

# The Power of Niche Recruitment



## 11 Academia Networks

Media Kit  
2019/2020

INOMICS



Conference Monkey

>codeslaw



Lingufish



STUDYPUNK



DueDigital.com  
The Digital Skills Portal



NewEngineer.com



medfrogs



RESEARCH JOBS

# About 11 Academia Networks

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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<sup>ac</sup>**



**STUDYPUNK**

**>codeslaw**



**medfrogs**



**DueDigital.com**  
The Digital Skills Portal



**NewEngineer.com**



**RESEARCH JOBS**



**Conference Monkey**



**Lingufish**

## 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



**MORE INFORMATION:**

[11academianetworks.com/niche-platforms](https://11academianetworks.com/niche-platforms)

# 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](mailto:info@11academianetworks.com)



# Customer Value

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## ✓ **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](mailto: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

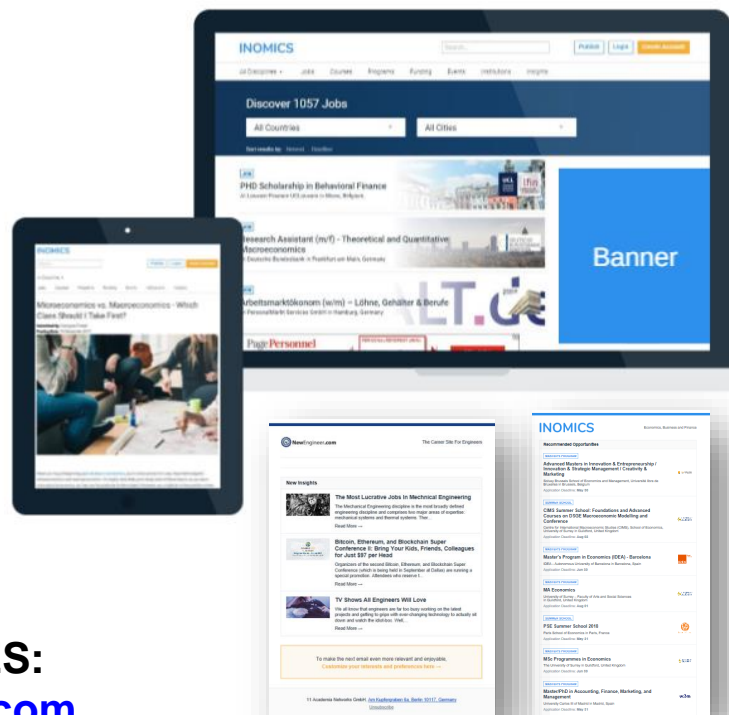
## MORE INFORMATION:

[11academianetworks.com/publish](http://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](mailto:info@11academianetworks.com)

## MORE INFORMATION:

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

# Online Announcements

## Announcement Levels and Pricing

4 levels matching your marketing budget and requirements

POPULAR			
Basic	Standard	Featured	Premium
<ul style="list-style-type: none"><li>✓ Logo &amp; Text Description</li><li>1 Email &amp; Social Media Shots</li><li>✓ Enhanced Search Positioning</li><li>✓ Image Gallery</li><li>✓ Mini Banners (Extra Visibility)</li><li>✓ Deadline Reminders By Email</li><li>✓ Header Image</li><li>✓ Video Display Option</li><li>1 Reposts</li><li>✓ Extra Visibility in Featured Box</li><li>✓ Geo-Targeting</li></ul>	<ul style="list-style-type: none"><li>✓ Logo &amp; Text Description</li><li>1 Email &amp; Social Media Shots</li><li>✓ Enhanced Search Positioning</li><li>✓ Image Gallery</li><li>✓ Mini Banners (Extra Visibility)</li><li>✓ Deadline Reminders By Email</li><li>✓ Header Image</li><li>✓ Video Display Option</li><li>1 Reposts</li><li>✓ Extra Visibility in Featured Box</li><li>✓ Geo-Targeting</li></ul>	<ul style="list-style-type: none"><li>✓ Logo &amp; Text Description</li><li>2 Email &amp; Social Media Shots</li><li>✓ Enhanced Search Positioning</li><li>✓ Image Gallery</li><li>✓ Mini Banners (Extra Visibility)</li><li>✓ Deadline Reminders By Email</li><li>✓ Header Image</li><li>✓ Video Display Option</li><li>1 Reposts</li><li>✓ Extra Visibility in Featured Box</li><li>✓ Geo-Targeting</li></ul>	<ul style="list-style-type: none"><li>✓ Logo &amp; Text Description</li><li>3 Email &amp; Social Media Shots</li><li>✓ Enhanced Search Positioning</li><li>✓ Image Gallery</li><li>✓ Mini Banners (Extra Visibility)</li><li>✓ Deadline Reminders By Email</li><li>✓ Header Image</li><li>✓ Video Display Option</li><li>2 Reposts</li><li>✓ Extra Visibility in Featured Box</li><li>✓ Geo-Targeting</li></ul>
Single Ad: €349	Single Ad: €649	Single Ad: €849	Single Ad: €1249
20 – Pack: €4535	20 – Pack: €8435	20 – Pack: €11035	20 – Pack: €16235

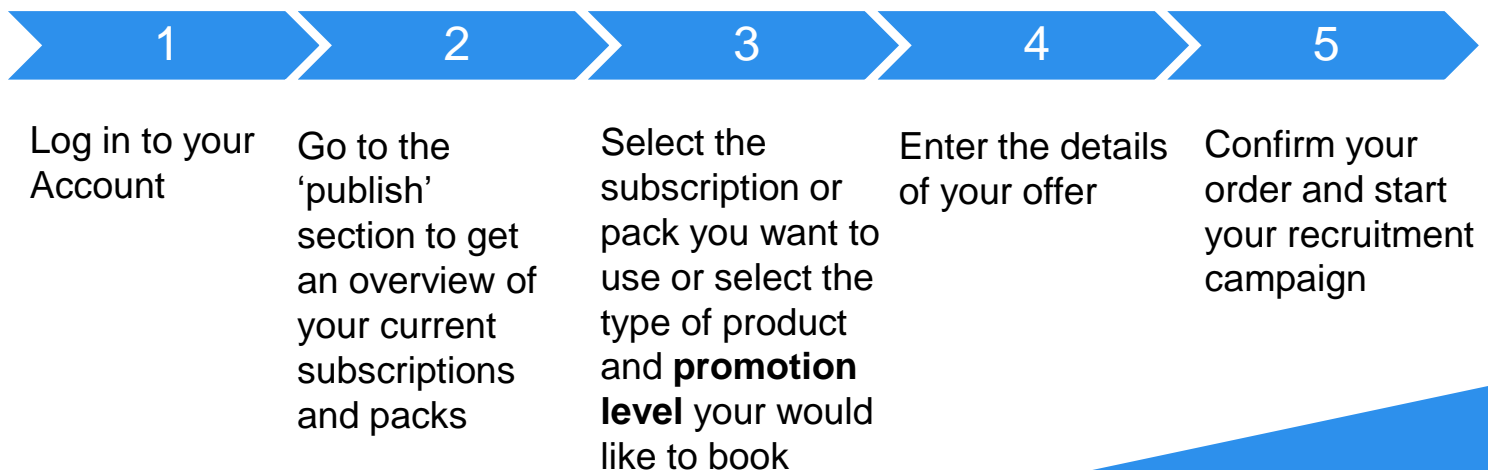
## MORE INFORMATION:

[11academianetworks.com/publish](https://11academianetworks.com/publish)

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:



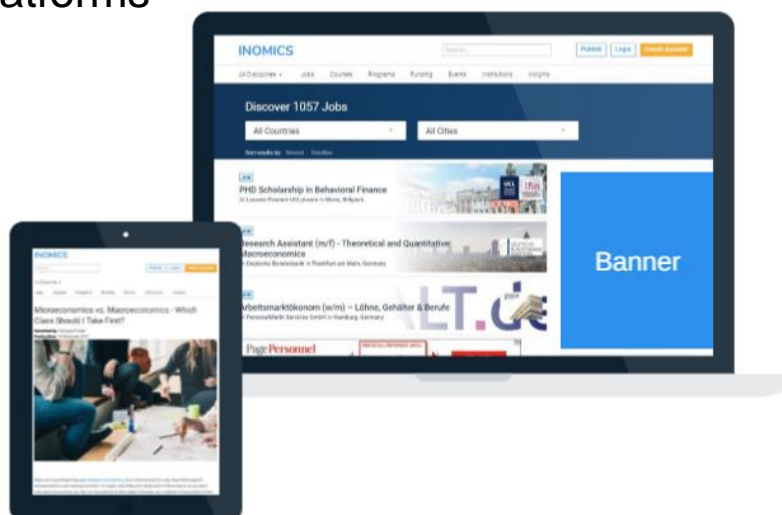
# Boosters & Media Advertisement

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



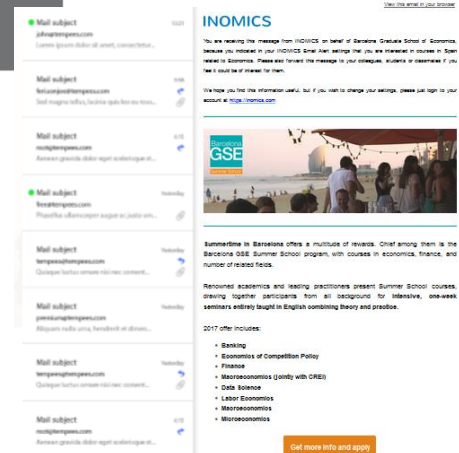
# Boosters & Media Advertisement

## ✓ 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

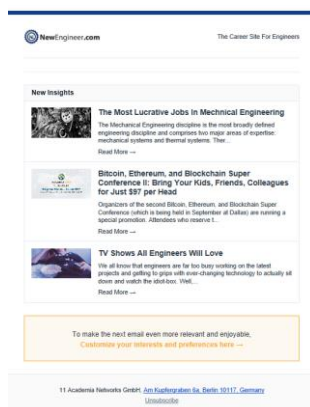
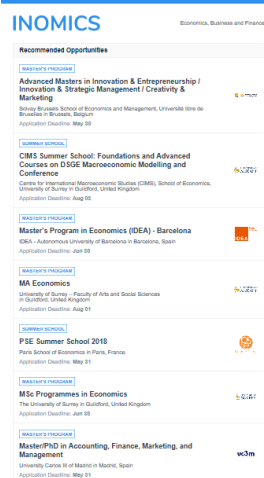


### Email Alert Ads (Text Snippet)

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)



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# 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)



# Influencer Marketing

Build a personal connection with young students, boosting engagement and conversions from content

Download more information about [Influencer Marketing here](#)

## ✓ In Instagram

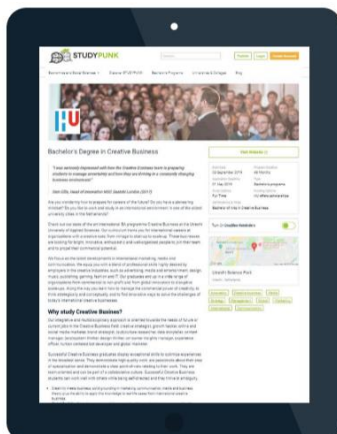
- Video Post
- Image Posts
- Visibility Boosters

## ✓ In Blog

- The List: online catalogue of all your bachelor's programs
- The Vibe: campus reviews
- The Insights: editorial content

## Meet Ruby!

Ruby is our STUDYPUNK blogger. She is a 22-year-old who travels the world finding the best universities and institutions to recommend to students. Ruby explores behind the scenes of university life at your campus and shares reasons why your program(s) are the right choice for students





# How to start your campaign

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- 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.**  
[info@11academianetworks.com](mailto:info@11academianetworks.com)



# 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



## 11 Academia Networks

Contact Information:

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**INOMICS**

 **Professor's<sup>ac</sup>**

 **BioBirds**  
Life Sciences



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