

# Media Kit 2023



## Europe & UK

Questions & Enquiries

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INOMICS ([inomics.com](http://inomics.com)) offers a comprehensive catalogue of education and career opportunities for students and faculty in the field of economics. We cooperate with top economics departments, business schools, companies, central banks and research centers worldwide, helping them develop strategic recruitment solutions at global or local level.



## OUR APPROACH

### FOR STUDENTS, RESEARCHERS & 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 & COMPANIES

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



## ✓ 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 and email promotion, content marketing and more.

## ✓ 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 analytics reports after your campaign.



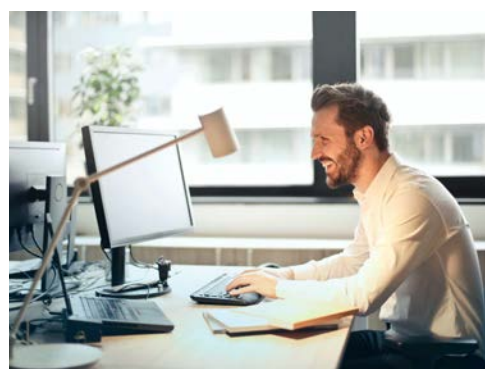
Reach **1 million+** economics students, academics, researchers and professionals



**75,000+** Targeted Email Alerts sent each week



**100,000+** organic social media reach



Economists from **150+** countries



**3,000+** pieces of career and study advice

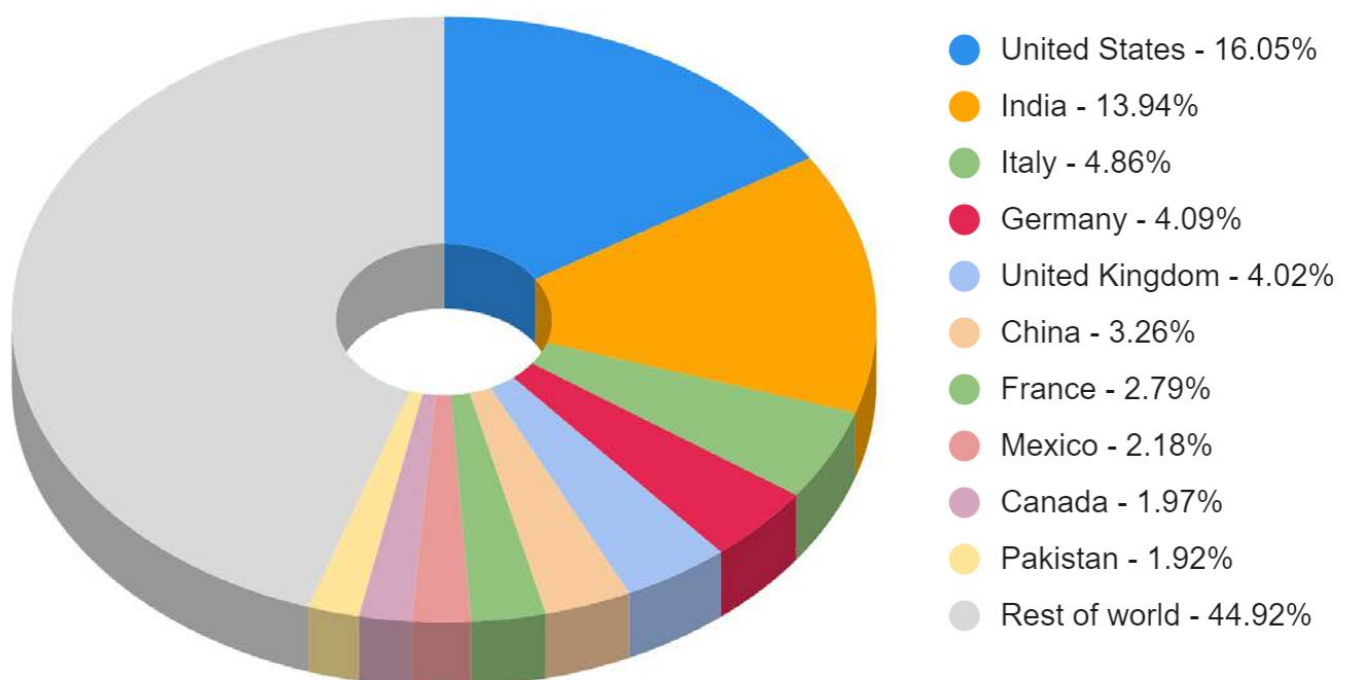
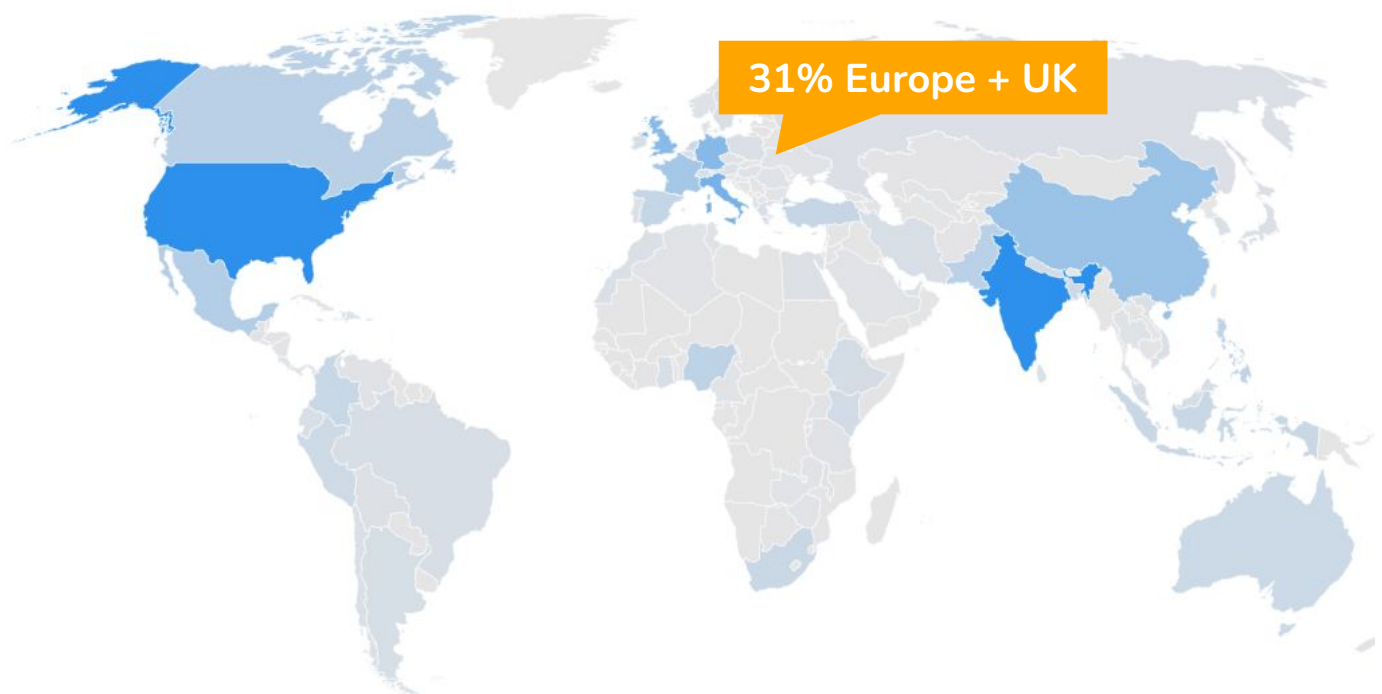
## Top categories of interest include

Economics    Econometrics    Conferences    Professor Jobs  
Higher Education    Research Institutions    Lecturer Jobs  
Workshops    PhD Programs    Postdoc Jobs    Microeconomics  
Quantitative Methods    International Economics    Modeling  
Financial Economics    Summer Schools    Behavioural Economics  
Master Programs    Graduate Schools    Environmental Economics  
Professional Training    Graduate Jobs    Supplementary Courses

# 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.

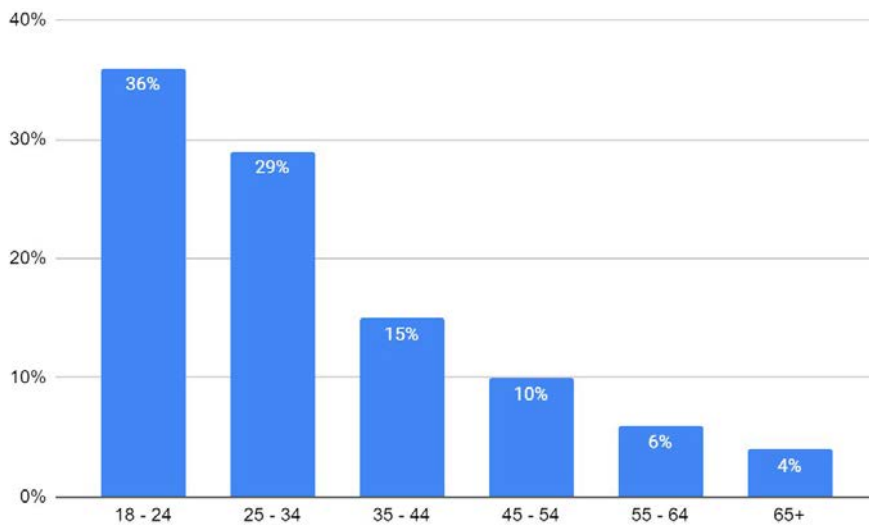
**We have a worldwide community with users from over 150+ countries**



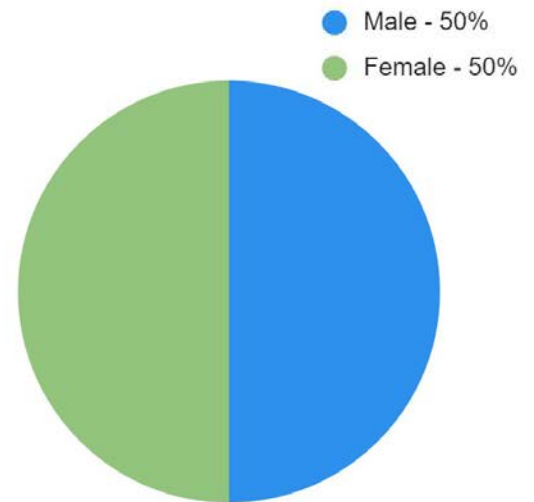
**Based on 2022 Data**



## Distribution of INOMICS Users by Age



## Distribution of INOMICS Users by Gender



## User distribution by type of opportunity

Avg. Users per month on website: 150,000

Type of Opportunity	% Total Users	Avg. % Click Through
Job	14.4%	23,7%
Course	11.3%	34,9%
Program	8.8%	41.6%
Conference	5.0%	30.0%

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.

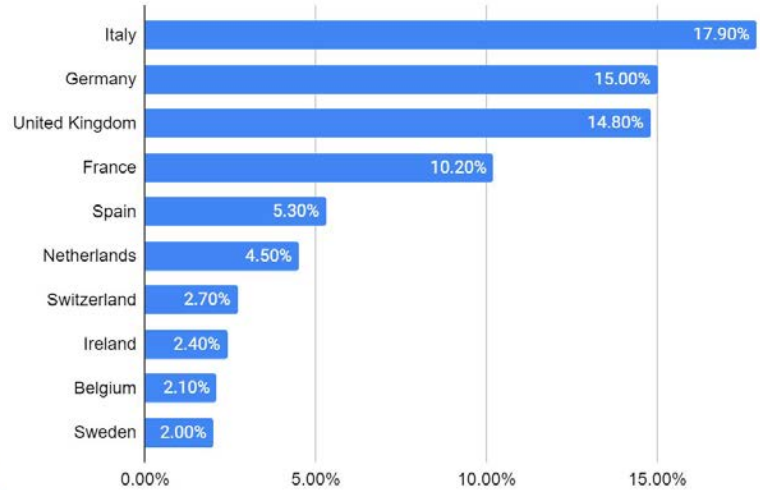
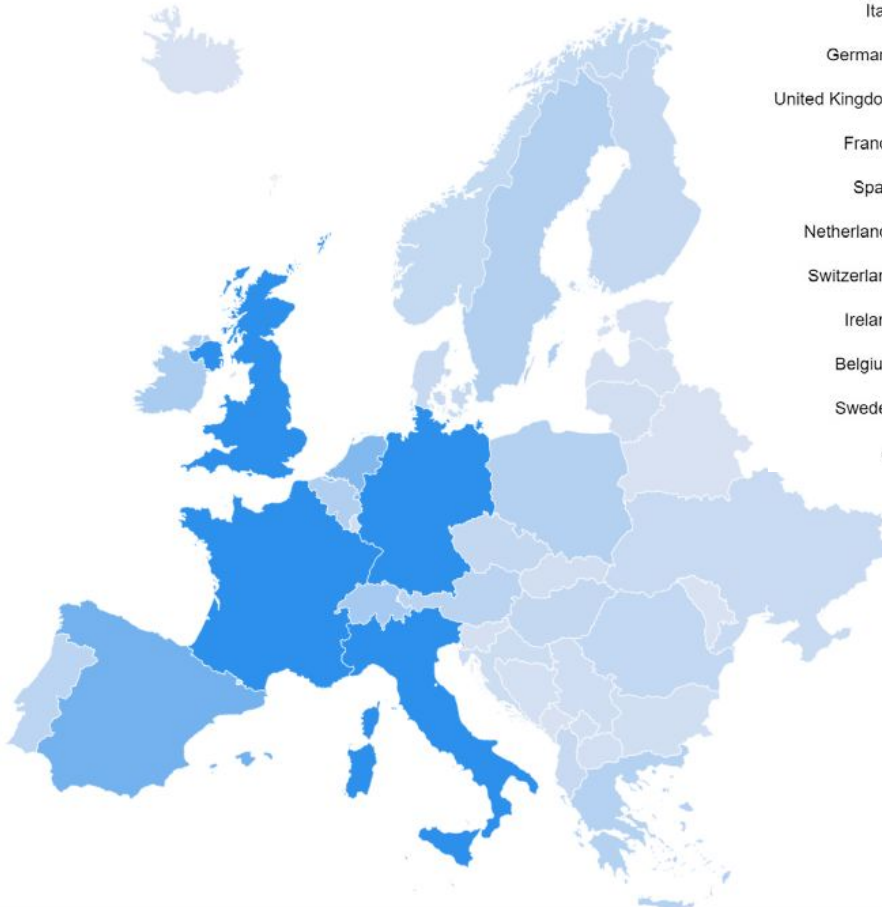


Based on 2022 Data

# EUROPEAN AUDIENCE DETAILS

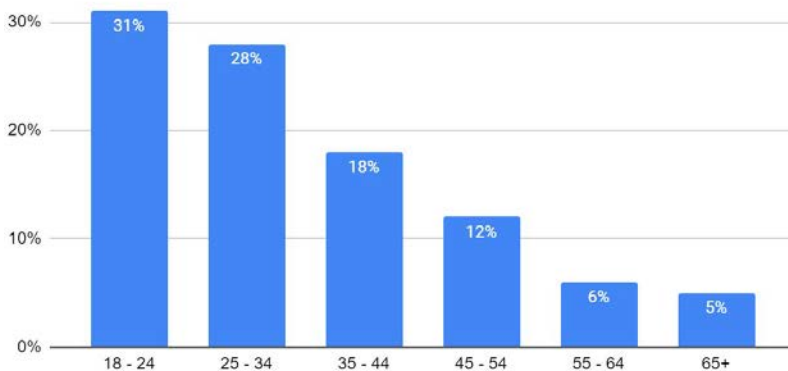


Recruit in your country or region with INOMICS. Find top candidates among our active audience of economists in Europe for your jobs, study offers or events.

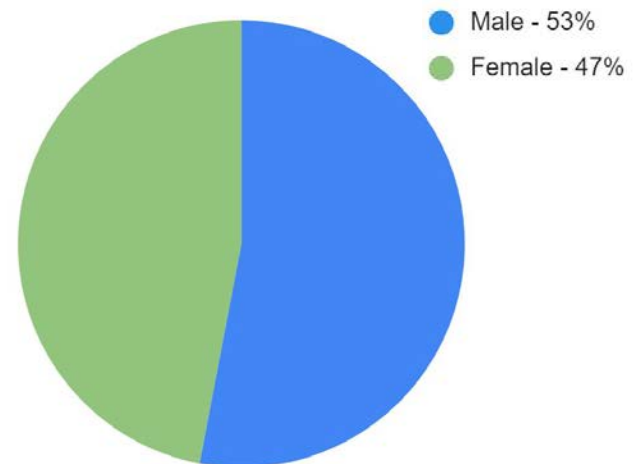


**Distribution of INOMICS Users in Europe (31% Total Visitors)**

**Distribution of INOMICS Users in Europe by Age**



**Distribution of INOMICS Users in Europe by Gender**



Based on 2022 Data



## Weekly Email Alert

### Audience Profile:

Highly targeted based on interests and location. Recipients include: Professors, PhD candidates, bachelor's and master's students, program directors and researchers from 150+ countries. [Create Account](#) and test our Email Alert for yourself.

### Open Rate:

10% to 20% depending on content and season

### Click Rate:

Around 1,5% to 2%

Your offer is included in the email alert with any paid Announcement package. For additional [custom email marketing options](#), please contact us for a consultation.



## Customer Newsletter

### Audience Profile:

HR directors, admission officers, marketing directors, conference organizers, deans, program directors from universities, schools, research centers, banks and private companies. [Sign Up.](#)

### Open Rate:

12% to 20% depending on topic

### Click Rate:

Around 1%



**120,000+ Fans  
across our  
channels!**



**Facebook  
70,000+ Likes**



**Twitter  
4,750+ Followers**



**LinkedIn Group  
37,000+ Members**



**Instagram  
5,500+ Followers**



**YouTube  
5,000+ Followers  
250,000+ total views**

Based on 2022 Data



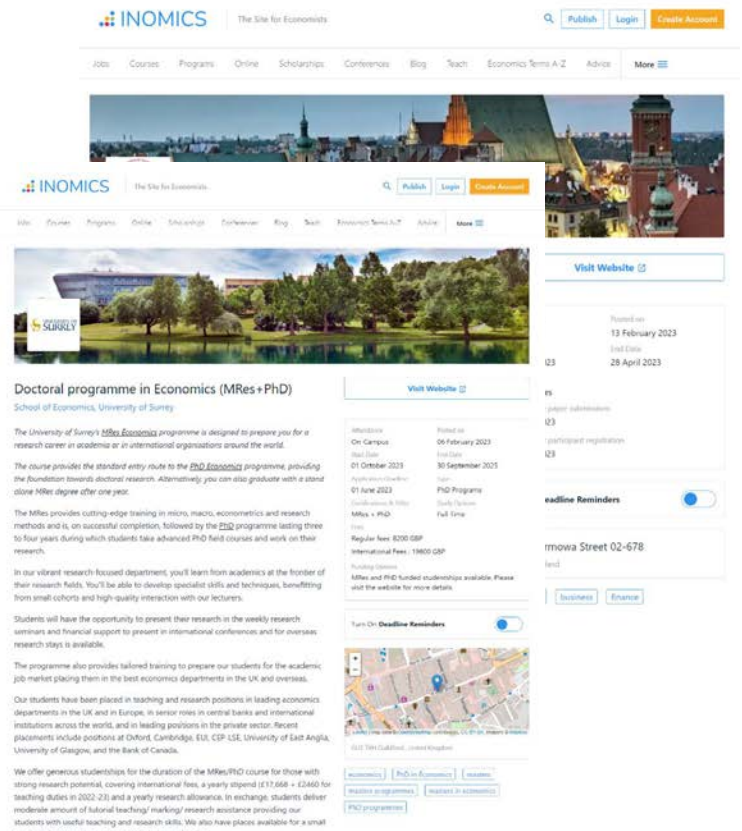
## ONLINE ANNOUNCEMENTS

Online profile for your job, conference or study offer.

- Single Announcements
- Announcement Packs
- Automated Posting

[What to expect from an Announcement](#)

[Publish Announcement](#)



## 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

## TRAFFIC BOOSTERS

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

- Email Adverts
- Social Media Posts
- Reposts
- Extensions
- Multi-Channel Boost

## CONTENT MARKETING

Brand positioning and reputation for your institution.

- INOMICS Handbook
- Sponsored Articles
- Mention in Editorial Stories

Contact [info@inomics.com](mailto:info@inomics.com) for consultation



## Announcement Levels and Pricing

4 levels matching your marketing budget and requirements

Basic	Standard	Featured	Popular	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>	
<b>Single Ad: €390</b> <b>20 – Pack: €5460/year</b>	<b>Single Ad: €690</b> <b>20 – Pack: €9660/year</b>	<b>Single Ad: €890</b> <b>20 – Pack: €12460/year</b>	<b>Single Ad: €1290</b> <b>20 – Pack: €18060/year</b>	

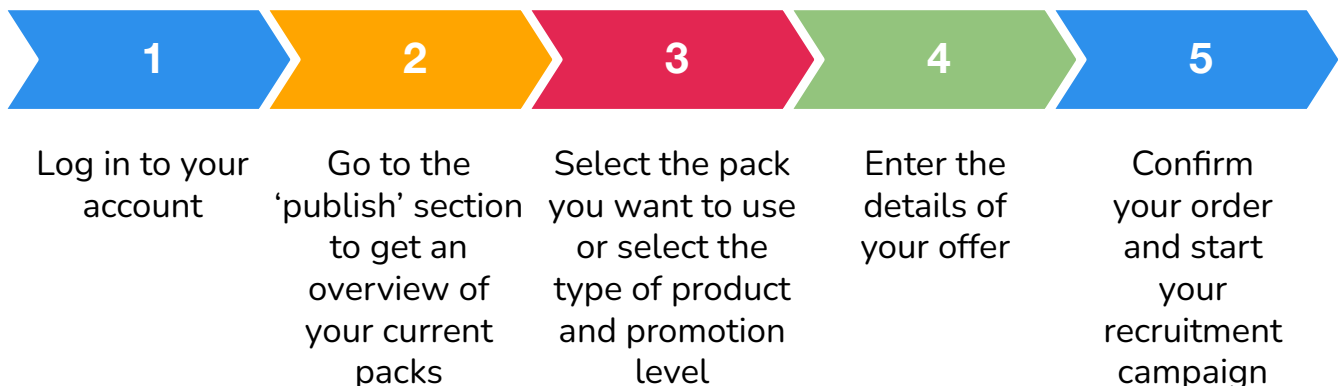
**MORE INFORMATION:**  
[inomics.com/publish](https://inomics.com/publish)

Each of your Announcements will be promoted for 90 days from publication date or until the deadline. [Paid extensions available \(p. 14\)](#)

Prices do not include VAT. 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:





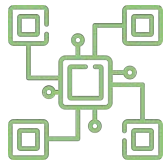
## What is Automated Posting?

For customers with regular recruitment drives (at least 10 or more offers to advertise per year) we recommend our automated posting option.

### 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 at [info@inomics.com](mailto:info@inomics.com) 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!

## Levels

### Basic

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

### Standard

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

### 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

### Premium

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

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



### Simple

Recruitment for all your offers



### Automatic

Automated posting



### Dedicated Support

Upgrades, statistics and fine tuning



### Hassle-Free

PAYG, periodic billing = less paperwork



## ✓ Social Media Posts

Social media post with customized text and image (depending on platform). Choose from Facebook, Twitter, Instagram and LinkedIn Group.

**€170 + VAT per post per platform**

**€390 + VAT per post on 4 platforms**

## ✓ Reposts



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

**€90 + VAT for Basic & Standard Announcements**  
**€160 + VAT for Featured & Premium Announcements**

## ✓ Email Alert Ads

Text snippet including 300 characters with spaces + title + URL placed in our Email Alert.

**€170 + VAT per Week**

**€650 + VAT per Month**

## ✓ Extensions

Extend the length of time your Announcement is promoted for beyond the included 90 days until deadline.

**€119 + VAT Basic Extension per Month**  
**€209 +VAT Standard**  
**€269 +VAT Featured**  
**€369 + VAT Premium**

## OR Bundle up with the Multi-Channel Boost

Increase the reach of your online Announcements with extra social media promotion, email inclusions and content marketing all in one campaign.

Available for all study programs, summer schools and professional training Announcements. Includes\*:

1. Recommendation in Advice Article (worth €350)
2. 1 x Social Media Post (worth (€170)
3. 1x Email Alert Ad (worth €170)

**Best Value**

~~€690~~  
**€590 + VAT Base Pack**  
**Add-Ons Available**

\* Full terms and conditions at <https://inomics.com/multichannel>



New: Geo-targeted

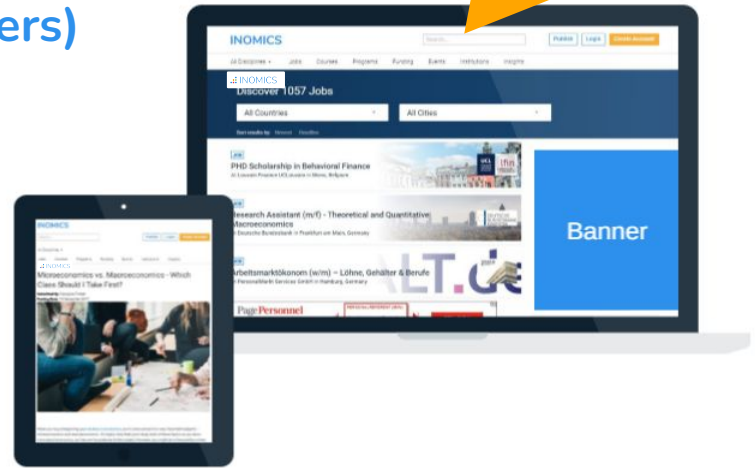
## ✓ Display Advertising (Banners)

Bespoke and targeted display advertising.

Geo-targeted - pick where users will see your banners.

Content section specific. Choose where your campaign runs.

Formats: vertical & horizontal



€350 per 15,000 impressions  
€900 per 50,000 impressions  
Contact [info@inomics.com](mailto:info@inomics.com)



## ✓ Targeted Email Promotion

E-Mail Shots (HTML Format)

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

Starting at €0,50 per recipient

## ✓ Social Media Promotion

Meta 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 €650 per campaign





## 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.)

### Editorial Content

Recommendations and sponsored articles

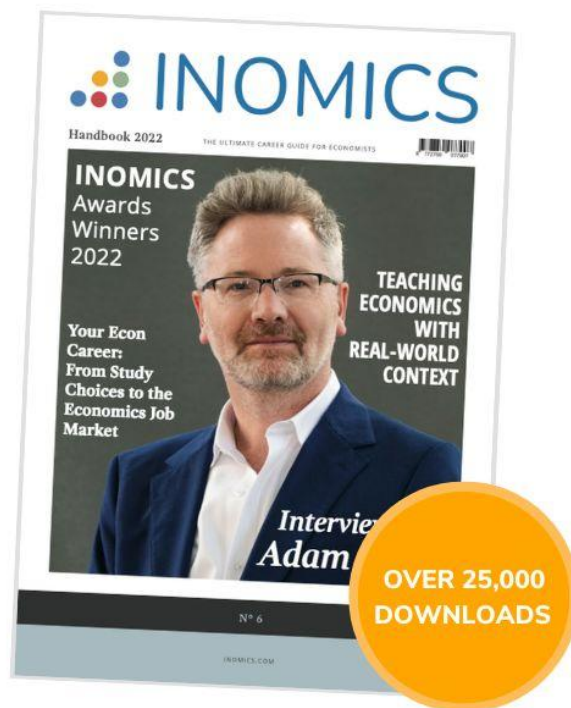
Starting at €690

Starting at €350

### Best Value

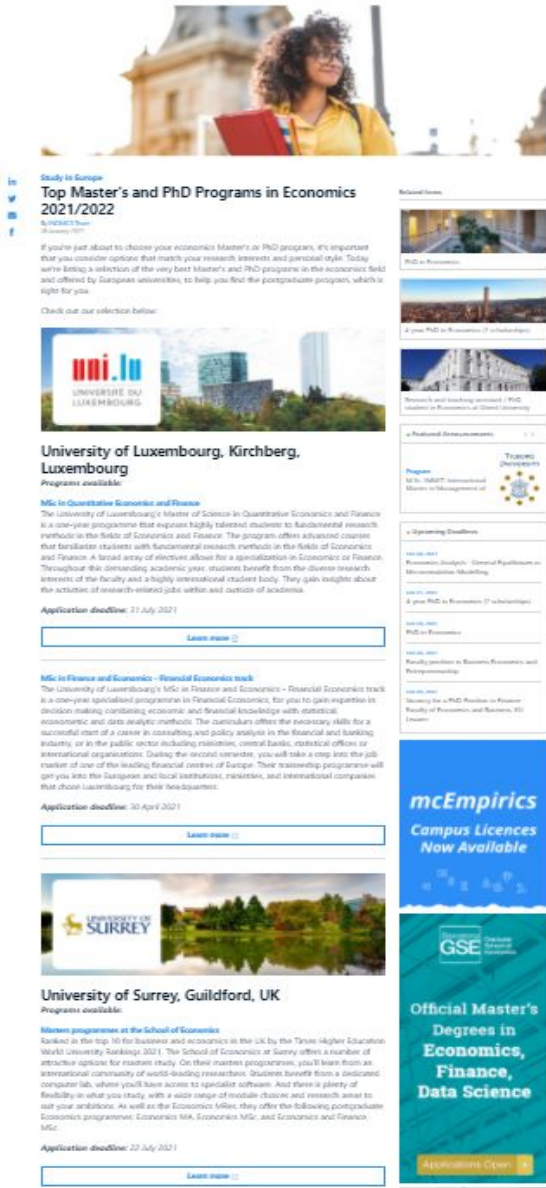
#### ADVERTISER PACK €990

- ➔ 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



**MORE INFORMATION:** [inomics.com/handbook/advertisers](https://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 €350  
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 €850  
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

# 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

*“The New School in New York City has a long legacy of attracting students from Europe and around the world to our master's and PhD programmes in Economics. Inomics offers an extremely targeted and valuable platform for us to stay front-of-mind among prospective applicants on a global scale.”*

Laura Montgomery  
Senior Director, College and Enrollment  
Marketing  
The New School, New York

*“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





Join our INOMICS Customer 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>**



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