employers of our readership:

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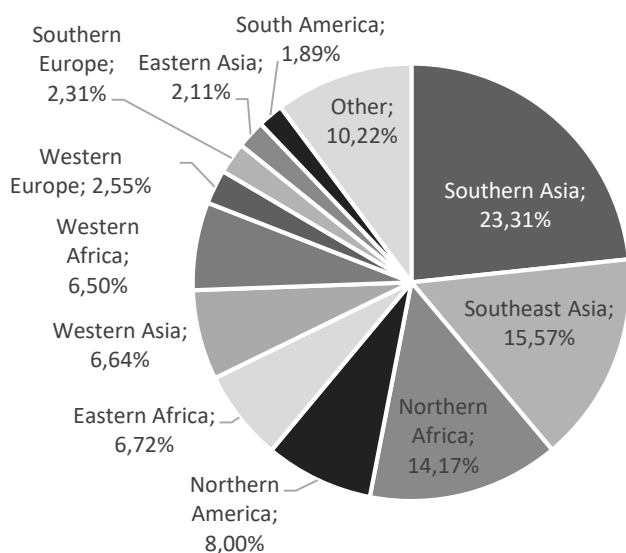


Interests:

- Economics
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Geo-Distribution of Readers



Source:
Readership
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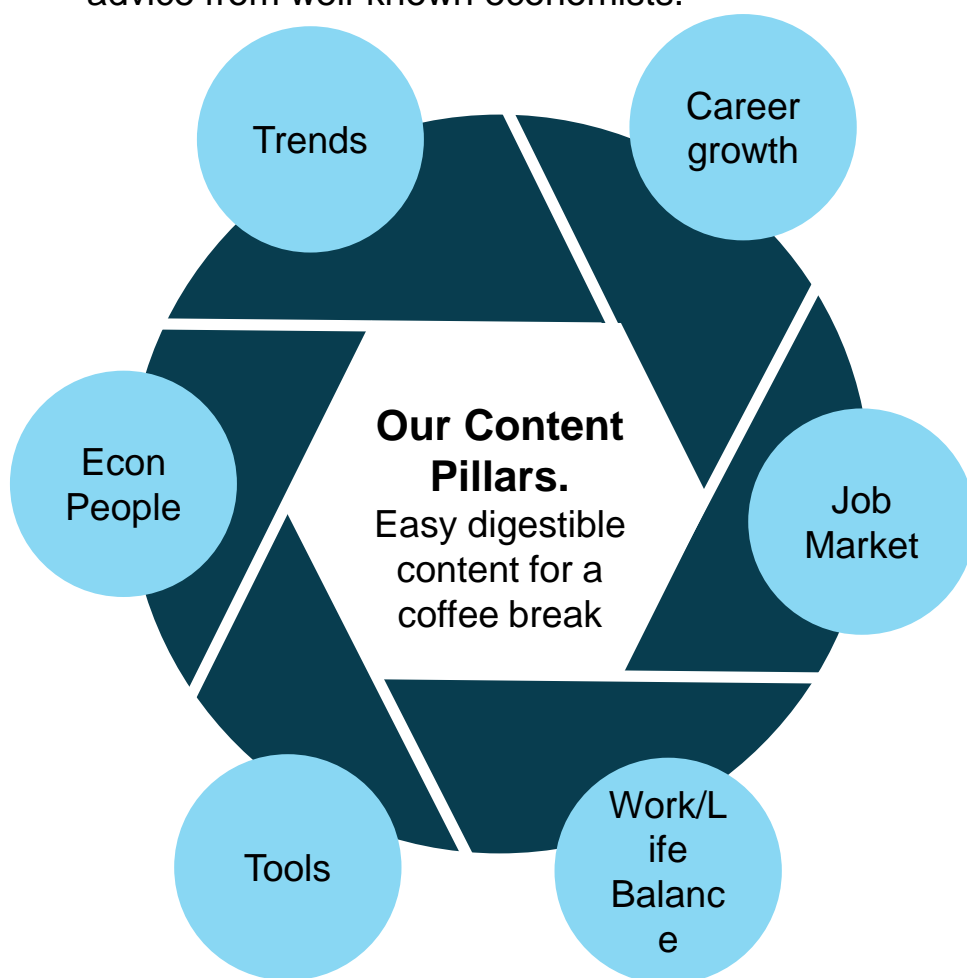
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Editorial Content

The 2020 edition includes: INOMICS Awards 2020, recommended master's programmes, PhDs and short courses, career tips and insights, trending topics in economics, employer insights and recruitment trends, professor interviews, career advice from well-known economists.



INOMICS Awards Categories:

- Top employers
- Best training course to develop your skills
- Best place to do a master's
- Best conference to attend
- Best place to do a PhD
- Best summer school



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Examples Editorial Content

Example Handbook Articles

Does Economics Have a Problem with Women?

BY WILLIAM PEARSE

Economics has a gender problem. It always has, and unfortunately, it appears to be getting worse. Until recently, the impression was that this historically male-dominated discipline was having a career—either rather slowly—and the number of women studying economics was creeping upwards. That progress, however, looks to have stalled, and by some accounts, including that of the Australian Department of Education, actually gone into reverse. All the while, the number of women in the STEM fields (Science, Technology, Engineering, and Maths)—long notorious for their poor gender ratios—has been steadily increasing. It looks as though the ‘old boys’ club’ of economics might be closing ranks.

‘Mostly male politicians refer to mostly male economists to legitimise their policy programmes; male priorities derived from male experience are, in effect, trumping their female counterparts’

In any field, such inequality would be troubling, but because of the role economics plays in our society—how much it informs public policy—the problem is particularly disturbing. While in power, mostly male politicians refer to mostly male economists to legitimise their policy programmes; male priorities derived from male experience are, in effect, trumping their female counterparts. This collaboration serves to imbue patriarchy into the legislation that structures our daily lives, hindering the achievement of gender equality.

To some, this may sound over the top, far-fetched even—but it isn’t. In fact, it’s borne out in the data. A recent survey of members of the American Economic Association (AEA) revealed the extent to which male and female economists diverge in some fundamental areas. Perhaps most alarming is the split on the gender pay gap: only 14% of women said the gap was explained by differing educational qualifications and occupational choices compared to 54% of men. Given men are advantaged by the gap—as exhibited in our last INOMICS salary report (available at inomics.com/salary-report/)—it is awfully

convenient for them to be ‘wiser’ decision-makers. A discrepancy means the fight for equality are ignored, and consequently the issue remains a cancer to a profession—and ultimately a poverty—and uniformity for women. And therein pervades the discipline: a series in which they are personal connections, a recognition of women, a variety of questions occur that applies, even more, and allows white male of opinion. This lack of diversity is the field’s increasing its ability to bring

How bad is the situation? The gender imbalance is a caution and it then traces women’s career development chair of the Federal Reserve’s ‘pipeline’. While women are met with eye progress and in some extent of the profession of economist, the less likely

‘The gender imbalance begins with education: traceable at every economist’s care’

economist and New York Women, has looked into

The Case for Ecological Economics

BY JAMES MATTHEW ALSTON

The cost of disaster

In 2018, the World Meteorological Organisation published its statement on the State of the Climate. The report showed that the 20 warmest years on record have occurred in the last 22 years. In the same year, the State of California’s Energy Commission published a report making changing atmospheric conditions due to global warming as a direct cause of the devastating forest fires that swept through California, burning nearly 1.9 million acres of land and costing more than US\$1.5 billion of damages. In 2017, the Lancet Countdown on Health and Climate Change found that 153 billion working hours had been lost worldwide due to high temperatures, predominantly on farms, and that high temperatures were consistently affecting the ability of crops to grow. And Professor Paul Tilman of University College London argued in response to these findings that tackling climate change ‘is going to be a net benefit to humanity in monetary terms’.

‘A 2018 Gallup poll revealed that only 64% of Americans think climate change is caused by human activities, and of those only 45% believe it will be a serious threat in their lifetimes’

But economists have continued on. Most dominant economic theories work on the assumption that technology and progress can overcome any biological/ecological limitations the earth may have. This, of course, isn’t true, we are beginning to see some of the limitations of our unsustainable existence, the above being just a few examples. In 1944 economist Kenneth Boulding coined this economic conception of the



world the ‘cowboy’, that being a metaphor of the noble wanderer who roams the ‘untamed plains’ of endless discoverable resources with no thought that they might, at some point, come to an end. Boulding said at the time that the problems our planet is facing are ‘not all in the future by any means’. Indeed, they are currently more visible than ever.

But this quality of dissent with dealing with the problem of climate change isn’t limited to economics. A 2018 Gallup poll revealed that only 64% of Americans think climate change is caused by human activities, and of those only 45% believe it will be a serious threat in their lifetimes. In the Pacific countries and east Asia, only 37% believe climate change will harm them personally, and just 20% of people in the Middle East believe climate change is a problem that is harming people right now.

Multiple techniques have been used to change attitudes, including showing the connections between climate change and air pollution and health problems, or in change like the aforementioned forest fires in the USA. A

Top Employers

GOLD PRIZE: UNIVERSITY OF LUXEMBOURG
SILVER PRIZE: LUISI UNIVERSITY
BRONZE PRIZE: UNIVERSITY OF BONN



SPECIAL RECOGNITION:
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University of Milan
University of Barcelona
Karlsruhe Institute of Technology
University of Copenhagen
Bergl
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Best Training Course to Develop Your Skills

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SILVER PRIZE: ECOMOD
BRONZE PRIZE: KIEL INSTITUTE FOR THE WORLD ECONOMY



SPECIAL RECOGNITION:
University of St. Gallen
London Finance & Economics
Swiss Society of Health Economics (SSHE)
TUM Training
Barcelona Graduate School of Economics
University of Waterloo
Timberlake Consultants

Example INOMICS Awards

The 2019 INOMICS Awards

Now in their third year, the INOMICS Awards aim to recognise the career and study opportunities offered by universities and institutions around the world. Taken into consideration were their global reputations and the opinions of INOMICS users.

Keeping with tradition, we divided the awards into categories designed to showcase the different qualities we know are important to our users. They included: Top Employers, Best Training Course to Develop Your Skills, Best Place to Do a Master's, Best Place to Do a PhD, Best Conference Organisation, and Best Summer School Organisation.

Within each category Gold, Silver and Bronze prizes were awarded, presented next to a shortlist of other institutions worthy of recognition. These categories help shed an insightful light onto the universities and institutions INOMICS users have favoured over the course of 2019.

To choose the winners for the 2019 INOMICS Awards, we measured the interest of the INOMICS audience in the study and career opportunities offered by each institution listed on INOMICS. The criteria took into account how many people read about opportunities at each institution, and how many of these interacted with them, based on page views and clicks out to the announcements of each nominee.

The INOMICS team would like to commend all the institutions featured in each of our award categories, as well as hundreds of smaller institutions offering niche training opportunities and job offers, for their educational value and research contribution to the field of economics.



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Niche career topics in economics to increase probability of engagement with your institution

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6) Double spread	420 x 297 mm	4,490 EUR

Editorial Content

Engage readers with content marketing

Option	Ad Size	Price
Sponsored Articles	2-page article (up to 1200 words) submitted by your institution, logo, 2 images and description of your institution (up to 400 words)	1,200 EUR
Recommended Sections	Includes logo, image, description and link to your INOMICS announcement	300 EUR

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Examples Advertising Options



Master's in Economics or Business
in cooperation with ESIL Louvain

Once you have successfully finished your bachelor's in business and economics, one often wants to move forward in the career ladder by pursuing a master's degree. This is one of the main concerns when choosing the right time. Most careers are involved in choosing the next career step: career progression, the possibility of the subject and the potential to obtain your master's in a maximum level (having completed a bachelor's in business and economics gives you a head start in the career ladder).

When you decide to do a master's in business and economics, you should be aware of the different career paths in business and economics. There are two main paths: one is to continue in the same field (business and economics) and the other is to move into a different field (business and economics).

When it comes to economics and business, there can be a little bit of a choice of the questions that students often ask: "What is the difference between a master's in economics and one in business?" In reality, both lead to a similar set of career opportunities in the same field. What differs is the focus of the studies and the career prospects that it entails.

The first step in making a decision is to think about your personality, what you want to do in the future and how you want to spend your time. What you want to do in the future and how you want to spend your time. What you want to do in the future and how you want to spend your time.

Career Prospects for Graduates

- Financial analyst
- Economic consultant
- Professor
- Policy analyst/advisor
- Data science
- Finance controller
- Project manager

Example Sponsored Article



PARIS SCHOOL OF ECONOMICS

APPLICATIONS ARE NOW OPEN

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EDCBA Master of Science - application deadline 30 June

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Example Full Page Ad

agies, experience and communication with your employer and a person to whom you can turn with questions and concerns to visit. The need to make the ability to be professional when you are in a position of responsibility is a key skill in the workplace. It is a skill that is often overlooked but is a key skill in the workplace. It is a skill that is often overlooked but is a key skill in the workplace.

"Soft skills are just as important as the hard skills with which we're all familiar. Unfortunately, they're usually more difficult to teach."

But despite not, there are few things you can do to improve your leadership skills. Choose either an existing body of knowledge, practice writing, and management and leadership skills. Improving your communication skills can also help you become a more effective leader, giving you up to other people and making you more engaged.

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Example Recommended Sections

Recommended Study and Career Opportunities

Master's Programs

MASTER OF SCIENCE IN QUANTITATIVE ECONOMICS
Louvain-la-Neuve University (Louvain-la-Neuve University)

The Master of Science in Quantitative Economics (MScQE) is a two-year master's program that provides students with a solid foundation in quantitative economics. The program is designed to provide students with a solid foundation in quantitative economics. The program is designed to provide students with a solid foundation in quantitative economics.

MASTER OF SCIENCE IN ECONOMICS
Louvain-la-Neuve University (Louvain-la-Neuve University)

The Master of Science in Economics (MScE) is a two-year master's program that provides students with a solid foundation in economics. The program is designed to provide students with a solid foundation in economics. The program is designed to provide students with a solid foundation in economics.




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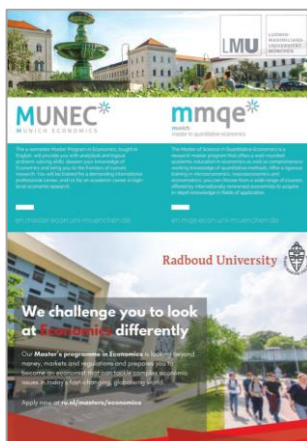
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Twitter, LinkedIn
(100,000+ Fans)

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(5,000,000+ Reach per
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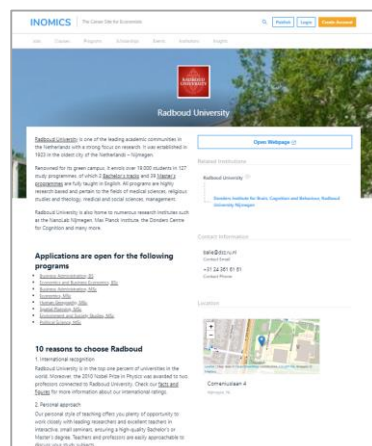
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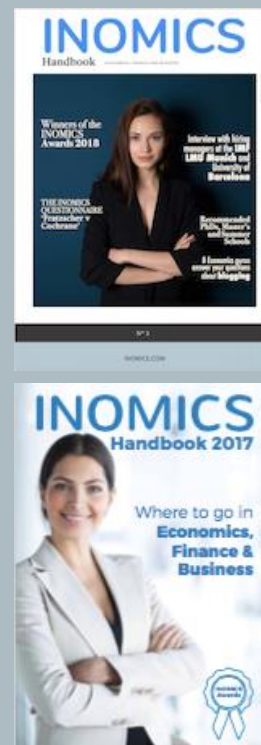
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